

Incredible India



Share



Tweet



Forward

LATEST NEWS

[Incredible India Is WTM London 2016's Premier Partner](#)



**world[®]
travel
market**

London

World Travel Market London 2016, the leading global event for the travel industry, is delighted to announce India Tourism as its Premier Partner as it looks to promote the diverse tourism product the country offers. The Ministry of Tourism will be looking to speak to WTM Buyers' Club members from its key source markets of the USA, UK, China, Australia, France, Germany, Canada and Spain, as well as the growing markets of South East Asia, the Middle East and Russia. The key to India's strategy will be to focus on a variety of products, including heritage, cultural, rural, wellness, medical, adventure, and golf. A special focus is also being put on coastal and beach tourism, cruise and eco-tourism, with North East India - Assam, Meghalaya, Sikkim, Arunachal Pradesh, Nagaland, Manipur, Tripura and Mizoram - receiving a dedicated focus. WTM London 2016 will take place from 7 – 9 November at ExCeL London from 10am – 7pm on all three days. For

India's UK e-Tourist Visa Proven A Success **On Its First Anniversary**



Figures shared today by India Tourism Office London reveal that British travellers have embraced the India e-Tourist Visa (eTV) since it launched a year ago, accounting for nearly a quarter of all e-visas issued worldwide (197,788 out of 881,817). Nearly 900,000 e-visas have been issued in the last year and, on the scheme's first anniversary, the UK represents the strongest market globally. Indeed, within the first two months of its use by UK citizens, the UK was number one, ranked first out of 113 countries using the new e-visa scheme. Thanks to the successful marketing and promotional efforts undertaken by India Tourism Office London, the UK has since remained in top position for e-visa take-up. For more information and to apply for a visa, visit: <https://indianvisaonline.gov.in/visa/tvoa.html>.

Miss Universe Great Britain

Visits India's Sheroes



Miss Universe Great Britain 2016, Jaime-Lee Faulkner from South Yorkshire, headed to India on Monday 26th September to support the acid attack survivors of Sheroes Hangout, a project run by the Stop Acid Attacks charity. The 27-year-old beauty queen won the title in July and will be representing the UK at Miss Universe later this year. The Miss Universe Great Britain organisation chose to support Sheroes after the team were inspired by the charity's concept of advancing the social standing of women. The survivors are not only given employment but are empowered for the future as they gain enhanced life and business skills. In recent months, the Miss Universe Great Britain organisation has arranged a number of fundraising initiatives to help support the cause and now Jaime-lee, along with a film crew, has spent four days in India to visit the charity at its Delhi and Agra bases. For Jaime-lee, the trip provided her with an opportunity to support a worthy cause as part of the pageant's NOT IN VAIN campaign, which is dedicated to the empowerment of young women. Jamie-lee also used the opportunity to campaign for the end of the sale of acid on the streets of India. For more information, visit: www.stopacidattacks.org and www.missuniversegb.co.uk.

HOTEL NEWS

Recently Restored Boutique Hotel, SVATMA, Re-opens In Tanjavur, Putting Tamil Nadu's Temple Architecture And Thriving Culture Back On The Map



SVATMA, a restored traditional century-old family mansion in Tanjavur, has re-opened as a new 38-room boutique hotel, the first luxury offering in Tanjavur and home to the great Living Chola Temples of Tamil Nadu, South India. SVA – 'one's own' and ATMA – 'Soul' has been conceived as an immersive destination retreat by owners and architects Krithika and Sumanth Subrahmanian. Tanjavur (formerly known as Tanjore) is regarded as the cradle of South Indian religion, art, and architecture and is the ancient capital of Tamil Nadu. Until now, it has only been known to the most discerning of 'Indophiles' but SVATMA will offer a unique insight into Tanjavur's rich heritage through a carefully curated range of cultural, architectural, and culinary experiences and a vibrant schedule of performing arts. Most of the Great Living Chola Temples, which are UNESCO World Heritage Monuments, are located in and around Tanjavur. Interestingly due to the lack of invasions in the region, the indigenous culture has remained untouched for the last 2,000 years. SVATMA is best experienced as part of a Tamil Nadu itinerary and can be accessed by air from Chennai International Airport (5 hour drive) or from Trichy (Tiruchirappalli) Airport (1 hour drive or by train to Tanjavur) and as part of a Tamil Nadu itinerary from Madurai (2 hour 30 min drive). Accommodation in a Double Bedroom with breakfast starts from approximately £170 per night. For more information and to book, visit: www.svatma.in.

Taj Hotels Resorts And Palaces Announces The Unveiling Of Tajness



For more than a century, Taj Hotels Resorts and Palaces has welcomed guests with a signature warmth, a practice of perfection, a culture of generosity and a clear sense of true Indian hospitality. *Tajness*, the group's new brand philosophy, seeks its inspiration from the nobility of this Indian heritage and blends it with local cultures to deliver an unparalleled experience of sincere care across Taj's 100 hotels around the world. The Tajness experience will focus on honouring the past whilst shaping the future of Taj Hotels Resorts and Palaces. Sensorial touch points are key to the brand experience and several elements will be consistent across many hotels, including the delicate fragrance of jasmine, the active and passive music in public and private areas and the attire of Taj associates. Signature Tajness rituals will take place, guiding guests' journeys from the moment they arrive, starting with the local traditional welcome rituals. Guests can then enjoy gentle yoga in the morning, and afternoon tea that pays homage to local tea traditions. The atmospheric sunset ritual and the evening sleep ritual will soothe guests into a restful slumber. Finally, a Tajness farewell ritual will ensure guests leave with lasting memories. Tajness will be rolled out across all 100 Taj hotels in India and internationally on a phased timeline, with completion scheduled at the end of 2017. Tajness will also be incorporated into the online guest experience through a dedicated microsite: www.tajness.tajhotels.com.