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A couple in traditional Indian wedding attire dancing at a wedding ceremony. The bride is wearing a heavily embroidered lehenga in shades of gold, blue, and red, with a matching dupatta. The groom is wearing a light green kurta and a white vest with floral embroidery. They are surrounded by festive decorations, including pink and red garlands and a hot air balloon in the background.

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PRICE ₹ 200

January - February - March 2025

Wedding Special

ADVERTISING vs PR

Hospitality Reviews | Asia's Top Destinations

Madhya Pradesh

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Embark on a four-day journey through the enchanting wilderness of Pench, following in the footsteps of Mowgli. Experience the untamed beauty and diverse wildlife of this iconic Indian landscape on your bicycle adventure!



QUEENS ON THE WHEEL WOMEN'S BIKING TOUR

Discover the rich heritage and beauty of the Heart of Incredible India on a seven-day, women-only biking adventure—"Queens on the Wheel"—along a historic trail this March.

KHAJURAHO MARATHON

Run through the historic Khajuraho Group of Temples in February, just before the mesmerizing Khajuraho Dance Festival.

MP SKYDIVING FESTIVAL

Unleash your inner daredevil at the Skydiving Festival! Experience the unparalleled thrill of free-falling over stunning landscapes like Mahakal Lok, Ujjain. An electrifying adventure awaits!

Madhya Pradesh offers a wealth of exciting adventures, from jungle safaris, camping experiences, trekking trails, off-road 4*4 TSD Car Rallies, Marathons, Water Sports, heritage walks, and more. Whether you're a seasoned explorer or a curious newcomer, this state has something for everyone!

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ROCK CLIMBING FESTIVAL

Push your limits at the Jatashankar Hill in Pachmarhi! Join the inaugural 10-day Climbing Challenge this November, hosted by the Madhya Pradesh Tourism Board, and embrace winter in this picturesque offbeat destination.



PENCH MOWGLI TREK

Immerse yourself in the wildlife of Pench National Park, one of India's premier tiger reserves. This seven-day guided trek in September takes you through the lush buffer zone, rich in flora and fauna. Experience the thrill of exploring a protected tiger reserve on foot in collaboration with the forest department.

MOWGLILAND HALF MARATHON

Feel the adrenaline as you run through the heart of the jungle in this unique half marathon held in September. This special event hosted by the Madhya Pradesh Tourism Board offers adventure enthusiasts an unforgettable running experience in the backdrop of stunning sights and resonating sounds of nature.

RIDERS IN THE WILD BIKING TOUR

Explore pristine tiger reserves and iconic destinations with Madhya Pradesh Tourism's unique biking event, which takes you through not one, but four tiger reserves. Discover popular tourist spots such as Khajuraho, Amarkantak, Panarpani, and Bhopal along the way!

Travel Links

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Dear Readers,

As we embrace the possibilities of a new year, this edition of Travel Links celebrates the diversity and vibrancy of travel in all its forms. This issue promises to inspire, inform, and immerse you in the unique journeys that await in 2025 and beyond.

The Maha Kumbh 2025, one of the world's largest spiritual gatherings, takes centre stage as we explore its cultural significance and the immense logistics of hosting millions of pilgrims. This testament to India's heritage and the power of faith provides insights to help you plan your visit and make the most of this profound experience.

In a rapidly evolving world, the importance of advertising in travel and hospitality cannot be overstated. Our in-depth analysis explores how strategic advertising continues to shape the industry, from creating aspirational brand identities to driving consumer engagement. With insights from industry leaders, we uncover the trends and tools setting benchmarks for effective communication in today's digital-first era.

As wedding bells ring louder, our Wedding Special Print Issue caters to couples dreaming of destination weddings. From serene beachside ceremonies to regal palace extravaganzas, we showcase the best venues and trends that make nuptials unforgettable. For planners and venues, this issue is a treasure trove of ideas to elevate the wedding experience and meet the growing demand for bespoke celebrations.

Our look at Asia's top destinations offers a curated list of places that promise extraordinary experiences. Whether you're drawn to the tranquil rice fields of Bali, the futuristic skyline of Tokyo, or the serene beauty of Bhutan, this guide has something for everyone. Dive into the hidden gems and emerging hotspots poised to redefine travel itineraries in the coming year.

Hospitality reviews remain at the heart of Travel Links, and this issue is no exception. From boutique hotels to sprawling luxury resorts, we bring you honest, first-hand accounts of the finest stays across the globe. These reviews not only highlight what makes each property unique but also help you make informed choices for your next getaway.

As we expand our horizons, Travel Links is proud to announce our participation in OTM, SATTE, and ITB Berlin 2025. These platforms will showcase our commitment to connecting the industry with innovative ideas and exceptional travel experiences.

From interviews with industry pioneers to features on sustainability and conscious luxury, this issue reflects our dedication to delivering a holistic view of the travel and hospitality landscape. Whether you're seeking inspiration for your next adventure, insights into industry trends, or simply a moment of escape, this issue has you covered.

Let Travel Links be your trusted companion, guiding you through the endless possibilities that travel offers. Here's to making memories, exploring the unexplored, and embracing the journeys that define us.

Payal Sahni

Editor

Payal Sahni

[travellinkslive.com](https://www.instagram.com/travellinkslive.com)



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The Evolution of Public Relations and Advertising in the Travel, Tourism, and Hospitality Industry: A Balanced Perspective or a Biased

By Payal Sahni and Pratyush Mohapatra

In the dynamic world of travel, tourism, and hospitality, the interwind disciplines of Public Relations (PR) and Advertising have undergone significant transformation with the world moving towards fast paced consumer awareness rather than sustained exposure over time. Both verticals have their unique roles in shaping brand/product narratives, but the finer lines between them have become increasingly blurred. With the evolving media landscape and the rise of contemporary digital channels, businesses are re-evaluating how to blend PR and advertising efforts to ensure brand success but need definite direction and self-introspection.

Historically, these subjects were viewed as distinct functions. While the world of advertising was seen as the paid avenue for brand promotion, while PR was focused on earned media and building a credible relationship with the public / mass readership through media outlets – influencers or my favourite Gen Z terming them as KOL or Key Opinion Leaders.

However, today's robust business competition is demanding a more integrated approach, where the traditional silos of advertising and PR are no longer as clear-cut. As agencies navigate these evolving dynamics, a balance must be struck between the two to achieve optimal brand exposure and success. This article focusses on creating awareness about the current state of affairs yet providing for a structured approach to

have a holistic approach towards marketing for success.

The Changing Roles of PR and Advertising Agencies

In the past, some of my favourite PR agencies primarily focused on securing media placements, building brand reputation, and managing crisis communications to great success indeed. Advertisers, on the other hand, relied on paid campaigns to generate brand awareness, affect direct consumer action, and maintain visibility through various media outlets such as TV, print, and radio and more, leaving out the hoardings sector as it becomes a different ball game.

However, the global digital revolution has transformed how consumers engage

with brands, making it essential for both PR and advertising agencies to rethink their strategies and their recipe of success. When the world is now revolving around social media buzz, influencer marketing, online reviews of products, and more importantly user-generated content have redefined the scope of public perception, which as per me has turned traditional PR into something far more complex and competitive. PR now requires the ability to navigate these digital channels hand in hand with a few remaining traditional ones and establish strong, authentic relationships with both media and the public.

On the other hand, strong – creative led advertising has embraced digital technologies as well. With the advent of digital pushed mechanisms like search engine optimization (SEO), pay-per-click (PPC) ads, social media marketing, and influencer collaborations, advertisers are now able to tailor campaigns to reach highly specific audiences. **The real challenge lies in maintaining the creative integrity of brand messaging while using these powerful tools which to my utter disappointment has dropped standards lately.**

The Rise of Free PR and Its Eventful Impact

In recent years, many companies, particularly in the travel and tourism sectors including hospitality, have adopted the confused mindset that free PR (earned media) is the only viable means of marketing one's messaging and brand. There is no denying that earned media offers significant value indeed. Case in point when a travel blog or influencer writes about a hotel, resort, or destination, it carries a level of credibility that paid ads simply cannot replicate. Moreover, earned media coverage can lead to a viral buzz that creates an impression of popularity and trustworthiness for brands that has its weight in gold. **As a result, many brands have slowly started moving towards focusing heavily on pure PR efforts and reducing their reliance on traditional paid advertising for generating revenue through sales channels which is not the right focus for success.**

However, this perspective overlooks one critical point: earned media, while valuable, is not enough to drive sustained brand



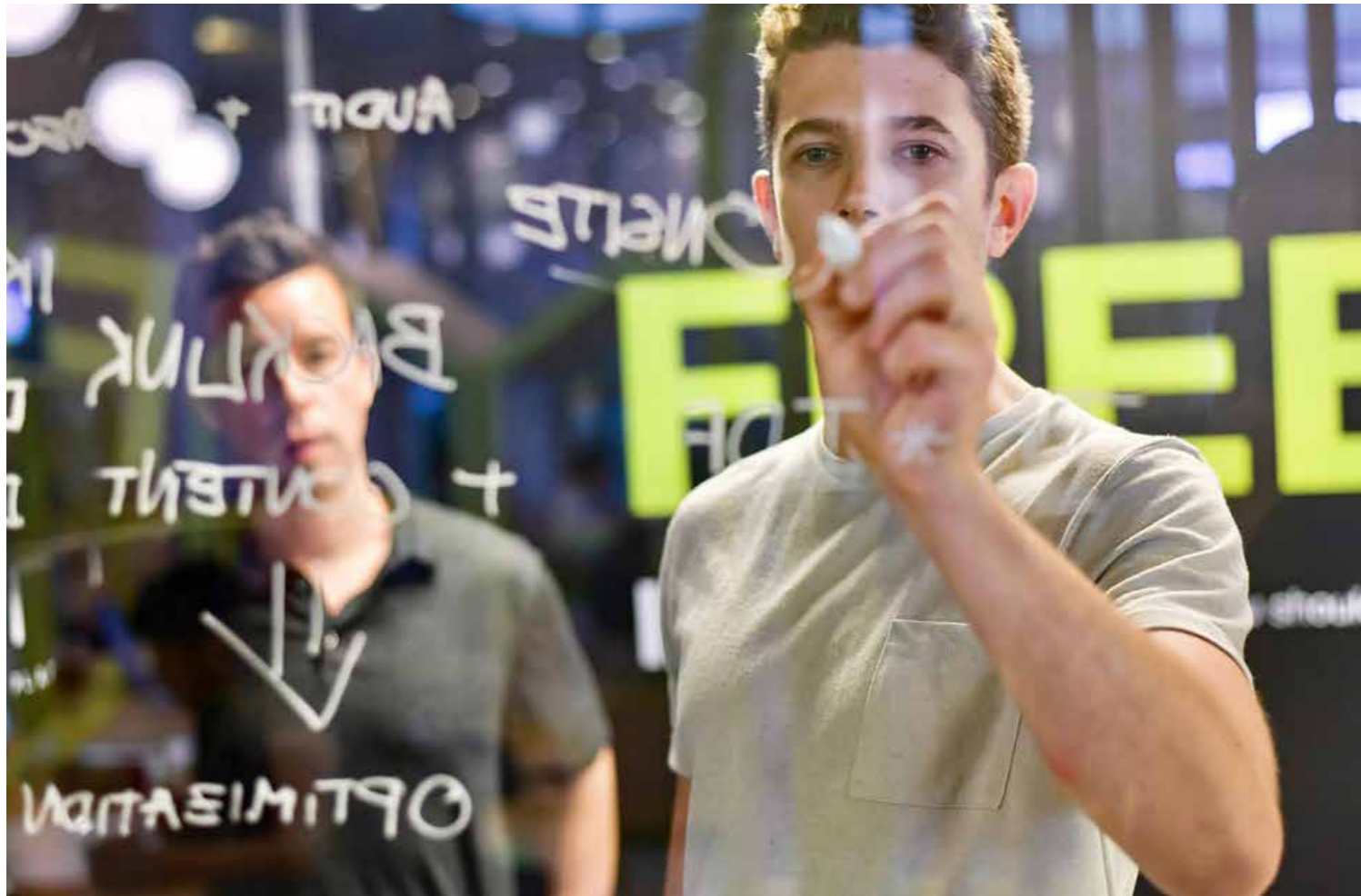
success over longer periods of time. **Relying solely on free PR can lead to inconsistent results, short-lived visibility, and missed revenue opportunities which can be tapped into through paid advertisement strategies. In an increasingly competitive market, companies must combine earned media with a structured, well-planned advertising strategy to maximize their brand's exposure and impact.**

The Synergy Between PR and Paid Advertising

PR and advertising are merging

complementary elements of a larger successful marketing strategy for any company or brand. While PR as mentioned already, focuses on building key relationships, cultivating trust in the right segment, and enhancing a brand's reputation, advertising is the churn engine that propels the brand's messaging to a larger audience through targeted and measurable efforts. In today's media landscape, both must work in tandem to ensure long-term effective and quantifiable success.

For example, PR efforts can create buzz and generate interest by securing



media coverage, endorsements, or reviews. But without advertising, that earned buzz may not translate into direct sales or conversions which is a hardline fact of today's revenue driven entities. Advertising campaigns, on the other hand, can maintain brand visibility and ensure that a company remains at the forefront of consumers' minds.

The Fine Line Between Good PR and Bad PR

It is very important to also understand the differences while tackling this subject which seems like a cakewalk. While PR has the potential to deliver significant benefits, not all PR efforts are created equal. There is a growing concern within the industry that some PR campaigns are losing their effectiveness, particularly when it comes to creating short-term, superficial coverage rather than lasting, impactful results.

As much as I hate to admit this, but one key challenge faced is the over-reliance on "free PR" sourced from

personal networks, influencers, or less credible channels. These efforts often lead to fleeting coverage that may not provide the long-term exposure or brand authority a company needs that leads these brands to land at the desk of the actual end consumer which is the most vital part of investing in such mediums.

Moreover, with the rise of influencer marketing and social media, the lines between authentic content and promotional content have become increasingly blurred. While influencers can play a valuable role in promoting travel and tourism offerings, brands must ensure that their partnerships are genuine and align with their core values. A poorly executed PR campaign that feels too forced or inauthentic can lead to backlash, damaging the brand's reputation.

On the other hand, good PR is about building trust, fostering meaningful relationships, and creating stories that resonate with the target audience. It requires careful strategy, an understanding

of the media landscape, and a commitment to long-term brand building.

The Importance of Guidance for the Next Generation of PR Professionals

As the PR and media landscape continues to evolve at a neck break speed, it is increasingly important for experienced PR professionals to guide the next generation of practitioners. While many new PR professionals are adept at leveraging digital platforms and social media, they may lack the strategic vision necessary to create impactful and sustainable campaigns. Experienced PR experts have the insights and knowledge to balance creativity with measurable results, ensuring that campaigns not only generate exposure but also contribute to the long-term growth of a brand in terms of revenue generating models as well. If only PR was about talking and creating content, then things would have been viewed in a completely different perspective.

Moreover, PR professionals must

understand the financial realities of today's business world. While traditional PR efforts such as media outreach and press releases are still valuable, they must be paired with a clear understanding of how to generate revenue through the end consumer. PR campaigns should be aligned with the broader business objectives, ensuring that exposure translates into tangible results.

The State of Advertising in the Travel and Tourism Industry

The advertising landscape has similarly evolved, particularly within the travel and tourism industry. As consumers have become more discerning and digitally savvy, traditional advertising methods have lost some of their effectiveness. People are no longer as responsive to generic advertisements, which is why advertisers must focus on creative, personalized, and engaging content that resonates with audiences on a deeper level. There are many brands who have revolutionised their advertisements giving us great case studies to be inspired from.

However, many brands are moving away from working with professional advertising agencies in favour of DIY solutions or using template-based creative approaches. While these methods can be cost-effective and faster in closure to meet deadlines, they often miss the mark when it comes to delivering a cohesive and compelling brand message. Templates can feel impersonal and lack the emotional connection that good advertising should evoke.

This shift has resulted in dissatisfaction from consumers who feel bombarded by repetitive, uninspired content across all channels. The rise of digital platforms has only amplified this challenge, as audiences are thrown with content across social media, websites, and search engines. As a result, advertisers must embrace a more strategic approach, focusing on creativity, relevance, and The Importance of Paid Advertisements for Long-Term Brand Success.

In the modern marketing landscape, successful businesses are increasingly looking for ways to stand out in a crowded marketplace with increased competition and mindful strategies. With competition at an all-time high, it is more important than ever for companies to create effective

advertisements that not only capture the attention of potential customers but also build long-term brand success across various market segments and channels of exposure. While traditional forms of marketing such as word-of-mouth, public relations, and organic social media strategies still hold some weight, the most impactful method for achieving sustainable success is paid advertising. Paid advertisements, when executed correctly through the right establishments whether print or digital, can lead to increased brand visibility, customer loyalty, and substantial financial growth. In this editorial, we will also explore why paid advertising is so crucial for business success, particularly in the long term, and how it can offer brands a competitive edge in a highly dynamic and digital world.

The Role of Paid Advertising in Marketing Success

Paid advertising, as the name clearly suggests, involves paying for ad placements on various platforms—be it digital, print, television, or outdoor media. However, in the context of modern brand marketing, digital paid ads along with a steady influx of print placements in key publications are the most relevant and impactful.

Paid advertisements allow brands to place their message directly in front of a specific target audience, thereby increasing the chances of converting potential customers into paying ones which is the underlying requirement. While organic marketing techniques like content creation and social media engagement are desired in today's short lived content drive world for establishing a connection with an audience, they can often take time to yield significant results or just create buzz as we love calling these terms on the modern era. In contrast, paid advertising offers immediate visibility and measurable results, making it an invaluable tool for driving brand awareness and revenue growth steadily hand in hand with the sales strategy.

One of the greatest advantages of paid advertising is its ability to reach large audiences quickly. For businesses with limited resources, this is particularly important, as it allows them to compete with larger, more established brands that may have a stronger organic presence. Paid ads also give businesses the ability to track the effectiveness of their campaigns in

real-time, allowing them to optimize their marketing strategies for maximum impact.

The Long-Term Value of Paid Advertising

In the fast-paced world of business, where trends and technologies are constantly evolving, paid advertising provides a reliable way for brands to adapt and thrive. By continuously investing in paid ads, businesses not only generate immediate results but also lay the foundation for long-term success. Paid advertising drives brand awareness, customer loyalty, and sales growth, all while providing invaluable data to improve marketing strategies over time.

Importantly, paid advertising allows businesses to scale at a pace that would be difficult to achieve through organic methods alone. With the right investment in targeted ads, businesses can expand their reach, capture a larger share of the market, and ensure that their brand remains relevant in the minds of consumers.

Conclusion

In today's rapidly evolving travel, tourism, and hospitality industry, both PR and advertising play crucial roles in shaping brand identity and driving business success. However, the lines between the two are becoming increasingly blurred, as both disciplines must work together to deliver comprehensive, results-driven campaigns. While free PR offers undeniable value, it cannot stand alone in today's competitive marketplace and work in silos. By combining earned media with strategic advertising efforts, brands can ensure that their messaging resonates with consumers and leads to sustained success.

PR professionals must continue to evolve and adapt to the changing media landscape, guiding their clients to create meaningful, authentic campaigns that build long-term relationships with audiences. Likewise, advertisers must embrace creative, personalized approaches to reach and engage their target markets effectively. Only through a balanced, integrated strategy that combines the best of both PR and advertising can brands in the travel, tourism, and hospitality industries achieve lasting impact and long-term revenue growth. 📌



India: The Global Epicentre of Weddings

India has long been celebrated as one of the most vibrant and culturally rich countries for weddings. Known for its grand celebrations, elaborate rituals, and unmatched hospitality, India has become a favourite destination for both domestic and international couples. The country's diversity ensures that every wedding, whether traditional or modern, is uniquely special. From opulent palaces to serene beaches, India offers a wide range of venues that can cater to intimate gatherings and extravagant festivities alike. Moreover, the wedding industry in India is massive, contributing significantly to the economy with a yearly turnover of billions of dollars. Its allure lies in the blend of age-old traditions, world-class venues, and an unparalleled ability to transform dreams into reality.

Indian weddings are not just ceremonies; they are larger-than-life celebrations filled with colourful decor, exquisite cuisine, and heartfelt rituals that reflect the rich culture

and traditions of the region. This appeal, combined with the expertise of skilled artisans, designers, and planners, has cemented India's position as one of the most sought-after wedding destinations globally. With a perfect mix of modern amenities and cultural opulence, India guarantees a wedding experience unlike any other.

Top Wedding Destinations in India and Their Iconic Hotels

India's vast geography offers an array of wedding destinations to suit every taste and style. From royal palaces in Rajasthan to serene beaches in Goa, every corner of the country presents a unique setting for the perfect wedding.

Udaipur, Rajasthan – The City of Lakes Often referred to as the “Venice of the East,” Udaipur is a dream wedding destination. The city's romantic ambiance, coupled with its regal heritage, makes it a favourite for fairy-tale weddings. Nestled among picturesque lakes and surrounded by the

Aravalli hills, Udaipur offers an unmatched royal experience.

Hotels: Taj Lake Palace, Oberoi Udaivilas, and Leela Palace are top choices, offering breathtaking views, intricate architecture, and exceptional services. These venues are equipped to host grand celebrations, with options for open-air ceremonies and regal banquet halls.

Jaipur, Rajasthan – The Pink City Jaipur is synonymous with royal grandeur. Its magnificent forts and palaces provide a majestic backdrop for weddings steeped in tradition and luxury. Couples seeking a regal affair will find Jaipur's architecture and history truly enchanting.

Hotels: Rambagh Palace, Jai Mahal Palace, and Fairmont Jaipur are among the best for hosting lavish ceremonies. These venues offer world-class amenities, expansive lawns, and an unmistakable charm that makes every wedding a royal event.

Goa – The Beach Paradise For couples seeking a relaxed yet stylish beach wedding, Goa is the ideal choice. The state's tropical charm, vibrant culture, and scenic beaches create an unforgettable experience. From casual beachfront gatherings to luxurious seaside ceremonies, Goa offers versatility.

Hotels: The Leela Goa, Taj Exotica, and W Goa are perfect for beachfront celebrations. These properties provide excellent hospitality, bespoke services, and



customizable wedding packages tailored to meet individual preferences.

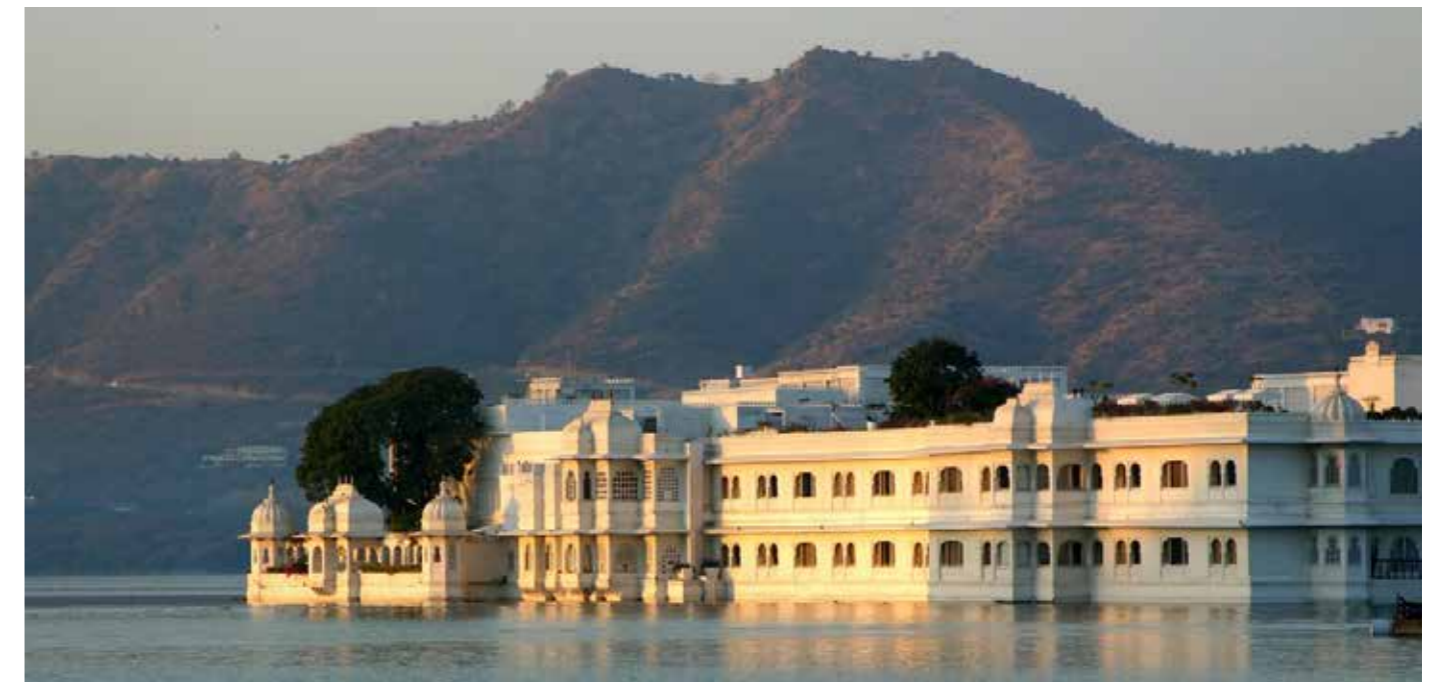
Kerala – God's Own Country Kerala offers serene backwaters and lush greenery for couples looking to tie the knot amidst nature. Known for its tranquil beauty, Kerala combines natural splendor with cultural richness, making it an idyllic wedding destination.

Hotels: Kumarakom Lake Resort, Taj Bekal Resort & Spa, and Leela Kovalam offer unique venues with options ranging from

houseboat ceremonies to traditional setups with Kathakali dancers and local cuisine.

Jodhpur, Rajasthan – The Blue City Jodhpur's historical forts and desert landscapes provide an extraordinary setting for weddings. The city's charm lies in its regal architecture and warm hospitality. For a wedding straight out of a royal tale, Jodhpur is a top choice.

Hotels: Umaid Bhawan Palace, Ajit Bhawan, and Raas Jodhpur are iconic venues that exude luxury and tradition.





These hotels offer meticulously designed venues, ensuring an unforgettable wedding experience.

Agra: The City of Love Home to the Taj Mahal, Agra is the ultimate destination for romantic weddings. The city's timeless charm adds a sense of eternal love to any celebration. Agra is perfect for couples who wish to blend history and romance into their special day.

Hotels: ITC Mughal, Oberoi Amar Vilas, and Jaypee Palace Hotel are renowned for their grandeur and impeccable services. With the Taj Mahal as a backdrop, these

venues promise a picture-perfect wedding.

7. Rishikesh – Spiritual Bliss For a soulful wedding experience, Rishikesh offers the serenity of the Ganges and the beauty of the Himalayas. Known for its spiritual aura, Rishikesh is ideal for couples seeking a meaningful and serene celebration.

Hotels: Ananda in the Himalayas, Taj Rishikesh Resort & Spa, and Aloha on the Ganges provide tranquil settings and personalized services. These venues emphasize peace and spirituality, making them ideal for intimate ceremonies.



Specialized Weddings: Sustainable Luxury Weddings

Sustainable luxury weddings have emerged as a significant trend in recent years, reflecting a growing awareness of environmental and social responsibility. A sustainable luxury wedding strikes a balance between grandeur and eco-consciousness. It incorporates practices that reduce waste, use ethically sourced materials, and support local communities while maintaining the elegance and splendour of a traditional celebration.

Key Features of a Sustainable Luxury Wedding:

- **Eco-Friendly Decor:** Use of biodegradable materials, potted plants, and upcycled decorations instead of single-use items.
- **Sustainable Cuisine:** Incorporating locally sourced, organic ingredients in the menu to minimize carbon footprints.
- **Energy Efficiency:** Using renewable energy sources, energy-efficient lighting, and reducing the use of generators.
- **Ethical Fashion:** Opting for bridal wear and accessories made from sustainable fabrics or crafted by local artisans.
- **Waste Management:** Implementing



recycling and composting programs during the event.

Some renowned wedding planners and organizations in India specialize in creating eco-friendly weddings without compromising on luxury. Vandana Mohan of The Wedding Design Company is celebrated for blending opulence with sustainability. Similarly, companies like Aroka Weddings focus on reducing the environmental impact of large-scale celebrations while maintaining aesthetic appeal. These planners ensure that every detail, from invitations to post-wedding clean-ups, aligns with sustainable principles.

Top Wedding Designers in India

India boasts some of the most talented wedding designers who turn dreams into reality with their creativity and flair. These designers are renowned globally for their innovative designs, intricate craftsmanship, and ability to create stunning bridal ensembles.

Sabyasachi Mukherjee: A household name in bridal couture, Sabyasachi is known for his intricate designs and traditional aesthetics. His creations, blending Indian heritage with modern sophistication, are the epitome of timeless elegance.

Tarun Tahiliani: His elegant and modern creations appeal to contemporary couples. Tarun's designs often feature intricate embroidery, luxurious fabrics, and innovative silhouettes, making him a favorite among brides.

Manish Malhotra: Renowned for bringing Bollywood glamor to weddings, Manish is synonymous with opulence. His bridal collections are celebrated for their rich colors, exquisite embellishments, and dramatic appeal.

Anita Dongre: Known for her eco-friendly and sustainable approach, Anita creates ensembles that blend traditional motifs with contemporary designs. Her creations are perfect for the modern, socially conscious bride.

Abu Jani-Sandeep Khosla: This iconic duo is famous for their flamboyant and intricately detailed designs. Their signature styles often feature zardozi work, mirror embellishments, and bold, vibrant patterns.





Top Wedding Planners in India

India's wedding planners are maestros at orchestrating grand celebrations. These professionals ensure that every detail, from decor and logistics to entertainment and guest experiences, is executed flawlessly.

Shaadi Squad: Known for planning Virat Kohli and Anushka Sharma's wedding, Shaadi Squad specializes in creating bespoke experiences. Their attention to detail and innovative concepts make them a favorite among high-profile clients.

WedMeGood: A comprehensive wedding planning platform, WedMeGood offers everything from vendor recommendations to budget management. Their expertise spans across traditional and destination weddings.

The Wedding Design Company:

Led by Vandana Mohan, this company is synonymous with opulent and luxurious weddings. They are known for creating larger-than-life celebrations that exude sophistication.

Elite Wedding Planner: Specializing in destination weddings, Elite Wedding Planner ensures seamless execution, whether in India or abroad. Their ability to handle complex logistics makes them a trusted choice.

Dreamskraft: This Mumbai-based company is celebrated for its innovative themes and designs. They are pioneers in creating immersive wedding experiences that captivate guests.

Cultural Diversity in Indian Weddings

One of India's biggest strengths as a wedding destination is its cultural diversity. Each region offers unique traditions and rituals that add depth and meaning to celebrations. North Indian weddings are known for their grandeur, vibrant decor, and elaborate ceremonies, while South Indian weddings are celebrated for their simplicity, elegance, and adherence to traditions. East Indian weddings feature rich cultural elements and symbolic rituals, and West Indian weddings often incorporate bold colours, lively music, and a festive atmosphere. This diversity allows couples to choose a wedding style that resonates with their personal preferences and cultural heritage.

Conclusion

India's rich heritage, diverse landscapes, and unparalleled expertise in the wedding industry make it the ultimate destination for tying the knot. Whether it's a royal palace wedding, a serene beach ceremony, or a spiritual union by the Ganges, India has something to offer every couple. With top-notch designers, expert planners, and world-class hospitality, a wedding in India is not just an event but an unforgettable experience. Couples from around the world are drawn to India's ability to seamlessly blend tradition and modernity, ensuring their special day is a celebration of love, culture, and style. [Read more](#)



Mr. Rajiv Mehra is the president of the Indian Association of Tour Operators (IATO)

Mr. Rajiv Mehra is the president of the Indian Association of Tour Operators (IATO). He has 44 years of experience in the tourism industry and has been associated with IATO for 26 years. Mr. Mehra is a businessman the Director of Uday Tours and Travels Pvt. Ltd., which he started in 1990. He has been recognized for his contributions to the travel and tourism sector, including promoting India's inbound tourism and championing sustainability and innovation. Travel Links Interaction with **Rajiv Mehra** By Payal Sahni

Q How can India position itself more effectively as a preferred travel destination on the global stage?

The Indian tourism industry has embraced digitization, diversified offerings, and enhanced health and safety standards. Key lessons include the importance of resilience, sustainable practices, and digital adoption to adapt to changing traveller preferences and ensure long-term growth.

Q What policy changes would you like to see from the government to further boost inbound and domestic tourism?

The government should simplify visa processes, offer targeted subsidies, enhance tourism infrastructure, and launch aggressive global campaigns. Developing tier-2 and tier-3 cities as tourist hubs and incentivizing private investment in the sector can further boost inbound and domestic tourism.

Q How can India position itself more effectively as a preferred travel destination on the global stage?

India can leverage its diverse culture, heritage, adventure, MICE and wellness tourism through innovative branding, partnerships, and marketing. Hosting international tourism expos, emphasizing safety and sustainability, and offering unique experiences like Ayurveda and adventure tourism will enhance its global appeal.

Q What are the most pressing challenges faced by tour operators today, and how is IATO addressing them?

Tour operators face issues like fluctuating demand, high operational costs,

and regulatory hurdles and lack of incentivisation. IATO addresses these by advocating policy reforms, offering skill development programs for its members, and creating platforms to facilitate collaboration and exchange of best practices among members.

Q Which international markets hold the most potential for attracting tourists to India in the coming years?

India can attract more tourists from markets like the USA, Europe, and Southeast Asia. Emerging markets like the Middle East, Eastern Europe, Latin America, CIS countries and Africa also hold significant potential due to improved connectivity and growing interest in cultural and wellness tourism.

Q How do you see technology reshaping the future of tour operations and travel?



Technology is transforming travel through AI, virtual tours, online booking platforms, and data analytics. Personalized experiences, streamlined operations, and real-time traveller support are shaping the future, with IATO encouraging its members to adopt these innovations for competitiveness.

Q What initiatives is IATO undertaking to support smaller operators and start-ups within the tourism ecosystem?

IATO supports small operators and start-ups through networking opportunities, and visibility platforms. It also advocates for policies that address their unique challenges, ensuring their integration into the broader tourism ecosystem for shared growth.

Q Could you shed light on any upcoming campaigns or collaborations planned by IATO to promote Indian tourism?

IATO is planning campaigns to promote India as a year-round destination, focusing on niche segments like heritage, wellness, and adventure tourism. Collaborations with international tour operators and digital marketing initiatives aim to elevate India's global presence.

Q What inspired you to take on the role of IATO President, and what legacy do you hope to leave behind?

As IATO President, the passion to drive sustainable growth and uplift the tourism community inspired me. I aim to leave a legacy of inclusivity, innovation, and enhanced global recognition for Indian tourism, while empowering members to thrive in an evolving industry. [Read more](#)

Bride : Sanskriti Poddar, daughter of designer Abhilasha and Amit Poddar of Kadhuwa Banaras
Groom : Ayush Arora, son of Anita and Surendra Arora
Venue : Trident Oberoi, Udaipur
Bride wedding Designer: Anita Dongre
Groom wedding Designer: Alok & Harsh, Kolkata
Haldi ceremony outfit Bride:
Haldi designer Bride: Rimple and Harpreet, Mumbai
Groom Designer: Alok & Harsh, Kolkata
Jewellery Designer: Abhilasha Poddar
Photography: Story Filmers



The Big Fat Indian Wedding



Bride Mom, Abhilasha
Wardrobe design by Kadhuwa Banaras,
executed by Versha Sethi





A Journey of Love and Adventure: Honeymoon Experiences Across the Globe

A honeymoon is more than just a getaway—it's a celebration of love, new beginnings and the memories you create together. For couples seeking romance, adventure and something extraordinary, here are unforgettable honeymoon experiences from both Indian and international destinations, where each place promises a unique and magical journey.

By Ayushi Anand

Private Beach Dinner in the Maldives

A soft breeze, the gentle sound of the waves, and the warm glow of a candlelit dinner set for two—this is the scene that awaits you in the Maldives. Picture this: a private dinner on a secluded island, with your toes in the sand, sipping champagne and enjoying a delicious five-course seafood meal. Take a pick between Atmosphere Kanifushi or Furaveri Maldives which offer private villas and over-water bungalows, making it an ideal place to start your married life in utter luxury and intimacy.

A Royal Stay at Udaipur, India

In the city of lakes and palaces - Udaipur, Rajasthan, offers an experience steeped in history and royalty. Stay at the famous Taj Lake Palace, surrounded by serene waters, where you can enjoy a traditional boat ride across Lake Pichola at sunset. For a day



of grandeur, visit the majestic City Palace, and let the opulence of Udaipur take you back in time as you explore its intricate architecture and rich culture.

A Hot Air Balloon Ride over Cappadocia, Turkey

Cappadocia is famous for its surreal landscape, where fairy chimneys and ancient cave dwellings dot the horizon. Embark on a breathtaking hot air balloon ride at sunrise with your loved one, and watch the sky change colours as you soar over this otherworldly terrain. It's a romantic adventure that offers a once-in-a-lifetime view of this UNESCO World Heritage site.

Sunrise Boat Ride in Varanasi, India

A perfect honeymoon starts with serenity, and there's no better place to begin than the ancient city of Varanasi. Known as the spiritual capital of India, Varanasi offers a peaceful yet powerful start to any honeymoon. A boat ride on the Ganges





River at sunrise is an otherworldly experience—floating past centuries-old temples and ghats, as the first light of dawn kisses the water, is a moment of tranquility and awe. The serene atmosphere, with the sounds of temple bells and chanting filling the air, sets the perfect tone for a journey of love and discovery.

Wine Tasting in the Vineyards of Tuscany, Italy

For couples who appreciate fine wine and beautiful countryside, Tuscany is the ultimate honeymoon destination. Stay in a charming vineyard estate and embark on a private wine-tasting tour with a local sommelier. As you sip red and white wines paired with regional delicacies, the rolling hills of Tuscany will become a beautiful backdrop to your romantic escape.

A Trek to the Himalayas in Manali, India

For adventurous couples, Manali offers both a thrilling and serene experience. Begin your honeymoon with a trek to the beautiful Solang Valley or visit the famous

For couples who appreciate fine wine and beautiful countryside, Tuscany is the ultimate honeymoon destination. Stay in a charming vineyard estate and embark on a private wine-tasting tour with a local sommelier. As you sip red and white wines paired with regional delicacies, the rolling hills of Tuscany will become a beautiful backdrop to your romantic escape.

Rohtang Pass. Snow-capped peaks, rivers, and valleys filled with wildflowers—Manali offers an incredible escape for nature lovers and thrill-seekers. Enjoy cozy moments in quaint cafes with views of the mountains and unwind in a riverside cabin.

Safari in Kruger National Park, South Africa

For couples seeking adventure and the thrill of wildlife, Kruger National Park in South Africa offers one of the best safari experiences in the world. As you venture deep into the park, the chance to spot the “Big Five”—lions, elephants, rhinos, buffalo, and leopards—makes for an exhilarating experience. Stay in luxurious safari lodges where you can unwind after your daily game drives, enjoying intimate dinners under the stars. The raw beauty of Africa’s wild landscapes and the bond shared during these awe-inspiring moments will stay with you long after the honeymoon ends.

Sunset Camel Ride in the Thar Desert, Jaisalmer



Experience the magic of Rajasthan’s Thar Desert, where the endless sand dunes stretch as far as the eye can see. After a day of exploring the ancient forts and palaces, take a camel ride into the desert at sunset. As the golden sand shimmers beneath the sun’s fading rays, the tranquility of the desert will surround you. Stay in luxurious desert camps for a night under the stars or make reservations at the luxurious Suryagarh Hotel and dive deep in the traditional Rajasthani culture.

Private Yacht Cruise in Santorini, Greece

Santorini, with its iconic white buildings and deep blue sea, is the epitome of Mediterranean romance. Charter a private yacht for a day and sail along the caldera, where you can stop to swim in crystal-clear waters or explore hidden coves. As the sun sets over the island, the sky lights up with hues of pink and orange, making it a perfect moment to enjoy a candlelit dinner onboard.

Relaxing Retreat in Bali, Indonesia

Bali, Indonesia, is a haven of culture, spirituality and natural beauty. A honeymoon in Bali can range from peaceful yoga retreats to exploring the island’s ancient temples and lush rice terraces. Couples can visit the sacred Monkey Forest in Ubud, enjoy a relaxing spa day at a luxury resort or explore the volcanic beaches in the south. Bali’s unique blend of natural beauty and tranquility offers the perfect setting for honeymooners looking to unwind and connect with each other in a deeply spiritual way.

Northern Lights in Iceland

For a truly unique and magical honeymoon experience, Iceland offers one of the most spectacular natural phenomena in the world—the Northern Lights. Away from the city lights, in the quiet beauty of Iceland’s landscapes, couples can marvel at the aurora borealis as it dances across the Arctic sky in shades of green, pink, and purple. After an evening of stargazing, couples can relax in the Blue Lagoon, a geothermal spa that offers a soothing soak in warm, mineral-rich waters, surrounded by volcanic rocks and steam. Iceland’s raw beauty and natural wonders create an



enchanting atmosphere for love.

Exploring Kyoto, Japan

For couples who enjoy history, culture, and natural beauty, Kyoto in Japan is an enchanting honeymoon destination. The city is home to ancient temples, beautiful Zen gardens, and the famous Arashiyama Bamboo Grove. Couples can wander through the Kiyomizudera Temple, experience a traditional tea ceremony, or relax by the Philosopher's Path. Kyoto's peaceful atmosphere, rich cultural heritage, and picturesque surroundings offer a honeymoon experience that's both romantic and enlightening.

Gondola Ride in Venice, Italy

The city of Venice offers the ultimate romantic experience. A gondola ride through its serene canals is an iconic way to explore the city's charm. Glide along the

waterways, passing under the Rialto Bridge and alongside centuries-old buildings that line the canals. Venice's narrow streets, beautiful piazzas, and charming cafes create an atmosphere of timeless romance, making it the perfect place to enjoy quiet moments with your loved one.

Beach Escape in Seychelles

Seychelles is a tropical paradise that offers some of the world's most pristine beaches and turquoise waters. The islands are the epitome of natural beauty, making it the perfect destination for a relaxing honeymoon. Whether it's enjoying a private beach picnic on a secluded island, snorkelling in coral-rich waters, or indulging in a luxurious spa treatment overlooking the ocean, Seychelles offers a combination of relaxation and adventure

that will make for a memorable honeymoon experience.

Exploring the Temples of Angkor Wat, Cambodia

For couples who bond over history and culture, the ancient temples of Angkor Wat in Cambodia offer a majestic backdrop to your honeymoon. Wander through the mystical ruins, from the grand Bayon Temple with its smiling faces to the intricate carvings at Ta Prohm, where massive trees intertwine with ancient stones. Watching the sunrise over the temples is an unforgettable experience and the silence of the site adds a sacred, peaceful aura to your romantic adventure.

Scenic Drive on the Great Ocean Road, Australia

The Great Ocean Road is one of the world's

most scenic drives, and it's perfect for couples looking to combine adventure with breathtaking views. Starting from Melbourne, you'll drive along the coastline, stopping to see the iconic Twelve Apostles, the Loch Ard Gorge and lush rainforests. For a truly magical experience, visit the Otway Rainforest and take a walk through the towering trees, then enjoy a candlelit dinner with local seafood at one of the picturesque seaside towns.

Splurge On a Luxurious Stay in Bora Bora, French Polynesia

Bora Bora is the definition of paradise. Known for its crystal-clear lagoons and over-water bungalows, this tropical haven in the South Pacific is a dream destination. Spend your days snorkelling with sharks and rays in the lagoon, or simply relax on the powder-soft beaches with a cocktail in hand. For a truly luxurious experience, book a private dinner on a secluded sandbar, surrounded by nothing but the stars and the sound of the ocean.

Adventure in Queenstown, New Zealand

For couples who seek adventure, Queenstown, New Zealand, is the ultimate destination. Known as the adventure capital of the world, Queenstown offers a variety of thrilling activities, from bungee jumping off the Kawarau Bridge to skydiving over some of the most breathtaking landscapes. For a more laid-back experience, take a scenic boat cruise on Lake Wakatipu, surrounded by snow-capped mountains. Whether seeking thrills or simply admiring the natural beauty of the region, Queenstown offers a honeymoon experience full of excitement and wonder.

Whether you're exploring the ancient wonders of Cambodia, cruising the azure waters of the Maldives, or experiencing the royal heritage of Rajasthan, these honeymoon experiences offer something truly special for every couple. From adventure to relaxation, each destination promises a unique opportunity to create unforgettable memories and begin your married life on the most magical note.

The world is full of beauty and romance, and with your loved one by your side, every journey will be a celebration of love, discovery, and joy. [📍](#)

Best Eco-friendly Resorts in India

By Team TL

Responsible travel to natural places that conserves the environment, preserves the wellbeing of local people, and involves interpretation and education is how ecotourism is characterized. Sounds fascinating, doesn't it?

India's nature is perhaps the real star of the show, sometimes overlooked by her beautiful architecture and vibrant culture. And, while it may not be as well known for its ecotourism like those Central American countries, India is leading the way in Asia with some inspiring eco resorts and lodges that will leave you wanting to spend your time at; enjoying moments of peace and

calm in the lap of Mother Nature.

India, with its diverse geography, offers a number of tourist destinations that not only de-stress but also rejuvenate you. There are several ways to experience Mother Nature in its purest form. Some of the places where you can enjoy Mother Nature's treasured wealth are the Himalayan Region, Kerala, northeast India, Andaman & Nicobar



IMAGE SOURCE: <https://www.ladakhecoresort.com>

Islands, and the Lakshadweep Islands. Thenmala in Kerala is India's first planned ecotourism destination, designed to appeal to eco-tourists and nature lovers.

Let us take you on a short tour of the wonderful eco-tourism resorts situated across the country, right here, right now; so, stay hooked!

Ladakh Eco Resort, Leh

The Ladakh Eco Resort is set in Gangles village, in a stunning Ladakhi village setting, with the aim of encouraging sustainability and ecotourism. The resort comprises of 15 beautiful cabins, building material of which, is derived from natural sources, principally earth and wood. The mud came from the construction site, and all of the wood came from downed branches in the Kashmir valley. The cabins are designed in a traditional architectural style with modern

amenities to give our guests the best of both worlds. There are three cabin categories to choose from: Lungmar, Rgyalung, and Karakoram.

Nearest Airport: Kushok Barula Rimpochhe Airport (IXL); 8.3 kms

Chevron Eco Lodge, Uttarakhand

The 300km of uninterrupted vistas of the beautiful Himalayas that Chevron Eco Lodge in Kausani provides are its most well-known feature. At the lodge, you'll discover the perfect synthesis of minimalism and opulent comfort.

All 12 of the tastefully decorated rooms have a classic appeal while maintaining an up-to-date look. To offer you a deeper understanding of living in the hills, each room has a selection of noteworthy regional Kumaoni artwork.



Nearest Airport: Pantnagar Airport (162 kms)
Nearest Railway Station: Kathgodam Railway Station (145 km)
Nearest Bus station: 2 km away.



Sewara Resort, Rajasthan

Traveling to the land of Kings and their magnificent palaces? What if we told you that you could enjoy all that luxury while enjoying in the calming embrace of natural surroundings?

The Sewara Resort offers just that. It has everything from a private plunge pool overlooking a stunning lake to private luxury cottages and is located in Rajasthan's Pali Hill district. The sight of the beautiful peacocks and Blue Bulls, however, is the property's highlight, as this resort is located on protected wildlife land.

This is Rajasthan's true hidden gem, where nature and culture merge into one. Lakshman Sagar, located in Rajasthan's Pali Hill district, was once a hunting lodge that has been transformed into a beautiful luxury resort. Each of these cottages has its own private pool, but they all have breathtaking views of the surrounding forest and lake. Try local liquor tasting, nature walks, goat herding, horse training, and star gazing for an authentic local experience. For a memorable vacation, you can also spend time kite flying, watching the sunset by the dam, or relaxing by the single rock-cut pool.

Nearest Railway station: The Ajmer



IMAGE SOURCE: <http://www.chevronhotels.com/eco-lodge-kausani.html>



Railway Station (99kms) Nearest Airport: Jodhpur Airport (134kms)

The Fern Gir Forest Resort, Gujarat

This one is for those searching for a getaway full of rejuvenation and the benefits of being close to Beauty Of nature. The Fern Gir Forest Resort takes luxury and opulence to new heights. Visitors can choose from four different types of accommodations, ranging from luxury tents to independent villas nestled in nature. The resort also houses the ultra-luxurious Sohum Spa, which provides services right next to the river Hiran. The spa also has a jacuzzi, a well-equipped gym,

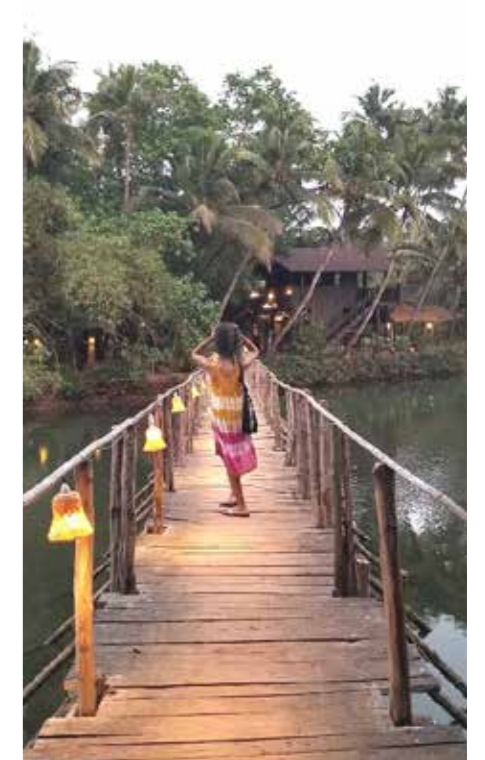
and a large swimming pool.
Nearest Airport:
 Keshod Airport (54.7 km).
Nearest Railway Station:
 Veraval Junction (42.4 km).
Nearest Bus Stand:



Bus Stand Ladudi Gir (20.1 km).

Machan, Maharashtra

The Machan is an exclusive eco-resort designed to have as little impact on the environment as conceivable while offering its guests with stunning views in luxurious comfort. The property's unique tree houses, rising 30-45 feet above the forest, provide a perfect escape for those desiring complete serenity. Unquestionably, it is the ideal destination for a weekend getaway from Mumbai. Machan has plenty to offer everyone, whether they seek to partake in tranquil therapies offered in a cabin surrounded by woods or embark on



outside. There is also a spa and massage parlour managed by professional massage therapists. You can also engage in some very special Aroma Therapy or Yoga sessions, which are arranged by the in-house trainers.

strenuous treks where they can also explore ancient forts and caverns. Machan yields most of its energy off-grid from renewable sources, cooks a large portion of its meals on parabolic solar cookers, recycles 80 percent of all grey water and uses it to water plants on the property, and, most importantly, limits their accommodation so that each guest has around one acre of green space, reducing stress on the forest while providing a private and peaceful experience to their guests.

Nearest Airport: Pune International Airport (34 Km)
 Chhatrapati Shivaji International Airport (46km)
Nearest Railway Station: Lonavala Railway Station:

Ashiyana Yoga and Spa village, Mandrem, Goa

In Hindi, the word "Ashiyana" means "home," specifically "home away from home." The Ashiyana resort is located in the north-western region of Goa, close to the stunning and untarnished Mandrem Beach. This retreat Village has been designed to

make you feel as comfortable, connected, and relaxed as possible while also making it possible for you to disconnect and meditate

Banasura Hill Resort, Wayanad, Kerela

Banasura Hill Resort has earth rooms, twin





villas, and suites spread across 35 acres of verdant terrain at an elevation of 3500 feet above sea level. It is set in the mesmerizing mist-clad hills of Wayanad in Kerala's Malabar region. Banasura offers an aura of luxury and comfort in a resort that is modest enough to be intimate and homely, but sizable enough to make you feel completely unconfined. The resort, built with earth architecture, has a unique rustic look while providing the best in luxury and comfort, and is true "Heaven made of Earth." Come to this luxurious, romantic hideaway for a memorable vacation.

Nearest Airport: Kozhikode International Airport(111kms)
Nearest Railway Station: Kozhikode (Calicut) Railway Station (89.1km)
Nearest Bus Stand: Kalpetta New Bus Stand (28.3 km).

Elephant Valley Eco-Farm, Tamil Nadu

Elephant Valley Eco Farm Hotel, spread across 100 acres in Palani Hills, Tamil Nadu, is a tranquil retreat. The hotel has its own



[IMAGE SOURCE: <https://dunewellnessgroup.com/elephant-valley>]

organic coffee plantation and farm, which is IMO certified. The picturesque town of Kodai Kanal is 20 kilometres away. On request, a fee-based airport shuttle service is available. Tents or granite houses house

the cottages. Each room has a fan, a safety deposit box, and a bathroom. Guests can relax on their terraces, surrounded by tropical greenery.

Nearest Airport: The resort is 125



kilometres away from Madurai Airport.

Jungle Bells Resort, Araku, Arunachal Pradesh

The nature camp is located on the Vizag -Araku highway, approximately 75 kilometres from Vizag. It is an absolutely stunning nature camp, with delightful scenic beauty visible from the cottages. The cottages are placed strategically. The resort has 18 rooms divided into Deluxe AC Cottage, Non-AC Cottage, and AC Wooden Cottage, all of which have air conditioning, simple interior décor, and attached balconies with a close view of the surrounding wilderness.

The hotel also has parking and a restaurant serving local cuisine, including bamboo chicken. It is an ideal getaway location where guests can enjoy sightseeing, bird watching, trekking, and the locals' Dhimsa Dance.

Evolve Back Resort, Kabini -Karnataka

The resort invites you to become a part of



[IMAGE SOURCE: <https://www.evolveback.com/kabini>]



[IMAGE SOURCE: <https://www.orchidhotel.com/lotus-eco-beach-resort-konark/>]

the lively social fabric of the nearby Kadu Kuruba tribe while presenting you with a wildlife experience unlike any other. This scenic resort is surrounded on two sides by the Kabini River and is steeped in local culture, drawing design inspiration from Hadis (tribe communities).

Nearest Airport: Mysore Airport (90km)
 Bengaluru Airport (275km)

Lotus Eco Resort, Odisha

Lotus Eco Resort is a foodie haven, serving authentic Odia cuisine as well as delectable Continental and Chinese fare.

The atmosphere at this resort is rural. The resort's reception area welcomes you with a neat vegetable patch, a butterfly breeding area, and a lotus pond. They resemble log cabins from a fairy tale when viewed against the magnificent ocean. To protect against the harsh sun and to enhance

the village appearance, the roof is thatched with hay. Aside from the solitary stretch of sand, you can enjoy the sound of the lapping, foamy water at your feet, the sand between your toes, or simply sit and watch the sun rise over the water. Experience nature at Eco Resort Konark, where we believe that "Nature talks while you are silent."

Sunderban Tiger Camp- Wildlife Resort, West Bengal

The Sunderbans tiger camp, located in Dayapur, is for those who are visiting the area for the animals. There is a good chance that you will see a tiger or another animal while you are here. Safaris are also available at the resort. If you want to spend some time reading about the animals of the Sunderbans, there are many books in a quaint little library that is part of this resort. In addition to executive rooms and non-AC cottages, they have Swiss tents where you can stay.



National Park, Assam

Diphlu River Lodge is the only lodge in Kaziranga National Park that is located on the park's border. They provide all-inclusive stays ranging from three to ten days. Their knowledgeable naturalists will take you into the park by jeep, elephant, or even on foot. They also provide jungle and river walks, village visits, and boat rides on the Brahmaputra River, where you may see the endangered Gangetic River Dolphin. Diphlu River Lodge is small and intimate, with only twelve twin-bedded cottages, eight of which are individual and four semi-detached (like bamboo, thatch, etc.). Aside from comfortable beds, each cottage

Nearest Airport:
Netaji Subhas Chandra Airport (72km).

Dev Hills Nature Resort, Chhattisgarh

It is a specialty lodging located just 130 kilometres from the Barnawapara Wildlife Sanctuary near Raipur. Dev Hills provides peace and quiet. Lush green surroundings, clean and crisp fresh air, comfortable modern rooms with attached modern bathrooms, and an on-site restaurant. The resort also has a one-of-a-kind tree house restaurant and two luxury tents.



[IMAGE SOURCE: <https://www.diphluverlodge.com>]

Tiger Trails Resort, Madhya Pradesh

Tiger Trails Resort is located on the outskirts of Bandhavgarh National Park in Madhya Pradesh, India. With private sit outs and hammocks, all of the luxurious cottages blend in beautifully with the environment. The magnificent dining hall

overlooks a private lake, which provides ample opportunities for bird watching, sun bathing, or spending a lazy afternoon reading a book. Highlights of the stay include a jungle safari, bird watching, elephant safari, tribal dance, fishing, and a barbeque dinner.

Diphlu River Lodge, Kaziranga

has a pleasant sitting area, a writing desk, a mini-bar, and a small refrigerator. When you need a cup of tea or coffee, there is a complimentary selection of tea and coffee available, as well as an electric kettle. The bathroom features a rain shower as well as a spacious dressing area with a fitted wardrobe.

Nearest Airport:
Salonibari Airport (48 km)
Borjhar Airport (175 km)

In a world where sustainable travel is gaining momentum, India's top eco-resorts stand as shining examples of how luxury and eco-consciousness can beautifully coexist. From lush jungles to serene backwaters, these resorts are not just about indulgence but also about preserving nature and uplifting local communities. By choosing these resorts, travellers not only experience unparalleled hospitality but also contribute to a greener, more sustainable future. So, the next time you plan a getaway, opt for these eco-friendly retreats and make your journey as meaningful as it is. memorable. After all, every mindful choice brings us closer to a sustainable tomorrow. [\[i\]](#)



[IMAGE SOURCE: <http://www.indianadventures.net>]

A special message from Mr Dev Karvat-Founder & CEO, Asego on the 25-year milestone

Team Asego celebrates 25 momentous years in the Indian Travel Trade serving the illustrious Travel Industry as the preferred Travel Assistance and Insurance provider.

On this occasion, Mr Dev Karvat said "I extend my deepest gratitude to our esteemed clients, partners and every member of the Asego family. Your support, trust, and belief in our vision have been instrumental in shaping Asego into what it is today. This milestone and success are as much as yours as it is ours".

Since its inception, Asego has been driven by the mission of not only delivering unparalleled travel assistance and insurance solutions to travellers but also ensuring the mutual growth of agent partners in ancillary business. We congratulate Team Asego & Mr. Dev Karvat for this achievement which is not merely a reflection of growth but a testament to their commitment towards the Indian travel trade and the unwavering confidence the Indian Travel Trade has shown towards Team Asego.

Know more about Asego: The company redefining travel protection in India with innovation and care.

Asego, one of India's leading dedicated providers for travel assistance & insurance has distinguished itself by creating a robust global network of hospitals and service partners, allowing the company to offer seamless, end-to-end assistance to travellers worldwide. From emergency medical services, including doctor-on-call access, to covering flight delays and cancellations, Asego ensures that travellers are fully supported, no matter

where they are. The company's suite of travel assistance and insurance solutions acts as a safety net against the unexpected, offering comprehensive protection that empowers travellers to explore with confidence.

What truly sets Asego apart is its singular focus on travel protection. This clear and focused vision has allowed the company to create products that deeply resonate with the unique needs of travellers. With a portfolio of over 200 customized offerings—spanning leisure, business, and student travel—Asego has built a legacy of trust, innovation, and customer-centric service.

Moreover, Asego's commitment to excellence extends beyond products. The company invests in comprehensive engagement and training programs for its partners, enabling them to upsell and cross-sell effectively. These initiatives not only drive additional ancillary revenue for Asego's partners but also reinforce the company's position as a trusted partner in the travel industry.

With its innovative approach, unmatched flexibility, and unwavering dedication to customer care, Asego continues to set the standard for travel protection, ensuring that every journey—wherever it may take your customers—is safeguarded by the best in the business. [\[i\]](#)



A Divine Confluence



In a spectacular display of faith and tradition, Prayagraj is preparing to host the Maha Kumbh 2025 - one of the world's largest religious gatherings that occur once every 12 years. This grand spiritual congregation, deeply rooted in Hindu mythology, draws millions of pilgrims from across the globe to the sacred confluence of three rivers – the Ganges, Yamuna, and the Saraswati. The event, which marks a rare celestial alignment, brings together Hindu devotees from across the country, who bathe in the river to symbolically cleanse the soul and wash away sins.

A Sacred Geography

Prayagraj's unique geographical location adds spiritual significance to the event. Situated almost at the centre of northern India, with the Tropic of Cancer passing directly overhead, the city's position is believed to enhance the spiritual and medicinal benefits of bathing in the Triveni Sangam, especially during the Maha Kumbh. Bathers who take a dip in the holy Ganges during this time believe that the direct rays of the sun have disease-preventing and life-enhancing properties.

The Spiritual Heart of India

The Maha Kumbh is more than a religious gathering; it represents a transformative spiritual journey as well. Devotees believe that taking a holy dip in the Triveni Sangam during this auspicious period cleanses the soul, washes away sins, and leads to spiritual salvation.

Sacred Rituals and Celebrations

In January 2025, Prayagraj will once again host this remarkable event after a gap of 12 years. The last such event took place in 2013. For two months in early 2025, Prayagraj will transform into a temporary mega-city, hosting various Akhadas - spiritual monastic orders - including Mahanirvani, Atal, Niranjani, Anand, Juna, Avahan, and Agni Akhadas. The event will witness



a host of religious rituals with deep spiritual meanings. The Yajnas (sacred fire rituals) performed during Mahakumbh by the Akhadas are deeply spiritual and carry a 'sankalp' (resolution) for the greater good of society. These rituals aim to promote harmony, well-being, and global peace. Among other events during the MahaKumbh are the Shahi Snans (Royal Baths), conducted on astrologically determined auspicious dates. These ceremonial baths see participation from sadhus (holy men) and pilgrims alike. Local Heritage and Tourist Attractions

Beyond its spiritual significance, Prayagraj offers visitors a rich cultural experience. Visitors participating in Maha Kumbh can explore traditional handicrafts such as moonj weaving,

known for creating beautiful baskets and home decor items. Those who love to savour local food should not fail to try delicacies like chaat, kachori, jalebi, and other regional specialities.

Moreover, there are several nearby attractions to discover, including historic sites, serene ghats, cultural hubs, and temples each contributing to an enriching experience. Some of the major tourist attractions are:

- **The Hanuman Temple** near Allahabad Fort, featuring a massive 20-foot-long reclining idol of Lord Hanuman and 108 Shivalingas
- **The serene Narayan Ashram** on the Ganges' banks, known for its intricate stone carvings. The Mankameshwar Temple, famous for its self-manifested Shiv-linga
- **The ancient Kalyani Devi Temple**, a significant Shaktipeeth
- **And finally, the Shri Venkateshwara Swamy Temple**, which represents the harmonious blend of North and South Indian spiritual traditions.

Modern Amenities and Adventure

The 2025 Maha Kumbh combines traditional spirituality with modern amenities and adventure opportunities. Visitors can enjoy helicopter joy rides offering breath-taking aerial views of the Kumbh Mela grounds and the sacred Sangam. Water sports activities along the riverbanks provide another exciting dimension to the spiritual journey.

Infrastructure and Preparations

Government authorities are working round-the-clock to ensure world-class infrastructure and safety measures for the millions of expected visitors. The preparations encompass modern amenities, accommodation facilities, and security arrangements to create a comfortable and secure environment for pilgrims and tourists from diverse backgrounds. The Uttar Pradesh State Tourism Development Corporation (UPSTDC) is establishing a "tent city" at strategic locations including Arail Ghat, Parade Ground, and Jhunsi, with 2,000 tents of various categories to accommodate the massive influx of pilgrims and travellers.

Prayagraj, a part of Uttar Pradesh's Spiritual Triangle

Prayagraj, known as one of the 'Saptpuris' or the seven sacred cities in Hinduism, also forms the spiritual triangle in Uttar Pradesh. Other than Prayagraj, the spiritual triangle includes Ayodhya and Varanasi. While Prayagraj is the place where the Ganga, Yamuna, and Saraswati rivers converge, forming the Triveni Sangam, Varanasi, known as Kashi, is considered the holiest city in Hinduism, as the place where Lord Vishwanath (Shiva) is said to dwell and Ayodhya, is known as the birthplace of Lord Rama, holding immense significance for devotees, symbolizing the values of dharma and devotion. They celebrate a rich heritage of rituals, festivals, and timeless wisdom. The triangle reflects the essence of devotion, faith, and unity, fostering spiritual growth. Each city, with its distinct aura, invites reflection, offering a profound connection to India's cultural and spiritual roots.

Nearest Tourist Destination



Prayagraj to Shringverpur
(31.2 km) Via NH-330 and NH-30



Prayagraj - Mirzapur
(88.9 km) Via NH-19



Prayagraj to Chitrakoot
(134.4 km) Via NH-35



Kumbh Administration



Emergency Assistance



Hotel and Food



Achievements of UP



Maha Kumbh Tent Booking



Maha Kumbh Mela App



Whatsapp Chat



Uttar Pradesh Tourism App.

Heritage Village Resort & Spa, Manesar: A Timeless Blend of Luxury and Leisure and a pet friendly retreat

Tucked away in the serene landscapes of Manesar, just a short drive from Delhi, Heritage Village Resort & Spa is an opulent escape that effortlessly marries tradition with contemporary luxury. This palatial property, styled in a vibrant Rajasthani haveli design and homes of Haryana and Punjab, offers a perfect retreat for families, couples, and discerning travellers seeking a blend of relaxation, recreation, and indulgence.

By **Payal Sahni**

A Prime Location

Nestled amidst lush greenery, Heritage Village Resort & Spa is conveniently located near the Delhi-Jaipur highway, making it easily accessible for weekend getaways or extended stays. Its proximity to Delhi NCR ensures that guests can escape the city's hustle without a long journey. The resort's serene surroundings provide a tranquil atmosphere, making it an ideal destination for rejuvenation and leisure.

The Legacy of Ownership

This was a dream project of late

Chairman Mr. Inder Sharma, who wanted an eco-friendly resort of international standards, which also provided value for money. Built in Mohalla style courtyard architecture, the Mohallas are named kunj's after the name of Indian Gods. The Managing Director Mr. Arjun Sharma has expanded and added more Kunj's.

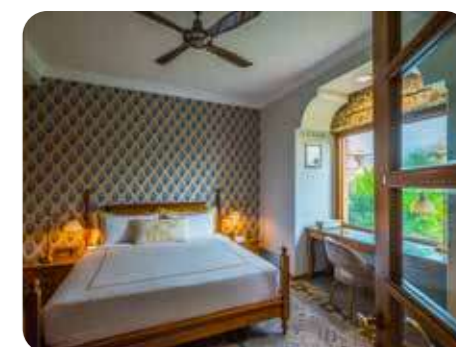
Owned and managed by a family with a deep passion for hospitality, Heritage Village Resort & Spa reflects a commitment to preserving heritage while catering to modern luxury. The owners' vision is evident in every detail, from the architecture to the personalized services, ensuring that every

guest's experience is memorable.

Suites: A Stay Fit for Royalty

The resort offers a range of luxurious accommodations that includes family suites and rooms which stand out as the epitome of elegance. Spacious and beautifully designed, these suites combine traditional Rajasthani aesthetics with modern amenities. Featuring plush furnishings, vibrant colours, and intricate artwork, each suite offers a regal experience. The private balconies or terraces provide stunning views of the gardens or courtyards, perfect for a quiet morning tea or an evening unwind.





Culinary Delights: A Feast for the Senses

Food is at the heart of the Heritage Village experience, with multiple dining options catering to every palate.

- **Mama Miso** offers a delightful buffet spread of Asian, continental and international cuisines, perfect for families and food enthusiasts.
- An outdoor dining area, serves rustic Indian delicacies in a traditional village setting, complete with live music and performances.
- For those seeking a fine dining experience, **Suvarna Mahal** specializes in authentic Rajasthani/Indian cuisines, showcasing the region's rich culinary heritage.
- The resort's **bar "RED"**, with its chic interiors and curated selection of wines, spirits, and cocktails, is a favourite spot for unwinding after a day of activities.

The food is not just a meal here; it's an experience, with every dish crafted to perfection using fresh, local ingredients. During our stay, we enjoyed an array of sumptuous dishes, including Rajasthani classics like dal baati churma and laal maas. Wellness thali was specially curated for us which was a 5 course vegetarian meal, ingredients all sourced from local organic in-house farms.

Another exquisite cuisine that we had was at Suvarna Mahal- Breads of India and Mardaan Biryani, an inspiration taken from Indo-Pak cuisines. We had delicious gosht, sheermal and taftan breads and roomali roti along with other delicacies.

Aruna Spa: Wellness Redefined

For those seeking relaxation and rejuvenation, the Aruna Spa offers an unparalleled experience. The spa menu includes a variety of therapies, from

traditional Ayurvedic treatments to modern wellness rituals, all performed by expert therapists. The tranquil setting, coupled with soothing aromas and serene music, ensures complete relaxation. We highly recommend the signature massage, a blend of techniques designed to melt away stress and leave you feeling refreshed.

Activities for All Ages

Heritage Village Resort & Spa is designed to cater to guests of all ages.

- **Kids' Activities:** The resort has a dedicated kids' activities ranging from star gazing, Victoria carriage rides, drone flying and more, where little ones can enjoy games, art and craft sessions, and other engaging activities under supervision. Outdoor play areas and a splash pool add to the fun.
- **Recreational Options:** For adults, the resort offers a range of leisure activities,

including cycling, pottery-making, and cultural performances. The expansive pool area is perfect for lounging, while the fitness centre caters to those who wish to maintain their workout routine.

Luxury Meets Leisure

Every aspect of Heritage Village Resort & Spa is designed to provide a luxurious experience. From the plush suites and gourmet dining to the personalized services and recreational options, the resort offers something for everyone. Whether you're lounging by the pool, indulging in a spa treatment, or savouring a fine meal, every moment here feels special.

An Elite Getaway

Heritage Village Resort & Spa is not just a resort; it's an experience tailored for the elite. The combination of luxury, heritage, and world-class amenities makes it a





Interviewing Shekhar Vasant Sawant

Interview with Mr. Shekhar Vasant Sawant, Managing Director & Chief Operating officer of Heritage Village Resort and Spa, Manesar and Goa. Talking and Interacting with him on various subjects including the changing hospitality industry indeed speaks volumes about his vast knowledge and experience. By Payal Sahni

Q Can you share insights into your role as COO of Heritage Village and Resorts and Spa, Manesar? What key aspects of the position excite you the most?

As the COO, my role is focused around ensuring the operational excellence of the resort while maintaining the highest standards of guest experience. I am particularly excited by the opportunity to create unique, memorable stays that reflect the culture and spirit of the region, and to lead a team dedicated to hospitality innovation. The challenge of balancing operational efficiency with creative experiences truly excites me.

Q What innovative marketing strategies or campaigns do you intend to implement to attract both domestic and international travellers?

We are focused on digital storytelling and experiential marketing, using social media and content-driven campaigns to showcase the unique experiences we offer, like our stargazing, scuba diving, Alpine camping and RC Aircraft activities and cultural experiences. Collaborations with influencers and targeted digital ads will help us engage both domestic and international travellers. Additionally, we plan to partner with travel agencies to offer tailored packages for key markets.

Q What steps are you taking to enhance guest experiences and ensure that the Resort stands out as a preferred destination?

We are focused on offering highly personalized guest experiences, from wellness programs to exclusive cultural activities. By constantly seeking guest feedback and adapting our services accordingly, we ensure that each stay is memorable. Our aim is not just to meet but exceed expectations, with unique offerings like curated guest experiences,

window into unique cuisines and tailored spa experiences, making us a standout destination for every guest.

Q How does sustainability factor into your plans for the Resort? Are there specific initiatives you are looking to introduce?

Sustainability is at the heart of our future plans. We aim to reduce our carbon footprint by implementing energy-efficient technologies, reducing water usage, deploying Monofacial Solar panels for electricity. Solar powered hot water panels and also minimizing plastic waste. We're also exploring partnerships with local farmers to promote sourcing of dairy and farm produce from village co-operatives. Additionally, eco-friendly amenities and sustainable sourcing will play an integral role in enhancing our commitment to environmental stewardship.

Q You've held leadership roles in the hospitality sector before. What are some key lessons from your previous experiences that you are applying here?

One of the most important lessons I've learned is the value of adaptability and continuous learning. The hospitality industry is dynamic, and staying ahead requires constant innovation. I'm also focused on fostering a culture of excellence by investing in team training and empowering employees to deliver exceptional service, as I believe this is key to long-term success.

Q How do you plan to build and nurture a strong team culture that aligns with the brand's goals?

I believe in creating a work environment where collaboration, innovation, and integrity are valued. We focus on continuous training, skill development, and open communication, ensuring that our team is aligned with the resort's vision. By promoting a culture of ownership and recognizing achievements,



we ensure that our staff remains motivated to provide exceptional service.

Q The hospitality industry is evolving rapidly. How are you planning to adapt Heritage Village and Resorts and Spa to meet the demands of modern travellers?

To meet the demands of modern travellers, we are enhancing our digital presence, offering seamless online booking experiences, and integrating technology that simplifies the guest journey. Additionally, we're focusing on experiential luxury, providing bespoke services and unique, immersive experiences that cater to the values and interests of today's guests.

Q What are your long-term goals for the property, and how do you envision its growth over the next five years?

In the long term, I envision Heritage Village and Resorts and Spa becoming a top choice for both domestic and overseas travellers seeking curated, authentic experiences. Over the next five years, we plan to expand our offering with additional luxury accommodations, enhance wellness and adventure tourism options, and position the resort as a leading destination for discerning travellers, thus ensuring sustainable growth.

preferred choice for discerning travellers. The property is also a popular venue for weddings, corporate events, and special celebrations, thanks to its expansive banquet spaces and impeccable services.

Cost of Indulgence

A two-night stay at Heritage Village Resort & Spa, including accommodations in a suite, gourmet meals, and access to the spa and recreational facilities, starts at approximately **INR 30,000 to INR 40,000** for two adults. The cost may vary with season and the duration. While the price reflects the luxury and exclusivity of the experience, the memories created here are truly priceless.

In Conclusion

Heritage Village Resort & Spa, Manesar, is more than just a destination; it's a journey into the heart of Indian heritage and luxury. Whether you're planning a family vacation, a romantic getaway, or a solo retreat, this resort promises an unforgettable experience. From the majestic architecture and delectable cuisines to the luxurious suites and enriching activities, every aspect of the resort is designed to leave you enchanted. For those seeking a regal escape close to Delhi, Heritage Village Resort & Spa is the perfect choice.





Abhay Prabhavana Museum Opens in Pune

A Tribute to Indian Values, as seen through the Jain tradition

The Abhay Prabhavana Museum, arguably the largest “Museum of Ideas”, dedicated to Jain philosophy and Indian heritage, officially inaugurated, amidst much anticipation and interest. Established by Abhay Firodia, Chairman of the Amar Prerana Trust, the Museum represents a significant milestone in preserving and promoting India’s spiritual legacy. This landmark event drew esteemed dignitaries, scholars, and leaders who gathered to celebrate the museum’s mission: to instill a deeper understanding of Jain values, their crucial impact on Indian Value system, and its relevance in contemporary society.

The inauguration was graced by the presence of Shri Nitin Gadkari,



Union Minister, alongside His Highness Jyotiraditya Scindia, Union Minister and Maharaja of Gwalior. Justice Dalveer Bhandari, International Court of Justice, The Hague, presided over the ceremony. His Highness Maharaj Kumar Lakshyaraj Singh of Mewar; Padma Bhushan D R Mehta, Founder of BMVSS; and Padma Bhushan Anna Hazare, Gandhian leader, were Guests of Honour. Smt. Maneka Gandhi, Minister of State (Independent Charge) for Environment and Forests, Government of India, was also present at the inauguration. The event received spiritual blessings from Padma Shri Gurudevshri Rakeshji (Dharampur), Padma Shri Acharya Chandana Ji Maharaj (Veerayatan), and His Holiness Siling Tongkhor Rinpoche, representing His Holiness The Dalai Lama.

Located along the scenic banks of the Indrayani River, the Abhay Prabhavana Museum spans a remarkable 3.5 lakh square feet of curated and air-conditioned



Reflecting on the inspiration behind the Museum, Abhay Firodia shared, “Abhay Prabhavana stands as a tribute to the profound values of the Shraman and Jain tradition, which form the core of India’s ethical and cultural ethos, since millenia.

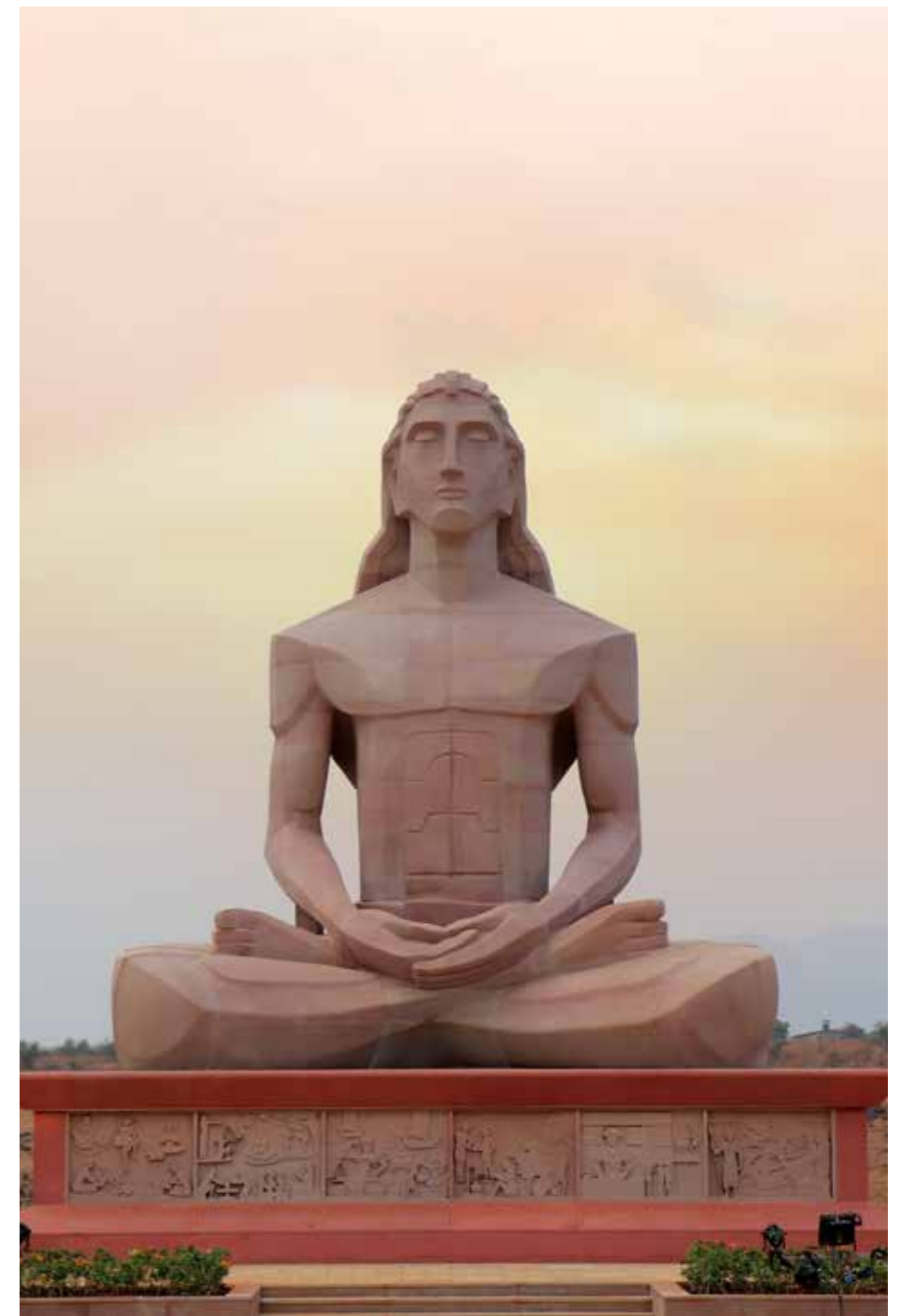




space, designed to immerse visitors in the profound Indian values, as seen through the teachings of Jainism. Across 30 meticulously designed galleries and unique artifacts illustrate the essence of Jain values of security, safety, productivity, prosperity on the societal level and compassion, open-mindedness and ethical living on a personal level. Set within 50 acres (twenty hectares) of land, the Museum is replete with hi-tech audio-visuals, animations, virtual reality, immersive experiences, interactive systems and specially created 350+ artworks, sculptures and grand replicas to explain complex philosophical and spiritual concepts in a modern, and easy manner. The Museum has 35 projectors, 675 audio speakers, 230 LED TV's/Kiosks, 8000 Lighting fixtures, HVAC load of 650 tons, HVAC Ducting of 5+ km and Electrical demand load of 2 MVA approx. The Museum's serene environment and innovative technology create a culturally enriching experience that honors India's rich heritage.

Reflecting on the inspiration behind the Museum, Abhay Firodia shared, "Abhay Prabhavana stands as a tribute to the profound values of the Shraman and Jain tradition, which form the core of India's ethical and cultural ethos, since millenia. This Museum reflects the principles of Education, Enterprise and Ethics— not just as concepts, but as the real societal values that guide individuals toward a balanced and purposeful life. Our hope is that this center will inspire people to explore and connect with the ten ideals of Indian civilization, expressed through Jainism:

| | |
|------------|--|
| Asi | : Tools and weapons |
| Masi | : Ink and communication |
| Kasi | : agriculture and animal husbandry |
| Vanijya | : Trade and commerce |
| Shilp | : Professional skills |
| Vidya | : Knowledge (mathematics, Cosmology, Medical sciences etc.) |
| Ahimsa | : Non-violence and non-injury through thought, speech and actions |
| Aparigrah | : Non-possessiveness |
| Anekantvad | : Non-absolutism of truth, Acceptance of others' viewpoints as equally valid |
| Kshama | : Seeking and offering forgiveness |



The exploration is rooted in the Jain principle of "Panna Samikhaye Dhammam," inviting objective inquiry and personal conviction in understanding truth.

Set in the historic lands of Pune, near the ancient 2200 years old Pale Jain caves, the Abhay Prabhavana Museum is poised to become a global cultural landmark, welcoming over 2,000 visitors daily. Through offering a place of reflection and inspiration, it invites individuals of all ages and backgrounds to experience the timeless wisdom and universal values that Jainism

offers. This museum marks Pune as a center of cultural exploration, strengthening its place in the global landscape as a beacon of spiritual and ethical learning.

The Amar Prerana Trust, under the leadership of Abhay Firodia, has been committed to preserving India's heritage and promoting education and healthcare. Through the Abhay Prabhavana Museum, the Trust envisions a platform that not only honors India's ethical traditions but also inspires future generations to embrace these values in their own lives. [\[1\]](#)

A Royal Retreat: Unveiling the Heritage Elegance of Narain Niwas Palace, Jaipur

By Payal Sahni

Jaipur, the Pink City, is synonymous with regal opulence, timeless traditions, and a vibrant cultural legacy. Among its many jewels stands Narain Niwas Palace, an embodiment of heritage and luxury. As part of Travel Links Magazine's journey into conscious luxury and curated experiences, we delve into the unique allure of this historic property. Here is an in-depth exploration of why Narain Niwas Palace remains a timeless destination for discerning travellers.

A Glimpse into History

Built in 1928 by General Amar Singh, the Narain Niwas Palace captures the essence of Rajputana elegance combined with colonial and art deco influences. This heritage property tells tales of Jaipur's royal past through its architecture, ambiance, and hospitality. The palace, once a private residence, now stands as a testament to the grandeur of Rajasthan, offering guests a blend of old-world charm and modern luxury.

Stepping into the palace is akin to stepping back in time. The hand-painted frescoes adorning the walls, antique furnishings, and intricate carvings make every corner of the property a visual delight. The lush gardens, home to peacocks and vibrant flora, add to the property's tranquil allure, creating an oasis amid Jaipur's bustling cityscape.

Immersive Staycation Experience

Each room at Narain Niwas Palace tells a unique story. Designed to reflect the grandeur of a bygone era, the rooms feature rich textiles, antique decor, and modern



amenities, ensuring a perfect blend of comfort and luxury. Guests can choose from an array of accommodation options, each offering stunning views of the gardens or courtyards.

The ambiance of the palace encourages a slower pace, allowing guests to soak in its historic charm. Whether you are lounging

in the opulent suites, exploring the art-laden hallways, or sipping tea on the terrace, the experience is nothing short of magical.

Rajasthan's Famed Hospitality

Narain Niwas Palace takes hospitality to another level. From the moment you arrive, the staff welcomes you with traditional

warmth and personalized attention. Every detail, from the welcome drinks to the curated experiences, reflects their commitment to excellence. The palace's emphasis on creating memorable moments ensures that every guest feels like royalty.

For travellers seeking bespoke experiences, the palace organizes cultural



performances, private dining under the stars, and heritage tours of Jaipur. These experiences add depth to your stay, making it more than just a luxurious getaway.

Conscious Luxury: A Commitment to Sustainability

In an era where conscious travel is gaining prominence, Narain Niwas Palace stands out for its sustainability efforts. The palace prioritizes eco-friendly practices, from using locally sourced ingredients in their cuisine to supporting regional artisans. This approach not only reduces the property's environmental footprint but also promotes the preservation of Rajasthan's cultural heritage.

Guests are encouraged to explore local crafts and traditions, further enriching their stay. By choosing Narain Niwas Palace, travellers contribute to the well-being of the local community while indulging in guilt-free luxury.

A Culinary Journey

Narain Niwas Palace offers an unforgettable gastronomic experience. The in-house



restaurant presents a menu that blends traditional Rajasthani flavours with international cuisines, all crafted from fresh, locally sourced ingredients. Each meal is a celebration of Rajasthan's culinary heritage, served in an ambiance that transports you to a royal feast.

The property also houses the renowned

Shikar Bagh Restaurant, known for its alfresco dining and focus on multi cuisines. For those seeking something different, Bar Palladio—the palace's Italian restaurant—offers a sophisticated menu paired with a stunning ambiance that marries European elegance with Jaipur's vibrant aesthetic.

Dining at Narain Niwas Palace is more



than a meal; it's an experience. Whether under the starlit sky or within the ornate interiors, every culinary moment is designed to linger in your memory.

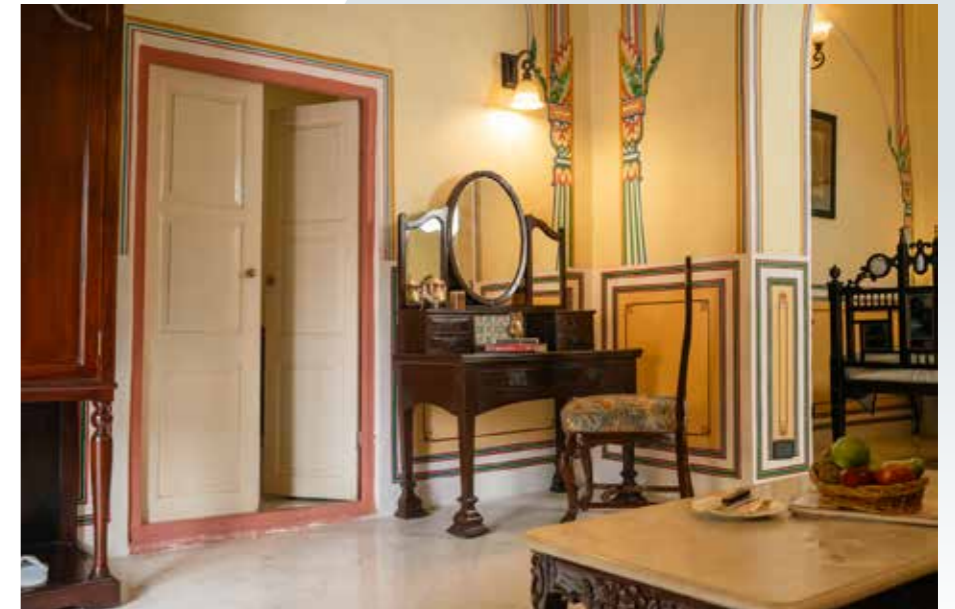
A Destination for Celebrations and Events

Narain Niwas Palace is not just a hotel; it's a versatile venue that caters to various occasions. From intimate family retreats to grand destination weddings, the palace offers an unparalleled setting. Its grandeur and charm make it a sought-after venue for celebrations that blend tradition with sophistication.

The Imperial Lancer, a dedicated events venue within the property, adds to its appeal. With luxurious interiors and modern facilities, it's perfect for hosting corporate events, MICE gatherings, and lavish weddings. The palace staff works tirelessly to ensure every event is executed flawlessly, leaving guests with unforgettable memories.

Exploring Jaipur: Beyond the Palace

While Narain Niwas Palace offers an all-encompassing experience, its location in Jaipur opens up a world of exploration. Guests can venture into the city to visit iconic landmarks such as the Hawa Mahal, Amber Fort, and City Palace. The bustling bazaars, filled with vibrant textiles, jewellery, and handicrafts, provide a glimpse into Jaipur's



vibrant culture.

For those seeking spiritual solace, the city's temples and holy sites offer moments of peace and reflection. The palace staff is always on hand to assist with itineraries, ensuring you make the most of your visit to Jaipur.

What Sets Narain Niwas Palace Apart

Amidst Jaipur's myriad luxury properties, Narain Niwas Palace stands out for its authenticity and immersive experiences. It's not just a place to stay; it's a journey through Rajasthan's royal heritage. The palace seamlessly blends history, culture, and modern amenities, making it an ideal choice for travellers who value authenticity and elegance. Whether you are a history enthusiast, a culture lover, or simply seeking a luxurious escape, Narain Niwas

Palace offers an experience that resonates on every level. At Travel Links Magazine, we believe in showcasing properties that redefine luxury travel. Our experience at Narain Niwas Palace reaffirmed its status as a gem in Jaipur's hospitality landscape. It is a destination that aligns perfectly with our ethos of conscious luxury and authentic experiences.

If you are planning a trip to Jaipur, let Narain Niwas Palace be the highlight of your journey. Immerse yourself in its regal charm, indulge in its culinary delights, and create memories that echo the grandeur of Rajasthan's royal past.

Plan Your Royal Escape

Narain Niwas Palace invites you to experience the timeless elegance of Jaipur. Book your stay today and embark on a journey that combines luxury, heritage, and sustainability. [📍](#)

Interviewing Paul Shih, the Director of Taiwan Tourism Administration

Mr Shih is responsible for India, Australia, New Zealand, Singapore, and the Middle East tourism markets. He oversees all of TTA's operations in these markets to prepare Taiwan Tourism for its next phase of growth. Middle East tourism markets. Also a travel professional, Shih comes with a diverse background. In his previous roles, Shih has served as the Section Chief of Taipei City's Land Administration Department and as Associate Engineer of Rapid Transit Systems Department, Taoyuan City. By **Payal Sahni**

Q How important is the Indian market for Taiwan's tourism growth?

The Indian market is a focus for Taiwan's tourism sector. After being active in the Indian market for over 12 months post-COVID, we've witnessed a positive growth trajectory. From January to October 2024, arrivals from India increased by over 19% compared to the previous year, and we anticipate closing the year with a remarkable growth rate of 25-30%.

We aim to increase the number of Indian travellers to over 50,000 annually, up from approximately 31,584 in 2023. To achieve this goal, we are implementing focused marketing campaigns, cultural initiatives, and streamlined visa processes under Taiwan's New Southbound Policy. This initiative is part of our broader strategy to diversify Taiwan's inbound tourism base beyond traditional markets in Northeast and Southeast Asia.

Q Are there specific initiatives planned to cater to the diverse interests of Indian tourists, such as cultural, adventure, or luxury travel?

Taiwan is its tourism offerings to meet the diverse preferences of Indian travellers. We have developed tailored packages for families, young professionals, and luxury or incentive travellers.

Acknowledging India's cultural and dietary preferences, Taiwan has increased the availability of vegetarian food options and trained English-speaking guides.

Experiential itineraries including popular attractions with unique cultural experiences, including visits to bustling night markets, adventure activities, and serene eco-tourism spots. Taiwan is also actively promoting island tourism and nature-based activities, appealing to younger, environmentally conscious travellers from India.

Additionally, Taiwan is enhancing its appeal to Indian travellers with its "Taiwan: The Lucky Land" campaign, which offers exciting incentives upon arrival. Visitors who stay between 3 to 90 days can register 1 to 7 days before arrival for a chance to win prizes such as digital vouchers or accommodation worth NT\$5,000 (INR



12,837) at Taiwan's airports. The campaign aims to reward 500,000 travellers, adding a special touch to their visit.

Q What is your overarching vision for Taiwan's tourism sector for 2025?

In 2025, our vision is to significantly boost leisure travel, and incentives movements from India. Taiwan's robust infrastructure makes it an ideal destination for large incentive groups, and we are targeting a substantial increase in Indian visitors, aiming to exceed the current target of over 50,000 annual travellers.

Our strategy includes more familiarization (FAM) trips for media and travel agents, enhanced B2B collaborations, and consumer-focused campaigns to highlight Taiwan's diverse attractions. Key initiatives will also involve promoting direct flights, digital engagement, and tailored travel packages to achieving the target numbers.

Q How do you plan to balance sustainable tourism with increased visitor numbers?

To promote sustainable tourism growth, Taiwan emphasizes eco-friendly practices, conservation efforts, and community-based tourism. Our key initiatives include expanding green accommodations, encouraging low-impact transportation, and protecting natural sites. The "Go Green with Taiwan" campaign showcases eco-tourism destinations and cultural heritage



conservation, attracting environmentally conscious travellers. We plan to communicate these initiatives to Indian travellers through digital marketing efforts, eco-focused tour packages, and partnerships with Indian travel agencies, highlighting the sustainable travel experiences that Taiwan has to offer.

Q What are your marketing strategies for increasing Taiwan's visibility in international markets, particularly in India?

Taiwan's initiatives in India, encompassing familiarization (FAM) trips, business-to-business (B2B) collaborations, and business-to-consumer (B2C) marketing efforts, have significantly enhanced interest and awareness of Taiwan as a travel destination among Indian tourists. The FAM trips have provided Indian media, travel influencers, and agents with the opportunity to experience Taiwan directly, resulting in heightened exposure and favourable media coverage. On the B2B front, collaborations with Indian tour operators and travel agencies have culminated in the development of many customized travel packages for Indian tourists, accompanied by promotional materials that have effectively boosted bookings. Furthermore, B2C campaigns have





played a critical role in amplifying Taiwan's appeal by directly marketing its unique attractions to Indian consumers.

Q What strategies are in place to promote Taiwan as a unique travel destination in a competitive global tourism landscape? In 2025, Taiwan aims to strengthen its position as a top travel destination by focusing on markets within a four- to eight-hour flight radius, including India, New Zealand, and Australia; building on its existing Taiwan Tourism Information

Centre in Mumbai, India, and other focus. Additionally, Taiwan is expanding its reach in North America and Europe by establishing tourism information centres in cities such as Seattle and Amsterdam. These centres serve as hubs to provide visitors with comprehensive information about Taiwan's offerings and further broaden Taiwan's source markets.

Q Can you share some of the unique cultural, historical, and natural attractions that set Taiwan apart from other destinations?

Taiwan stands out as a destination with a remarkable blend of cultural, historical, and natural wonders. Visitors can immerse themselves in traditional festivals like the Lantern Festival and explore vibrant night markets offering authentic Taiwanese cuisine and unique local crafts. The island's rich history is reflected in landmarks such as the Longshan Temple and the charming historic town of Jiufen. For nature enthusiasts, Taiwan boasts breath-taking landscapes, the serene Sun Moon Lake, and the iconic Alishan Mountain Railway. Adding to its appeal, Taiwan is renowned for its rejuvenating 100+ hot springs, eco-tourism destinations, adventure activities, and vibrant shopping scenes, making it a paradise for travellers of all interests.

Q Are there new or upcoming tourism projects, festivals, or experiences that you are particularly excited about? We are excited about the upcoming Lantern Festival and the cherry blossom season in Taiwan, which are always a visual treat and a unique cultural experience. I warmly invite our Indian friends to visit Taiwan during these events and explore the island's rich heritage, vibrant culture, incredible diversity, and scenic beauty. 🇹🇼

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Preserving Nature: A Guide to Sustainable Travel and Biodiversity Conservation

By Team TL

Sustainability is a concept that holds great significance in the modern world, especially when it comes to preserving our environment. As one of the world's most renowned environmentalists, Mr. Arron Wood, aptly put it, "Sustainability is treating ourselves and our environment as if we are to live on this earth forever." In this light, the responsibility of preserving nature falls on every individual, community, and nation. It is crucial that we understand our impact on the planet and take proactive steps to conserve and protect it for future generations.



In this article, we will delve into how sustainable travel practices, including visits to Biosphere Reserves, Wildlife Sanctuaries, and National Parks, play a vital role in the conservation of biodiversity. As global tourism continues to rise, it becomes increasingly important to embrace eco-conscious travel that does not harm or disrupt the delicate balance of our ecosystems. Travel Links Live is committed to promoting sustainable travel practices and showcasing the beauty of lesser-known, eco-friendly destinations.

The Importance of Biodiversity Conservation

Biodiversity refers to the variety of life forms found on Earth, including plants, animals, fungi, and microorganisms. It is essential for maintaining ecological balance and ensuring that our planet can continue

to thrive. The loss of biodiversity can lead to the degradation of ecosystems, impacting everything from food security to climate regulation. Understanding and preserving biodiversity is critical to achieving long-term environmental sustainability.

But how can we protect and conserve biodiversity? One of the most effective ways is by supporting conservation efforts in protected areas, such as Biosphere Reserves, Wildlife Sanctuaries, and National Parks. These areas provide safe havens for endangered species, help restore damaged ecosystems, and allow for scientific research that can inform broader conservation strategies.

Biosphere Reserves: A Sanctuary for Biodiversity

Biosphere Reserves are UNESCO-designated areas that aim to conserve biodiversity

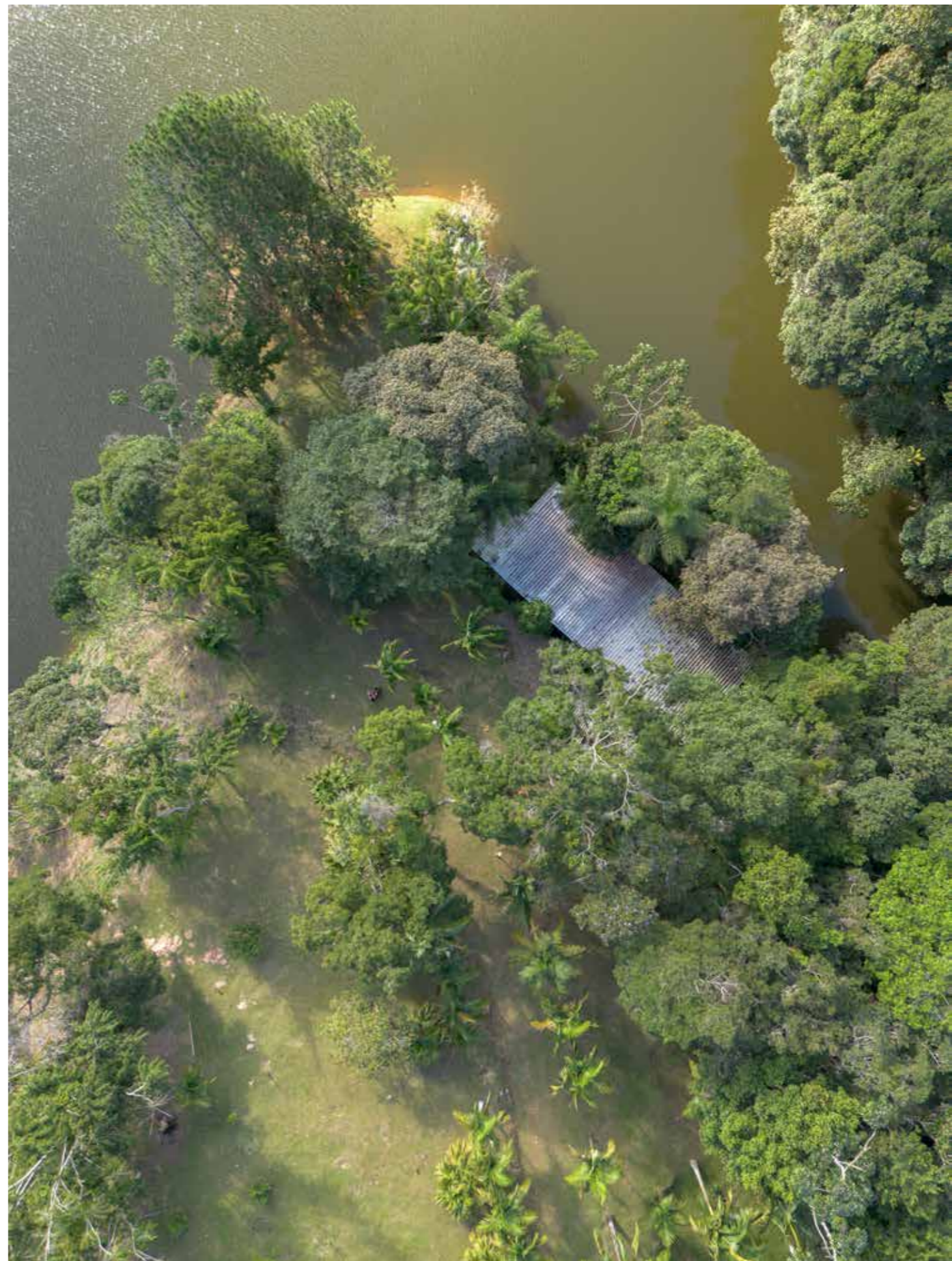
while promoting sustainable development. These reserves serve as living laboratories where ecological systems and human communities coexist, and where research and management practices are developed to address environmental challenges. There are currently 727 Biosphere Reserves across 131 countries, forming a part of the World Network of Biosphere Reserves.

A typical Biosphere Reserve is divided into three zones:

Core Zone: This is a strictly protected area where no human activity is allowed.

Buffer Zone: This zone permits limited human activity, such as research and ecotourism, with a focus on sustainability.

Transition Zone: Human activities like farming, forestry, and tourism are allowed, provided they do not harm the environment.



The primary goal of Biosphere Reserves is to conserve biodiversity, but they also promote eco-tourism, sustainable agriculture, and other practices that ensure the well-being of local communities. For eco-conscious travellers, these areas offer an excellent opportunity to experience nature in its purest form while supporting conservation efforts.

Wildlife Sanctuaries and National Parks: Preserving the Wild

Wildlife Sanctuaries are natural habitats established to protect specific species of flora and fauna. Unlike Biosphere Reserves, Wildlife Sanctuaries are generally open to public visits, though access may be regulated. They are important conservation areas where wildlife can thrive without the threat of poaching or habitat destruction.

On the other hand, National Parks are protected areas that cover larger regions and often include multiple sanctuaries and reserves. They are typically more restrictive in terms of access, with only authorized tours allowed to enter. India, for example, boasts over 100 National Parks and numerous Wildlife Sanctuaries, which are vital in preserving the country's rich

biodiversity. These protected areas not only provide a safe haven for wildlife but also offer travellers the chance to witness the beauty of nature up close. For eco-tourists, visiting these reserves is an opportunity to support sustainable travel practices and raise awareness about the importance of conservation.

Sustainable Travel: A Responsible Approach to Tourism

The concept of sustainable travel has gained significant momentum in recent years. As global travel continues to grow, the environmental impact of tourism cannot be ignored. Sustainable travel encourages tourists to minimize their ecological footprint by choosing destinations that prioritize conservation and environmental protection.

At Travel Links, we believe that sustainable travel is more than just a trend; it is a responsibility that each of us must take seriously. By choosing eco-friendly accommodations, supporting local businesses, and respecting wildlife habitats, travellers can make a significant positive impact on the destinations they visit.

Eco-tourism is one of the best ways

to engage in sustainable travel. It allows tourists to experience the beauty of nature while simultaneously contributing to the protection of the environment. Eco-tourism activities often include guided nature walks, bird watching, and educational tours, which inform visitors about the importance of biodiversity and conservation.

The Role of Travel Links in Promoting Sustainable Travel

At Travel Links, we are committed to showcasing destinations that align with sustainable travel practices. Through our platform, TravelLinksLive, we highlight lesser-known destinations that offer authentic eco-tourism experiences. We also provide valuable information on how travellers can minimize their impact while exploring some of the world's most stunning natural wonders.

By promoting sustainable travel and eco-tourism, we aim to inspire responsible tourism that benefits both local communities and the environment. Whether it's a visit to an Indian Biosphere Reserve or a Wildlife Sanctuary in Africa, Travel Links encourages travellers to make choices that support biodiversity conservation and help preserve the planet's natural resources.



Government and Forest Department Efforts in Conservation

The conservation of biodiversity is not just the responsibility of travellers; it requires a collective effort from governments, organizations, and local communities. In India, the Indian Forest Services (IFS) plays a crucial role in protecting the country's wildlife reserves and sanctuaries. According to IFS officers, these areas are not just essential for conserving wildlife but also for ensuring that human activities are in harmony with nature.

One officer shared, "Biosphere Reserves and Wildlife Sanctuaries provide a safe haven for wildlife and an opportunity for scientific research and preservation. We have designated areas where some activities are allowed, but the primary focus is always on protecting the environment." This collaborative approach to conservation is vital in ensuring that these reserves continue to thrive.

In addition to enforcing strict regulations, the Indian government has introduced concepts like eco-tourism, which empowers tourists to play an active role in protecting the environment. Through these

initiatives, travellers are encouraged to keep the environment clean, support local conservation efforts, and raise awareness about the importance of preserving biodiversity.

The Threat of Poaching and Illegal Activities

While efforts are being made to protect wildlife and biodiversity, challenges remain. Poaching, illegal hunting, and the excavation of rare flora and fauna are persistent threats to conservation efforts. According to experts, the root cause of these activities is often economic gain. As Dr. Macpherson once said, "If you really think the environment is less important than the economy, try holding your breath while counting your money."

The consequences of such activities are dire. Poaching not only threatens endangered species but also disrupts the delicate balance of ecosystems. Conservationists are working tirelessly to curb these illegal activities through increased patrolling, geo-tagging, and regular checks. However, these efforts can only be effective with the support of the public. As eco-tourists and responsible travellers, it is our duty to support

conservation initiatives and ensure that our actions do not contribute to the degradation of natural habitats. By choosing destinations that promote sustainability and following ethical travel practices, we can help protect the environment for future generations.

Conclusion: Investing in the Future of Our Planet

Sustainability is not just a buzzword; it is a critical component of ensuring the long-term survival of our planet. As travellers, we have a responsibility to make choices that support biodiversity conservation and environmental protection. By visiting Biosphere Reserves, Wildlife Sanctuaries, and National Parks, we can witness the beauty of nature while supporting efforts to preserve it.

At Travel Links and TravelLinksLive, we are dedicated to promoting sustainable travel practices that benefit both the environment and local communities. As we continue to explore the world, let us remember that our actions today will determine the future of our planet. It is only through sustainable development and responsible tourism that we can ensure a healthier, more vibrant world for generations to come. [🌱](#)





Discover the Best Asian Destinations to Explore in 2025 Embark on an Unforgettable Journey

By Team TL

Step into a world of unparalleled beauty and culture as we unveil the top Asian travel destinations for 2025. From the intricate patterns of historical architecture to the tantalizing flavours of regional cuisine, these destinations offer a blend of history, nature, and culinary excellence. With safety, hospitality, and unique experiences at their core, these handpicked gems are perfect for the discerning traveller.

Uzbekistan: The Timeless Silk Road Marvel

Highlights:

Cultural Treasures: Visit Samarkand, Bukhara, and Khiva for UNESCO-listed landmarks.

Cuisine to Savour: Indulge in plov, Uzbekistan's national dish, served with raisins and carrots, and savour non (traditional bread) and samsa (savoury pastries).

Best Months to Visit: April-June and September-October. Enjoy mild weather perfect for exploring architectural wonders and bustling bazaars.

Seven Nights Itinerary:

Tashkent (2 Nights): Explore Chorsu Bazaar, Amir Timur Square, and dine on lagman, a flavourful noodle soup.

Samarkand (2 Nights): Marvel at Registan Square and the Shah-i-Zinda necropolis, and enjoy shashlik skewers.

Bukhara (2 Nights): Discover the Ark

Fortress and savour manty dumplings.

Khiva (1 Night): Stroll through Ichan Kala and enjoy halva, a local sweet.

Kazakhstan: Where Modernity Meets Tradition

Highlights:

Scenic Splendour: Visit Charyn Canyon and the futuristic architecture of Nur-Sultan.

Culinary Adventures: Relish beshbarmak (meat and noodles) and boursaks (fried dough treats).

Best Months to Visit: May-June and September. Avoid harsh winters and enjoy spring blooms and autumn foliage.

Seven Nights Itinerary:

Almaty (2 Nights): Explore Panfilov Park, and taste kurt, a dried cheese snack.

Charyn Canyon (2 Nights): Take in dramatic landscapes and picnic with regional delicacies.

Nur-Sultan (2 Nights): Visit Bayterek Tower and indulge in kazy, a horse meat sausage.

Return to Almaty (1 Night): Wrap

up your trip with a meal of zhauburek, a popular meat pie.

Kyrgyzstan: A Nature Lover's Paradise

Highlights: Natural Wonders: Explore the Tien Shan Mountains and Issyk-Kul Lake.

Flavours to Discover: Try boorsok (fried dough), shorpo (meat soup), and kumis (fermented mare's milk).

Best Months to Visit: June-September. Ideal for trekking, horseback riding, and enjoying the pristine landscapes.

Seven Nights Itinerary:

Bishkek (2 Nights): Explore Ala-Too Square and enjoy lagman noodles.

Issyk-Kul Lake (3 Nights): Swim, hike, and dine on fresh trout.

Osh (2 Nights): Visit Sulayman Mountain and taste somsa.



Azerbaijan: Where East Meets West

Highlights:

Cultural Fusion: Discover Baku's Flame Towers and the cobbled streets of the Old City.

Gastronomy: Savour dolma (stuffed



grape leaves), kebabs, and pakhlava.

Best Months to Visit: April-June and September-October. Enjoy temperate weather for city tours and mountain excursions.

Seven Nights Itinerary:

Baku (3 Nights): Tour the Maiden Tower and taste pilaf with dried fruits.

Gabala (2 Nights): Explore mountain trails and indulge in piti, a lamb stew.

Sheki (2 Nights): Visit Sheki Khan's

Palace and enjoy halva.

Georgia: A Symphony of History and Nature

Highlights:

Heritage and Landscapes: From Tbilisi's charm to the snow-capped Caucasus Mountains.

Culinary Delights: Feast on khinkali dumplings, khachapuri (cheese bread), and

Georgian wines.

Best Months to Visit: May-June and September-October. Perfect for wine tours and mountain treks.

Seven Nights Itinerary:

Tbilisi (3 Nights): Discover Narikala Fortress and taste chakapuli (lamb stew with herbs).

Kazbegi (2 Nights): Visit Gergeti Trinity Church and enjoy mtsvadi (grilled meat skewers).

Kakheti (2 Nights): Explore vineyards and relish churchkhela (candied nuts).

Armenia: Crossroads of Civilizations

Highlights:

Historical Riches: Explore ancient monasteries and Lake Sevan.

Savor the Flavors: Delight in khorovats (barbecue), ghapama (pumpkin stew), and

lavash bread.

Best Months to Visit: May-June and September-October. Enjoy vibrant spring blooms and autumn hues.

Seven Nights Itinerary:

Yerevan (3 Nights): Tour Republic Square and savor dolma.

Geghard Monastery (2 Nights): Visit this UNESCO site and try gata (sweet bread).

Lake Sevan (2 Nights): Relax by the

lake and enjoy crayfish dishes.

Tajikistan: Roof of the World

Highlights:

Majestic Peaks: Explore the Pamirs and Fann Mountains.

Food to Try: Taste kurutob (yogurt bread salad) and sambusa.

Best Months to Visit: June-September. Ideal for trekking and enjoying untouched






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Seven Nights Itinerary: Dushanbe (2 Nights): Explore museums and sample plov.

Pamir Highway (3 Nights): Drive through the "Roof of the World" and enjoy picnic lunches.

Fann Mountains (2 Nights): Hike to

emerald lakes and savor kebabs.

Bhutan: The Last Shangri-La

Highlights:

Cultural Immersion: Discover Tiger's Nest Monastery and the festivals of Paro.

Culinary Wonders: Savour ema datshi (chili cheese), momos, and butter tea.

Best Months to Visit: March-May and September-November. Enjoy blooming rhododendrons and clear mountain views.

Seven Nights Itinerary:

Paro (2 Nights): Visit Tiger's Nest and enjoy red rice.

Thimphu (3 Nights): Explore Tashichho Dzong and savor buckwheat noodles.

Punakha (2 Nights): Admire the Punakha Dzong and indulge in puta noodles.

Why 2025 is the Year to Explore

As we step into 2025, these destinations are poised to offer even more unforgettable experiences with enhanced tourism infrastructure and vibrant cultural festivals. From savouring exquisite cuisines to witnessing breath-taking landscapes, let 2025 be the year to discover Asia's hidden treasures. Where will your adventure begin? [📍](#)



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Neptune Ngorongoro Luxury Lodge, Ngorongoro, Tanzania



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