

Winning the Hearts of Tourists from India



Did you know that in 2004, over **470,000 tourists from India arrived Singapore and that on average, an Indian visitor stayed in Singapore for 5.5 days** compared to 3.2 days for other nationalities?

Arrivals from India to Singapore are expected to continue growing annually thanks to the booming Indian economy. What are you doing to tap on the potential of the Indian market? How much do you understand about our Indian visitors?

The Singapore Tourism Board is proud to present the seminar:

Winning the Hearts of Tourists from India

<p>Objective of Seminar: To raise awareness in the industry of the service needs of Indian tourists.</p> <p>Details of Seminar:</p> <ol style="list-style-type: none">Brief History of IndiaCaste SystemRegional CuisineRestaurant Styles, Price Points and ExpectationsGrowing Indian Middle Class<ul style="list-style-type: none">• Typical Family• Lifestyle• Vacation Planning• Eating HabitsTypical Habits of Indian Customers<ul style="list-style-type: none">• Restaurant Requests• Common Food/Drinks• Hotel Room Requests• Bargains• Bill SettlementKey Trends in the F&B market in IndiaBrand names in India	<p>Seminar Time and Duration</p> <p>Date: Wednesday 19 October 2005</p> <p>Place: Singapore Tourism Board Auditorium Level 2, Tourism Court 1 Orchard Spring Lane</p> <p>Time: 2pm to 5.30 pm (Registration starts at 1.45pm)</p> <p>Cost: S\$50 per person (includes GST)</p> <p style="text-align: center;">ABOUT THE FACILITATOR</p> <p>Mr ANURAG BAJAJ is the General Manager of Hotel Marine Plaza in Mumbai, India. As a current practitioner in the tourism industry, his primary focus is to further enhance the “boutique” image of Hotel Marine Plaza through training his staff to provide a very personalized experience at all points of contact.</p> <p>Prior to joining Hotel Marine Plaza, he was with the Accor Group for four years where he managed properties for Accor in Jodhpur, Ahmedabad, Mumbai and Bangalore, primarily setting up standards and devising Standard Operating Procedures and Food & Beverage Standards for the hotels.</p> <p>Before joining the Accor Group, Mr Anurag spent three years at The Oberoi Grand Kolkatta managing various food and beverage outlets such – Room Service, Coffee Shop, Discotheque and Banquets. He then moved to Delhi to head the Food and Beverage Department for The Oberoi Maidens, Delhi.</p>
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Note: STB reserves the right to cancel this seminar if the response from the industry is poor.

Please fax this registration form back by 7 October 2005. We will be in touch with you via email on confirmation details of the seminar by 14 October 2005.

ATT: Michele Neo, Manager Service Culture, STB
Fax: (65) 6734 9035

Please register me for the seminar on “Winning the Hearts of Tourists from India” on Wednesday, 19 October 2005 from 2pm – 5.30pm at the Singapore Tourism Board Auditorium.

I understand that this seminar may be cancelled if the response from the industry is poor.

Name : _____

Designation : _____

Company : _____

Email : _____

Tel : _____

Fax : _____

Signature/Date : _____