



To inspire further growth of travel to India, almost all attendees at the Australia India Travel & Tourism Council (AITTC) organised Round Table Conference, held last month, recommended initiatives to increase destination knowledge and make the market aware of products beyond the traditional offerings. Responding to this, AITTC in partnership with India Tourism and Taj Hotels relaunched their highly successful “Know India Better” program on 25 September introducing River Cruising in India.

Over 60 guests comprising of tour operators travel agents, airlines, hotellers, media and industry personalities dominating the India- Australia tourism attended the evening event at the waterfront Indian restaurant, Manjits at The Wharf.



Sanjay Basu, Chairman of Far Horizons group of companies talked more about MV Mahabaahu which is India's first luxury river boat cruising the mighty Brahmaputra since 2012. Owned and operated by Adventure Resorts & Cruises, one of Far Horizon's subsidiary company this vessel has 23 centrally air-conditioned staterooms, its elegant décor and hospitality bequeathing guests flavours of North East India. This journey introduces guests with all flavours of Assam from history , culture , cuisine and lifestyle to one horned rhinos at the world famous Kaziranga National Park.

Earlier Chandru Appar Deputy Consul General, Indian Consulate in Sydney and Kanchan Kukreja spoke about India's current standing as a tourist destination from Australia and Thushara Liyanarachchi, Director Global Sales – Australia & New Zealand Taj Hotels Palaces Resorts Safaris about premium accommodation choices, while travel writer Roderick Eime and Maria Visconti shared their wonderful travel experiences in India.