



**HOSPITALITY**  
#BounceBack



**BENGAL TRAVELLERS OPT FOR DIRECT BOOKINGS**

The tourism in northern Bengal is witnessing a new trend of people bypassing tour operators to visit destinations in the area amid the Covid-19. Raj Basu, the convenor of the Association for Conservation of Tourism, says this new trend appeared after some residents of Darjeeling and Kalimpong hills working in the hospitality sector in other parts of India returned home during the pandemic and started promoting village tourism by opening their own homestays.



**FSSAI SLASHES LIMIT FOR TRANS-FAT LEVELS IN FOODS**

The Food Safety and Standards Authority of India (FSSAI) has capped the amount of trans-fatty acids in oils and fats to 3% for 2021 and 2% by 2022 from the current permissible limit of 5% through an amendment to food safety regulations. The revised regulation applies to edible refined oils, vanaspati (partially hydrogenated oils), margarine, bakery shortenings, and other mediums of cooking such as vegetable fat spreads and mixed fat spreads.

**NORTH EAST TO GET THIRD INTERNATIONAL AIRPORT AT AGARTALA**

After Guwahati and Imphal, Agartala's Maharaja Bir Bikram (MBB) Airport is set to become the third international airport in the North East, after a Rs 438 crore project under construction is completed in March 2021, Airport Authority of India (AAI) officials said. Construction work on the new terminal building of MBB Airport has been completed except the interior work, raising hopes of better connectivity for tourists in the region.

**GOVT ASSISTANCE FOR MARKETING OPEN FOR DOMESTIC SECTOR**

In a move that will give support for marketing of hotels, restaurants, homestay owners and bed and breakfast units, the Ministry of Tourism has introduced their Marketing Development Assistance (MDA) Scheme for the domestic market as well. The decision to extend the scheme for the domestic market is seen as giving a boost to both domestic tourism and hospitality operators as well as travel trade show operators.



**FREQUENT TRAVEL MAKES YOU HAPPY, SAYS STUDY**



If anyone is looking to get motivated to start planning travels, a research at School of Hospitality Business Management at Washington State University can give a good push to get started on a trip to pleasure, well-being and happiness. Out of the 500 participants in the study, 260 reported travelling more than four times for pleasure; those who reported travelling more than 121 kms away from home for their trips were also the happier lot.

**KOLKATANS SHED COVID FEARS FOR FINE DINING IN YEAR-END**

Owners of top restaurants in Kolkata reported increased footfalls in the first week of January. Nitin Kothari, owner of Park Street restaurants 'Peter Cat' and 'Mocambo', said the outlets remained filled till late evening in January. "Footfall has not matched the 2019 Christmas-New Year season, but it is good keeping in mind the COVID-19 situation", Kothari said. Owners of restaurants 'Oudh 1590' and 'Chapter 2' too said the footfall has been significant since the December 24 evening.



**HOSPITALITY INDUSTRY POISED FOR COMPLETE REVIVAL IN INDIA**

With rising domestic travel, the hospitality sector is witnessing green shoots and moving towards pre-covid business volumes. The sector found recovery indicators in room night demand in the last quarter of 2020, as compared to the previous quarters, according to a report by JLL. Investment activity in the sector is expected to restart as the performance cycle picks-up and serious investors start evaluating quality assets across the country, says the report.



**Ministry of Tourism**  
Government of India

**EXPANDING ECO RETREATS OF ODHISA**

Experience of glamping— luxury camping—is catching the fancy of tourists in Odisha. The Eco Retreats at - Bhitarkanika, Daringbadi, Hirakud, Konark and Satkosia - are on full steam since December 8, and will run till February 28. The camps offer guests luxury tents, along with experiences ranging from jungle trails to water sports, camp-fires to boat rides, cycling tours to adrenaline pumping games, and lip-smacking food.

**MINISTRY OF TOURISM REVISES MDA FOR SERVICE PROVIDERS**

The Ministry of Tourism, GOI, revised the Marketing Development Assistance (MDA) under the overseas promotion for Tourism Service Providers (TSPs). Under the MDA, the Ministry provides financial assistance for TSPs to motivate them to promote tourism to India from the overseas markets. In the revised Scheme, the maximum MDA has been raised to INR 3.5 lakh from INR 2.5 lakh, and added INR 1 lakh per year for online promotion.

**ODISHA CM PROPOSES INTERNATIONAL AIRPORT IN PURI**

Odisha Chief Minister Naveen Patnaik recently wrote a letter to Prime Minister Narendra Modi proposing an international airport at the holy city of Puri in the state and be named as Sri Jagannath International Airport. "The state government has identified land at Puri for the proposed airport and will proactively support all the activities required for establishing the airport in a record time," the CM wrote in his letter.

