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Thursday, 15th December 2022 3 PM IST

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Korea targets luxury premium and student segments from India

Korea as a travel destination reopened for tourists without any restrictions, in October. Young Geul Choi, Director, KTO India mentioned that after the pandemic, flights to Korea have been reduced drastically, impacting tourist footfall. They are therefore, promoting the destination among luxury premium guests and student travellers.

Choi said, “After the pandemic, only a handful, as few as only 9 flights are available to travel to South Korea from India, that too only from Delhi. We are receiving only 40% of tourists as compared to the pre-pandemic numbers. Due to this, our prime focus is now to increase the footfall into the country by increasing the number of direct flights from various cities in India.”

“Our target for next year is to focus mainly on two segments. One is the luxury premium market, as after the pandemic things changed and travel expenses have now gone up for travelling to Korea. The second segment is that of students. We receive a lot of students for educational tours; these are our target markets going forward,” he added.



Thailand hits 10 million visitors in 2022

Thailand celebrated the arrival of its 10 millionth international visitor of 2022 on December 10, according to the tourism authority, as the Kingdom consolidated the recovery of its Covid-hit travel sector.

“The sky is open,” Thai Prime Minister Prayut Chan-o-cha said in a speech at the airport. “We would like to build confidence that Thailand is still one of the (top) tourist destinations of people around the world.”



Go First to operate 42 direct flights to new Goa Airport

Go First (formerly known as GoAir) will commence 42 non-stop weekly flights to and from new Goa International Airport.

Goa’s second international airport, located in Mopa, North Goa was inaugurated by Prime Minister Narendra Modi, with first flight scheduled for launch on January 5, 2023. Same day, Go First will commence its first flight from Bengaluru to Goa. Speaking on the development, Kaushik Khona, CEO, Go First, said, “As we expand our network in leisure destinations, Goa is an extremely important destination for us. We are pleased to fortify our presence and this new addition will further reflect our unflinching commitment to providing customers with a promising flying experience.”



Centre plans to lease out 11 AAI airports for 50 years

Civil Aviation Minister Jyotiraditya Scindia is bullish on the country’s aviation sector, and is hopeful that India’s air passenger number will touch about 40 crore a year in the next five years. In a move to further boost the country’s aviation industry, Scindia has said that the government is looking to lease out 11 more airports of Airport Authority of India (AAI) to private players.

The Minister shed light on the status of the airport privatisation plan. He said, “Our plan is to lease out the assets for a period and gain cash flow, which will then be reinvested to build out more airports in tier 2 and tier 3 cities. Our plan is to lease out another 11 airports. So, that process is on and shortly you will be hearing about that.”

The list of airports identified to be given to private players includes Chennai, Kolkata, Jabalpur, Indore, Rajkot, Vijaywada, Raipur and Amritsar.



Jyotiraditya Scindia

UTDB offers incentive for tour operators for International Yoga Festival 2023

The Uttarakhand Tourism Development Board (UTDB) has announced a financial incentive scheme of up to INR 5 lakh per tour operator for

tour operators booking international tourists for the upcoming International Yoga Festival (IYF) 2023 to be held at Rishikesh from March 1 to March 7.

This incentive will be offered to tour operators for bringing international tourists to the festival. For this, UTDB has decided to provide incentive to these tour operators from INR 10,000 per international tourist up to a maximum of INR 5 lakh. This scheme is intended to provide benefits to tour operators accredited by the International Association of Tour Operators (IATO), Ministry of Tourism (MOT) and UTDB.



Vistara starts daily non-stop flights on Mumbai-Muscat route

Vistara has started non-stop flights between Mumbai (India) and Muscat (Oman), its fourth destination in the Gulf region. The inaugural flight departed from Mumbai at 2000 Hours (IST) and arrived in Muscat at 2135 Hours (GST). With this, Vistara becomes the only carrier to offer the choice of Premium Economy class on the route, in addition to Business and Economy class. Vinod Kannan, CEO, Vistara, said, “The launch of operations to Muscat is in line with our goal to steadily enhance our footprint in the Middle East. The firm bilateral relationship and robust cultural and economic ties between India and states in the Gulf region have given great impetus to our growth plans, and our successful business on the other Middle Eastern routes is a testament to that.”

