

West Bengal to develop towns into heritage sites

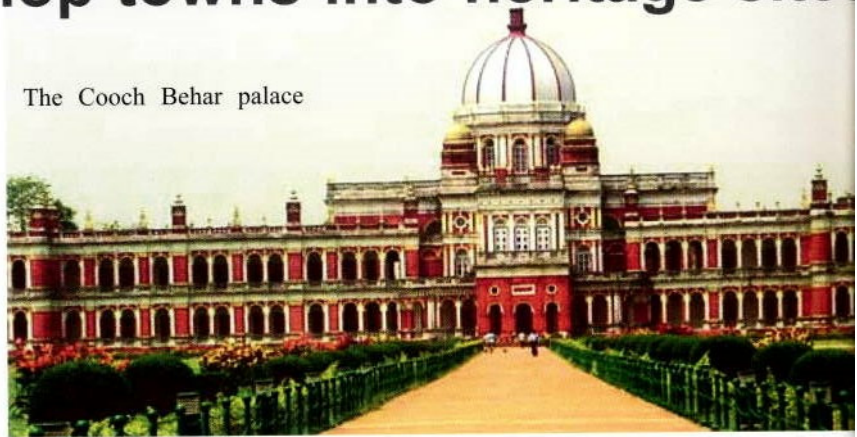
The State Tourism Department of West Bengal is planning to transform its well-known historical towns into heritage cities.

These include Cooch Behar, its royal palace and the famous lake Lal Dighi, with its cultural heritage linked to Chaitanya Mahaprabhu.

The State Government has appointed IIT Kharagpur (for Cooch Behar) and IEST Shibpur (for Nabadwip) to prepare detailed project reports.

The work, which is expected to begin towards the end of this year, will cover improvement in electricity and sewage systems of the places.

The Cooch Behar palace



TrawellTag Cover-More reports growth after acquisition by Zurich

Global assistance & travel insurance providers TrawellTag Cover-More has reported strong growth for their business six months after their acquisition by Zurich Insurance Group.

According to Dev Karvat, CEO of TrawellTag Cover-More this is partly because of integration into Zurich's global travel insurance business.

"The Zurich brand is well-recognised and has an excellent reputation worldwide. We plan to further leverage the association with Zurich to drive more innovation into our business and achieve stronger growth in the travel insurance market in India," he said.

The India market represented great opportunity for travel insurance providers prepared to focus on customer value and, increasingly, online innovation.

"The acquisition by Zurich gives our business the ability to pursue our growth ambitions with the strong backing of Zurich's brand. We expect the next six months to show the continuing evolution of our customer value proposition," he said.

Group CEO of Cover-More Group, Mike Emmett said that Zurich and Cover-More together represent the third largest travel insurance provider in the world and that future growth will follow from the strength of customer value propositions and distribution partnerships.

"Our business in India is now multi-channel and very well positioned for the ongoing emergence of tech-savvy digital travellers," Emmett said.



Dev Karvat, CEO - Emerging Markets, Cover-More Group

Sarovar takes over 5th hotel in Bengaluru

Sarovar Hotels has signed its latest and 5th hotel in Bengaluru - La Marvella Sarovar Premiere - the others being Davanam Sarovar Portico Suites, RBD Sarovar Portico, Park Plaza and Radha Hometel.

Sarovar Hotels, "La Marvella Sarovar Premiere located at a prime destination in the city is ideal for business as well as leisure travellers. With Bengaluru emerging as one of our key markets, we look forward to further growth and increased traffic contribution from

Oman relaxes visa rules for Indians

Oman Airports Management Company (OAMC) has revised the terms and conditions issued by the Omani authorities on the granting of non-tourist visa for Indians who reside in or who hold an entry visa to United States of America, Canada, Australia, United Kingdom or Schengen States.

The visa will be granted for a period of one month for a fee of OMR 10. Applicants must have a return ticket and confirmed hotel reservation in Oman to be granted the visa.

Speaking about this, Salim Adi Al Mamari, DG of Tourism Promotion, Ministry of Tourism in Oman said that with this "we are expecting that Indian tourists across all segments will grow exponentially - especially leisure and visitors for conferences and exhibitions. Oman has gained immense popularity with mature and young travelers in the recent years. We aim to expand our travel and tourism offerings and we are certain that the revised policies will offer expediency and convenience to travelers and will encourage more impromptu trips to the Sultanate."

"The outbound segment in India is on a rise with the Indian economy becoming increasingly better standards of living. Most Indians typically travel for short durations for nights as they want to experience Muscat and beyond. We are certain that the change in policies will be favorable for the Indian travelers and Sultanate will witness positive growth in this upcoming festive and holiday season," said Lubaina Al Mamari, India Representative, Ministry of Tourism, Oman.



Bahla Fort, Oman.

Pride Hotel opens in Puri

The Pride Group of Hotels has launched its latest resort - Pride Ananya Resort Puri in Odisha. The hotel offers resort-style accommoda-

tion, bed, wi-fi, tea-coffee maker, mini bar, and LED T.V. Also, it offers complimentary pandit for temple visits, a Business Centre, and spa. e-