

KTS Chronicle

April – September, 2023

Volume 1, Issue 1

Editor's Note

Greetings from the KTS Managing Committee!

Our monthly meetings revolve around harnessing Karnataka's rich tourism potential, a state known for its diverse offerings.

We are thrilled to present the first edition of KTS Chronicle, offering insights into our ongoing initiatives. Your feedback is invaluable in shaping our Society's effectiveness.

Best regards,

S Mahalingiah
Secretary



Other key appointments include:



Vice President
Mr. Vineet Verma
ED & CEO,
Brigade Hotel Ventures Ltd.



Secretary
Mr. S. Mahalingaiah
Director,
Skyway International Travels



Joint Secretary
Mr. Manoj Mathew
SVP Operations,
Tamara Leisure Experiences

KTS Elects New Leadership



At the 4th Annual General Body meeting held on Sept 26, 2023, Mr. K. Syama Raju, Managing Director of Hotel Maurya, Bengaluru, was elected as President of the Karnataka Tourism Society.



Treasurer
Mr. G. K. Shetty
Chairman,
Swathi Hospitality Services Pvt. Ltd.

Additionally, the Managing Committee welcomes five new members, from 2023-2025:



Mr. Amish Desai
Director, Belest Travels Pvt. Ltd.



Mr. Radhakrishna Holla
Director, Cauvery Cars



Mr. AyappaSomaiah
Director, Tattva Trails



Mr. Jagadeesh H
Director, BIG Travels



Mr. P. C. Rao
Director, Ideal Solutions Pvt. Ltd.



WORLD TOURISM DAY 2023

TOURISM & GREEN
INVESTMENTS

KTS Celebrates World Tourism Day

On September 27, the Department of Tourism, Government of Karnataka hosted a grand event at Indira Gandhi Musical Fountain Park to mark World Tourism Day. Shri H. K. Patil, Hon'ble Tourism Minister, inaugurated the event, joined by over 400 enthusiastic city residents and stakeholders.

KTS organized a 2-day quiz competition on RadioCity, Bengaluru, to promote the theme. KTS member organizations sponsoring gift vouchers from Rs. 2500 to Rs. 20,000 received significant exposure on the channel.

Sponsoring KTS-member organizations such as Jungle Lodges & Resorts Ltd., Swathi Group of Hotels, P. C. Rao, Adyar Anand Bhavan, Skyway International Travels, Rameshwaram Cafe, Bunt's Biryani Palace, Nandana Hotels, Hotel Konark, and Gandharva Sip-n-Dine gained excellent publicity.



Shri H.K. Patil, Law and Tourism Minister, during World Tourism Day organised by the Department of Tourism, Government of Karnataka at the Indira Gandhi Musical Foundation in Bengaluru

Bengaluru Convention and Visitors Bureau (BCVB)

For over five years, the KTS Managing Committee has fervently advocated for the establishment of a government-funded Bangalore Convention and Visitors Bureau (BCVB) in collaboration with the Department of Tourism, Govt. of Karnataka. This strategic initiative aims to attract MICE (Meetings, Incentives, Conferences and Exhibitions) events to Karnataka, focusing on key cities like Bengaluru, Mangaluru and Mysuru.

The BCVB's creation holds the promise of unlocking fresh opportunities across diverse sectors within our industry, including hospitality, travel, tour operators, DMCs, car rental services, airports, tour guides and restaurants.

We're thrilled to announce that the Karnataka Department of Tourism has officially pledged its support to the BCVB, marking a significant milestone in our ongoing efforts. Work on this pivotal initiative will commence soon.



Bengaluru



Mangaluru



Mysuru



Mysuru Dasara Gold Card:

The KTS Committee collaborated with Department of Tourism, Govt. of Karnataka and Hon'ble District In-charge Minister, Dr. H C Mahadevappa, to fast-track the 2023 Mysuru Dasara Gold Card scheme. This will greatly benefit travel agencies offering Dasara tour packages for 2023.



Karnataka International Travel Expo (KITE) 2024

In 2019, KTS collaborated closely with the Department of Tourism, Govt. of Karnataka to launch the inaugural KITE event. It marked a historic milestone, bringing together over 400 hosted delegates from 25 countries, including key international markets such as the US, Canada, Germany, UK, Malaysia, Australia, France, Japan, Russia, China, UAE and Singapore.

The 2nd edition of KITE faced delays due to the pandemic over the past two years. We are now excited to announce that the Government of Karnataka has now approved its return early next year; i.e., in March 2024. The forthcoming event is planned to be organised on an even bigger scale as we expect more stakeholders from across Karnataka participate and benefit from it.



CONNECT 2023

The Department of Tourism, Govt. of Karnataka in collaboration KTS has exciting plans to organize ten B2B networking events this year, covering all districts of Karnataka.

These CONNECT meets will bring together local tourism providers, including hotels, resorts, travel operators, home stays, and car rental agencies, with key stakeholders such as district tourism officials, railway and transport administrators, and airport and bus transport companies.

Stay tuned for the circuit-wise schedule, which will be shared once finalized by the Department of Tourism, Government of Karnataka.

Other important events held



KTS President, Mr. Syama Raju and other Executive Committee members greeting the new Hon'ble Tourism Minister, Mr. H K Patil.



KTS Members welcoming ACS, Mr. Kapil Mohan, IAS who took charge of the Dept. of Tourism, Govt. of Karnataka. In-depth presentations were conducted during meetings covering KITE 2024, CONNECT meets and BCBV initiatives.



Yoga Day Celebration - June 21: KTS member, Mr. P C Rao, sponsored breakfast for participants at the Yoga Day program organized by the Ministry of Tourism, Government of India at MSR University Campus, Bengaluru.

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Editor: S. Mahalingaiah
Secretary, Karnataka Tourism Society
C/o Skyway International Travels, 2nd Floor, Papanna Lane
No. 8, St. Mark's Road, Bengaluru 560 001
For feedback, email karnatakatourismsociety@org

President's Message

Dear KTS Members,

Thank you for entrusting me with the privilege of leading KTS for the next two years. It's an honour to embark on this journey to unlock Karnataka's tourism potential.

Since our inception in 2019, we've tirelessly championed tourism in Karnataka and safeguarded our stakeholders' interests. Our close collaboration with government officials has yielded numerous business-friendly benefits, including:

- Drafting the new Tourism Policy for 2021-26 in partnership with the DOT, GOK.
- Drafting India's 1st COVID 19 Protocol specially for Karnataka Tourism. Ensured that Karnataka was the first state to implement. Subsequently, other states and Ministry of Tourism used this as template to draft protocol for their respective regions.
- Securing a 50% property tax rebate for hotel properties during the Covid period.
- Obtaining a three-month waiver of electricity demand/fixed charges for hotels during Covid.
- Achieving industry status for classified hotels from the Govt. of Karnataka.
- Securing a 20% stall fee discount for KTS Members in national and international exhibitions/events.
- Advocating for business operation relaxations during the pandemic.
- Active participation in CONNECT (B2B networking events) across Karnataka in collaboration with the DoT, GOK.
- Co-hosting the Karnataka International Travel Expo in 2019, with the next edition scheduled for Q1, 2024.

As an industry body, we bridge the gap between our members and policymakers, ensuring a win-win outcome. To enhance our impact, we urge you to encourage others to join KTS. Share our link (<https://www.karnatakatourismsociety.org>) with industry peers and help us make this a collective movement for our mutual benefit.

Thank you once again for your trust and support.

Regards,
K Syama Raju
President
Karnataka Tourism Society

Incredible India
www.incredibleindia.org

Karnataka
One state. Many worlds.
Department of Tourism

Karnataka
TOURISM SOCIETY
Partners in Growth