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Presented by, **Israel Ministry of Tourism**

Tuesday, 21st March 2023 at 3 PM IST

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Air India to drop Vistara label post merger: CEO

The Tata group is all set to consolidate its operations under just two brands – Air India and Air India Express – distinguishing its full service and low-cost flights. In the process, it has decided to abandon the Vistara brand.

Campbell Wilson, Chief Executive, Air India, informed that this decision was taken as Air India has a greater global recall. “There is a desire to carry forward the heritage of both Air India and Vistara into the new Air India... Vistara clearly has a very strong recognition in the Indian market but if you look outside the Indian market, clearly Air India is much more recognised and has a 90-year history. So, the future full-service carrier will be called Air India but we would like to retain and celebrate some of the Vistara heritage in that new manifestation.”



Record surge in Tourism to J&K: Reddy



After a “record surge” in tourist footfall in Jammu & Kashmir, some politicians are also having a leisure time in Kashmir and other parts of the Union Territory, Union Minister G. Kishan Reddy said. “After Independence, the tourism footfall in Jammu and Kashmir has seen a record surge. If we look at figures for one year, in 2022, it was about 1.8 crore tourists in J&K,” the Union Tourism Minister said.

Rail Europe hopeful of reaching pre-pandemic bookings in 2024

During his first ever international visit after having taken over as President and CEO of Rail Europe in November 2022, Bjorn Bender spoke about the potential of the Indian market, scope of growth and their B2B outreach activities. Bender said that they are positive about the outlook for 2023-2024. “India has already shown signs of recovery for us in 2022; and is the second best market for us after the USA. We are planning to reach pre-Covid level of bookings by next year, depending on the industry at large, and the pace of recovery overall. India is a very relevant market for a train tech company like Rail Europe.”



Kerala, UN Women sign pact to boost women-friendly tourism activities

A memorandum of understanding (MoU) signed by Kerala Tourism and UN Women India agreed to work towards promoting gender-inclusive tourism sites in the state. Kerala Tourism Minister P A Mohamed Riyas, said, “We will ensure good female participation in tourism initiatives and allied services besides RT (Responsible Tourism) projects. The idea is to promote tourism with a focus on women empowerment.” This will be done by creating modules and capacity-building of relevant stakeholders, besides providing advisory support for baseline research, implementing women-friendly tourist destinations, and supporting interventions to change prevalent discriminatory social norms.



Oman Air to expand network with addition of 4 destinations

Oman Air, the national airline of the Sultanate of Oman, has unveiled its summer schedule for 2023. The schedule specifies significant frequency increases on existing routes, and the addition of four destinations—representing a 60% increase in the number of flights from its hub in Muscat compared to the previous year. The four additional destinations being introduced for the summer schedule are: four-weekly flights from Muscat to Chittagong (from March end); four-weekly flights from Muscat to Maldives (from June end); 12-weekly flights from Muscat to Lucknow, and five-weekly flights between Muscat and Thiruvananthapuram (from August).

Carlyle Aviation to pick up 7.5% stake in SpiceJet

SpiceJet Ltd. has restructured over USD 100 million outstanding dues to Carlyle Aviation Partner, into equity shares and compulsorily convertible debentures (CCDs). Aircraft lessor, Carlyle Aviation Partners is the commercial aviation investment and servicing arm of Carlyle’s USD 143 billion Global Credit platform. The transaction will wipe out over USD 100 million debt of SpiceJet, thereby strengthening its balance sheet for future expansion. The move will substantially deleverage the company’s balance sheet.

