

SKAL Asia Congress

Skalleagues can influence their customers to come to India: Boyle

With 20,000 influential tourism professionals as Skål members, the recently concluded 40th Skål Asia Congress in Delhi strongly underlined the importance that the club can play in India's tourism growth.

 TT BUREAU

Themed 'Linking Business with Friends Worldwide,' Delhi recently played hosts to the 40th Skål Asia Congress. The event attracted Skalleagues from across Asia to gather in India's national capital to celebrate the occasion. The event was aimed at bringing the travel fraternity together and exploring new business possibilities through networking among the fellow members.

Chief Guest of the opening ceremony, Delhi Chief Minister **Sheila Dikshit** while welcoming the Skalleagues, admitted that the tourism is still an emerging industry, however the 'Incredible India' campaign is showing promising results. "Delhi is a mini India. The city has what it takes to be an attractive tourist destination. And now it is organisations like Skål



Delegates at the opening ceremony of 40th Skål Asia Congress in New Delhi

who we want to guide us in promoting tourism," she said. She also invited the delegates to at least spend a week to discover Delhi.

Skål President, **Tony Boyle**, while informing **TRAVTALK** that with 20,000 members worldwide Skål is the largest and the oldest organisation in the world, said, "Skål International is an enormously diverse group of very influential tourism professionals and decision makers who can in turn

influence their customers to come to India." He was replying to the questions of as to how can Skål be a medium of tourism growth in India.

In conversation with **TRAVTALK**, **Gerry Perez**, said, "We are not trying to be either UNWTO or WTTC. Skål is a club of tourism stakeholders from all segments of travel and tourism. Skål is not just about business but also about relationship and friendship."

Speaking on the occasion, **JB Singh**, President of Skål, Delhi said, "Skål is a body of travel and tourism professionals from around the world. It helps in building networks through regional and global form. Having a congress brings a city on tourism map and also help generate government interest in the tourism sector. It also provides trade with great networking opportunity especially in the regional market." 

InterGlobe Group – Brand Identity change

InterGlobe General Aviation announces new entity

Branded as THE ESTD, the company will offer new luxury products including super fast cars, speed boats, motorcycles and yachts.



NEERAJ GANDHI

InterGlobe General Aviation has rechristened itself as InterGlobe Established Products which will be branded as THE ESTD. InterGlobe General Aviation is a subsidiary of InterGlobe Enterprises, which operates India's largest low-cost airline IndiGo.

"We are delighted to announce our new identity and look forward to redefining the luxury

landscape here in India and surrounding SAARC and UAE countries, said Nigel Harwood, President and CEO, THE ESTD.

According to the company, the luxury market in India is estimated to grow annually by 25 per cent and with the emergence of young HNIs (High Networth Individuals) who seek thrill and adventure never seen in India before, it creates an interesting and exciting market opportunity."

Commenting on the business aviation portfolio, Nigel said, "We remain committed to our aviation portfolio. In fact, we will be bringing in one or two different types of aircraft this year."

Newer avenues

The luxury market in India is estimated to grow annually by 25 per cent; the company will expand its portfolio of luxury products