



the guru of destination management

 **CREATIVETRAVEL**  
The guru of destination management

*signature*  
TOURS  
BY CREATIVE TRAVEL

**planit!**  
meetings and conferences  
by Creative Travel

**complete  
destination  
management**  
all over  
**india  
nepal  
bhutan  
tibet  
sri lanka  
bangladesh**

the guru of  
destination  
management



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# impressions



Established in 1977, Creative Travel has grown to be among the region's leading Destination Management Companies and covers all of India, Nepal, Bhutan, Sri Lanka, Tibet, Bangladesh & Maldives. This region is a special place

for travellers and our vast experience in handling clients from all over the world allows us to create the most memorable programs for you. Our excellent relationships across the sub-continent with hotels and others who make up this labyrinth of a destination allows us to get priority when others are just others.

To read more about our company, please go to the following link : [Creative's Profile](#)

To see a copy of our highly acclaimed "Signature Tours" brochure, please go here - [Signature Tours Brochure](#)

Our attention to detail and creativity in planning is fostered by the independence provided by our family ownership, which I would consider to be one of our biggest strengths. This, compared to our more corporatised competitors, gives us an inherent advantage in quality control, continuity in projects and accountability. Backed by a team of over 125 professionals, the Kohlis and Creative Travel have earned a reputation for being amongst India's most quality conscious travel companies. We are proud of our history and the future it gives us.

What we offer is our reputation for our integrity, our creativity and our experience in managing travel to India and her region for over three decades. India is indeed a special place for travellers and our vast experience in handling clients from all over the world allows us to create the most memorable tours for your important clients. Every program we handle is done with the highest levels of professional and creativity that guarantees satisfaction. Everything we do is customized and so we like to send programs to our partners that fit in with their client base and way of selling. This ensures the best pricing and the best fit in tour design.

We have the privilege of working with some of the best companies from all over the world and each is a part of our family. We do not want to be the largest company in India, just the best and therefore our goal is to work with a few special professionals, such as yourself, that share the same desire to show the best that India has to offer. At Creative, each one of your guests will never be just a number. Each one will always receive the legendary levels of personalised service that we are known for. Our partners have come to trust us blindly and we will never do anything to compromise that faith. That is why prestigious organisations like the the WPO (World Presidents Organisation), the Royal Family of Belgium, the Presidential office of Indonesia, BMW, Volvo, Lufthansa, Northwest Airlines, the music superstar Yanni and many many more have chosen Creative Travel to show them the best of India.

We are a company that believes that business is about building relationships. We understand the costs of your acquiring & retaining a client and therefore we ensure that every program we handle is done with the highest levels of professionalism and creativity in order to guarantee satisfaction. Every guest we send back happy helps our partners grow and when you grow, so do we. That is our commitment to our partnership with you.

Reputation cannot be bought and we would never do anything to compromise the integrity and standards of our partners.

**Incentives** are handled by the DMC team at Creative Travel.

Over the past few years, we have seen a growth in our conference and meeting business and for this we established a division called “**Plan it! Meetings & Conferences**”. Plan it! is a full fledged PCO and is independent of the DMC operations. Today Plan it! has carved a niche for itself as being India's most professional conference management team.

*signature*  
T O U R S  
BY CREATIVE TRAVEL

**Sig . na . ture** \ noun.

1. Any distinguishing style;
2. A distinctive mark, characteristic.

Over the years we have gained the reputation of being India's finest premium travel company. As the name suggests, the very ethos of this product line is distinctive and exclusive. ‘Signature Tours by Creative Travel’ is a brand that was created to offer a very special style and level of service to the discerning traveller, a traveller who wants nothing less than the best. ‘Signature Tours’ marks a statement of our position as a specialist in the art of premium travel. We have extensive experience in handling high value travellers. We are a company that believes that business is about building relationships. We hold the trust of our partners as sacred.

**planit!**  
meetings and conferences  
by Creative Travel

Creative has a full fledged in-house PCO division, dedicated to meeting the highest standards in the Meetings, Conferences and Exhibitions industry. Our involvement with associations such as, ICCA, SITE and the India Convention Promotion Bureau (ICPB) (of which we are a founding member) attests to our commitment to our industry. At Plan it! by Creative Travel, every meeting and conference is an event handled with the highest levels of

professionalism. Our knowledge and experience in the region combines with detailed planning to ensure that every aspect of organising the event is efficient and stress-free.



# about us



*The Kohlis - Chairman & Managing Director, Ram Kohli (center) and Joint Managing Directors, Rajeev (left) and Rohit (right)*

**T**imes have changed, and so have the means of travel and discovery all over the world. But like the travellers of old, few can resist the allure of the east even today. For all of us in the travel industry, that is precisely where the real challenge lies. In being able to match the magnificence of the past with the comforts of the new century for every client like you. Every time. In my professional experience spanning over 35 years in India, Europe and North America, I have always maintained that the business of travel is about much more than business transactions. It is a commitment to building relationships of trust, based on an understanding of the needs of agents and clients alike, and the ability to support it by delivering on promises. At Creative Travel, we believe only such partnerships can ensure that each of you has the most memorable journey through our lands. And that is our unflinching commitment to you in India, Nepal, Bhutan, Tibet and Sri Lanka. Because everyone knows that to offer international standards of destination management in the Indian subcontinent, you've got to be Creative.

## **Ram Kohli**

Chairman & Managing Director  
Founder-President of the Indian Association of Tour Operators, He has also been honoured with a number of national and international awards for his personal contribution to the travel industry.

*Walk down the passage of time and discover the legacy of ancient civilisations. Witness breathtaking architecture set against dazzling landscapes. Listen to the winds that echo with tales of valour and passion. Allow the music and culture to transport you into another world altogether. Because at Creative Travel, we are dedicated to the idea that nothing should come between you and the best that the east has to offer. Not the scores of rules and regulations to be conformed to. Not the hundreds of languages spoken in the region. Nothing. Ever since we began as destination managers in 1976, we have believed it is our business to ensure that personalised planning and efficiency in every aspect of our operations makes every visit you make to India, Nepal, Sri Lanka, Bhutan or Tibet, an absolute pleasure trip.*

## **PLANNING to fulfil dreams.**

At Creative Travel we know that no two travellers are identical. That's why our brochure of itineraries is merely a sample of the tours available, an indication of the scope of services we provide. With the wealth of our experience, we offer you a range of options that will fulfil your dreams and your needs, to help you make the perfect choice. A major strength has been our ability to virtually customise every program at no additional cost, because we know the region and the business best.

## **MANAGING to satisfy the mind and soul.**

We believe the most perfect plans need to be implemented with an equal, if not greater attention to detail. So, although we belong to the land of kismet or 'fate', we leave nothing to chance. A good destination management company must be the nerve centre for all operations, so our experienced region-wide network keeps us in touch with business partners and clients from around the globe, around the clock. Every hotel we use, every supplier we contract is selected only after careful screening for the highest standards of excellence and reliability. And our modern fleet of luxury coaches and cars helps us go the proverbial extra mile for every guest.

## **SPECIALISING in special events.**

Do you wish to explore the history of the region, or study its ancient cultures? Do you dream of hiking in the majestic Himalayas, or are you game for a camel safari in the desert? Do you want to experience the vibrancy of festivals and fairs, or crave for a quiet, meditative retreat? Is it a golfing holiday you are looking for, or a gourmet tour? Or are you inclined to pursue ayurveda, yoga or classical Indian dance? At Creative Travel, we have an inexhaustible database of cultural and special interest programs to meet every requirement, and help every dream come true. And of course, the experience and connections to transform every itinerary on paper into an experience to remember.

## **EXCELLING in corporate packages and incentive programs.**

At Creative Travel, we also take great pride in the fact that few can match our creativity in corporate packages, conferences and meetings. From making special arrangements for guests to delegate kit design and production, from venue selection to organising social evenings, pre and post tours and spouse programs, Creative Travel's experience in co-ordinating conferences and other corporate events has always proven invaluable in making every event a success. When it comes to incentive programs, Creative Travel excels in selecting the perfect itinerary, choosing the ideal theme, organising exclusive events, offering experienced escorts and everything else it takes to make every incentive tour a once in a lifetime experience.

## **CHARTERING the course to absolute luxury.**

From take off in your hometown to a safe landing in this part of the world. From hotel bookings to exclusive excursions. From theme dinners to special shopping sprees. If luxury is what you are looking for, the charter division of Creative Travel is precisely who you are looking for.

## **OFFERING decades of experience to every traveller.**

For two and a half decades, it has been our tradition to offer nothing less than the best practices in destination management. Our planning and execution is tailored to meet the specific needs of your market and clientele. Our 24-hour reply policy is designed to value your time and schedules. And our staff is more than just professionally trained, they are well versed with ground realities. Often, their communication skills are enhanced by their fluency in more than one language. And our reputation and negotiating power in the region ensures that you get the most competitive prices without ever compromising on quality. Which explains why travellers and travel professionals from all over the world place such high value on the personalised attention they receive from Creative Travel.

## **RECOGNISING the power of excellence.**

The Government of India National Tourism Award, which has been conferred on us several times. The PATA Chairman's Achievement Award. The Government of Nepal Award. The Indian Airlines Trophy. And many more national and international honours. These are but symbols of the distinction we have earned for bringing the world's best standards of destination management to the Indian subcontinent.

But there is another category of rewards we hold closer to our hearts. The pleasure of having transported thousands of travellers from all over the world, into the magical world of the east. The satisfaction of helping them experience these magnificent and mysterious lands to the fullest. And the knowledge that the relationships we have built will carry us all into the future, together. For Creative Travel, that is the final destination.

## **our affiliations**

**Creative Travel is a Global member of**

**Indian Association of Tour Operators (IATO) Founding Member**

**Travel Agents Association of India (TAAI)**

**Society of Incentive Travel Executive (SITE)**

**Meeting Professionals International (MPI)**

**International Congress & Convention Association (ICCA)**

**India Convention Promotion Bureau (ICPB) Founding Member**

**American Society of Travel Agents (ASTA)**

**Pacific Asia Travel Association (PATA)**

**United States Tour Operators Association (USTOA)**

**German Travel Agents Association (DRV)**

**International Gay & Lesbian Travel Association (IGLTA)**

**South American Travel Agents Association (COTAL)**

**Adventure Tour Operators Association (ATOAA)**

**These Memberships carry responsibilities and Creative Travel is pledged to meet those responsibilities with the highest standards in the hospitality industry.**





it's in  
the  
details



### **Our Pricing.....**

Everything we do is customised. We believe that no two travellers and no two travel planners are alike. Every traveller, be it an individual, a group or an incentive, is unique in their own way. For that reason we will never box you into a standard package.

Our flexible operating structure allows us to give you the most competitive pricing for services that you need. We do not work on commissions from any of the hotels. Creative Travel enjoys tremendous buying power with all hotels in the sub-continent not to say excellent relationships. We are perhaps one of the only 4 – 5 companies in India who have unlimited credit facilities with every hotel in the region without even one bank guarantee. This speaks volumes of our reputation. This coupled with our buying power our buying power with the hotels and other suppliers allows us to give you the most competitive rates without ever compromising on our quality of services. If price is your only criteria for choosing your partner, then we are not the partner for you. But if you want the best in services at the best of prices, Creative Travel can bring you the magic.

We will not give you a price that ends up sitting on your table. Our commitment is to help you make the sale. If you do not do business, then neither do we!

### **Our Transport.....**

Creative Travel has the finest and largest fleet of vehicles owned by any DMC in India. Creative Travel is the first Indian DMC to own its own fleet of luxury Volvo buses (four, all with on-board toilets) aside from other cars and buses. In addition to our own fleet, we have vehicles attached to us on a regular basis from key local vendors who are on our panel.

At Creative we understand the value a vehicle adds to the tour. We don't know if you have seen Indian vehicles, but we do have a variety of options now. They may not be at par with what is available in some other countries, but we do use the best that is possible. We own our own fleet purely for quality control and it is the largest DMC owned fleet in the country. All our drivers have spotless track records and all vehicles go through periodic safety checks. All vehicles used by us throughout our network carry compressive auto insurance as demanded by law We follow the same levels of quality with all our suppliers as well.

### **Our Guides.....**

To us, the guides are your face with the guests and therefore are probably the most important component of the tour. In India, we are not allowed to hire guides as full time employees and so we have a select panel of guides we use regularly. All guides we use must have a license from the Ministry of Tourism to work and unlike others we do not save money by using unlicensed guides. We are regarded as one of the hardest companies to get an assignment with as we are very selective who we add to our panel.

On our customised group tours, the services of a professional Tour Manager Guide will be a standard inclusion and this person will accompany the group from the start till the end. We do not allow a guide to work for us as a tour manager till they have worked for us as a local guide for at least a year and proven themselves in their client skills. Each one is personally interviewed and explained the policies of the company. The person on your tours will be well experienced in travelling with groups of the type that you normally handle.

### **Our Markets & Our Clients.....**

As a company our client base is quite well spread out. We are very strong in the US, UK, Spain, France and South Asia. We are known for being quality specialists.

Through our partners we handle a variety of business ranging from individual travel, groups of various statures, special interest tours and more. We have also worked with universities and colleges from different parts of the world on student and alumni programs. We made a conscious decision to grow in the quality end of the market and. Our partners vary from luxury specialists to group operators to small retail outfits, but the common thread amongst them all is the desire to showcase India with quality. In addition to these, we work with some fine travel companies in other parts of the world. Each partner has a unique set of clients and we hold their trust sacred. Contact names can be given for reference checks if needed.

Our clients are some of the finest tour operators and travel professionals all over the world. A list of references can be provided if desired.

### **Quality Assurance across our network.....**

Creative Travel has a network of associate offices that have been a part of the Creative Team for many years. These offices run as an extension of Creative

Travel and operate under the parameters for quality and safety as laid out by us. These offices offer a seamless level of service and are all branded as Creative Travel. Most of our partners have been with us since the inception of our company. An associate is selected based on market reputation, references followed by a detailed interview process and inspection of their facilities. The services rendered by these associate offices is limited in their scope as all planning, negotiating and execution work is done in the central office.

For other vendors such as transporters, charter brokers, theme services providers etc, we prefer to do physical checks of their work where possible and select partners based on client feedback and market reputation. In addition we do a complete background and reference check on all our associates. This tends to be more reputation based and is followed by a comprehensive interview. Frequent inspections are also done.

Any one working with us has to be able to deliver the levels of service that we are known for. The bar for that is set very very high and only the best can pass the test.

We at Creative Travel are dedicated to delivering the finest in client experiences and therefore place a lot of importance on supervision of all activities rendered by third party vendors.





some  
of our  
honours



- Named **"Best Travel Agency – India"** at the 21<sup>st</sup> TTG Travel Awards
- Winner of **Two National Tourism Awards 2010**, presented by the Government of India for **"India's Best Inbound Tour Operator"** in our category and as **"India's Best MICE Operator"** (Meetings, Incentives, Conferences and Events).
- Winner of the **2010 WOW Experiential Marketing Award** for best MICE Tour
- Winner of **"2009 SITE Crystal Award"** from the Society of Incentive Travel Executives for Excellence in Motivational Travel Programs
- Winner of the **"PATA Gold Award 2009"** for our newsletter "Creatively Yours"
- February 2009 - winner of the **Government of India, National Tourism Award "Best MICE Tour Operator in India"**
- "Industry leader of MICE in India" – TIME magazine
- Winner of **"SITE Crystal Award"** from the Society of Incentive Travel Executives for "Most Outstanding Travel Reward Program" (upto 3 nights, under 200 participants) - awarded on 7th of December, 2007
- Ram Kohli awarded Today's Traveller "Leadership Award as India's Brand Ambassador – August 2007
- Voted by an industry poll as India's **"Most Professional MICE Tour Operator"** in 2007 by the South Asian Travel and Tourism Exchange
- Voted India's **"Most Professional Business Tour Operator"** - April 2006 by the South Asian Travel and Tourism Exchange
- Ram Kohli awarded lifetime achievement award by Hospitality India - August 2006 and by Government of Punjab - August 2006
- Ram Kohli inducted into the IATO (Indian Association of Tour Operators) "Hall of Fame", 2002.
- TMF (Travel Media Forum) award, 2002
- PATA Award 2002 for the successful hosting of the PATA International Conference.
- TAAI National Award for Trade Publication, 2001.





- Award from the Institute of Tourism and Fashion Technology, 2002.
- IATO National Award for Best Trade Publication, 2001.
- World Travel Market Global Award, 2001: WTM, one of the world's largest international tourism events held in London, is attended by more than 10,000 of the world's premier travel industry professionals. Ram is the first and only Indian to receive the WTM Global Award for his achievements and contribution to the international travel and tourism industry over more than 35 years.
- PATA Chairman's Achievement Award, 1999: Bestowed on Ram in the presence of the Prince of Japan at PATA's Annual Conference. He is the second Indian to have received this honour.
- National Tourism Award 2001, 1999, 1997, 1993, 1991, 1990, 1985, 1979. Instituted by the Department of Tourism, Government of India for excellence in the travel industry.
- Friend of Nepal Award, 1998: Awarded by the Government of Nepal for his efforts in support of the promotion and development of tourism in Nepal.
- Indian Airlines Trophy 1995 for excellence in publicity and promotion





## Creative Travel named “Best Travel Agency – India” at the 21st TTG TRAVEL AWARDS 2010



**Bangkok, Thailand; October 7, 2010**

A total number of 48,300 nominations were received this year from TTG readers across the Asia-Pacific who participated in the print and online voting exercise for the Travel Awards. Based on these results, 25 new awardees emerged across various categories; acknowledged for their contributions and excellent products and services.

**Creative Travel Pvt. Ltd. India was recognized at the Best Travel Agency India at the Award ceremony.**

The much coveted annual TTG Travel Awards has been recognising the luminaries of the travel industry since 1989. TTG Travel Awards not only serves a benchmark for high standards across the industry but also as a trajectory for the travel industry's advancements. For the Travel Agent Awards and Travel Supplier Awards category are determined by votes cast by TTG readers, across Asia Pacific. Said Rajeev Kohli, Joint Managing Director of Creative Travel *“The fact that this award is a result of the collective votes polled by the larger hospitality and aviation industry across Asia makes it a great, great, great honour for our team at Creative”*

## Creative Travel India wins **Two National Tourism Awards** **As India's Best Inbound Tour Operator** in our category **and India's Best Meetings & Incentives Operator** presented by the Ministry of Tourism, Government of India

### **The Indian Industry's Highest Honours... The National Tourism Awards**

The National Tourism Award is a recognition of outstanding achievements of the Indian tourism industry stakeholders. This annual awards function inculcates a spirit of healthy competition in the industry to strive for excellence.

The Ministry of Tourism presents the National Tourism Awards to various segments of the travel and tourism industry every year. These awards are presented to state Governments, classified hotels, heritage hotels, approved travel agents, tour operators and tourist transport operators, individuals and other private organizations in recognition of their performances in their respective fields and also to encourage healthy competition with an aim to promote tourism. The selection of the awardees is made by Committees constituted for the purpose. The award ceremony was on Wednesday, March 3, 2010. Creative Travel today received TWO of the Indian travel industry's highest honour – the National Tourism Awards. The first was an award for as “India's Best Tour Inbound Operator” in its category and the second as India Best MICE Operator (Meetings, Incentives, Conventions and Events).



Creative Travel India wins a Second

**SITE Crystal Award**

for

**Excellence in Motivational  
Travel Programs**

**Aruba, October 31, 2009**

Creative Travel India and Duo Turismo Sao Paulo received a Site Crystal Award for Exceptional Motivational Travel Program for their program Garoto VIP Club India. Site recognized top programs designed to connect motivational experiences with business results at a 31 October ceremony during the organization's International Conference in Aruba.

Chocolates Garoto, one of the largest and most respected food companies in Brazil and a subsidiary of Nestle, organizes an annual incentive program called The VIP Club for its top distributors. This past year, the Chocolates Garoto executives decided they wanted to explore a new, exotic destination: India. India was a bold choice, as this would be the first incentive trip from Brazil to India, and The VIP Club had never been held so far away. Interestingly, the most talked about soap opera in Brazil was a love story based in India that started airing in the beginning of 2009 and had caught the imagination of the country and added to the effectiveness of the incentive campaign.

### ***"Incredible India"***

Can words describe 3.2 million sq. kms. of the Indian subcontinent? Can pictures capture a terrain as diverse as verdant forests, golden deserts and the majestic Himalayan range? Can stories tell you all you want to know about the complex cultures of the Indian people, their languages and dialects, their rituals and traditions?

To feel her magic, be touched by her spirituality, experience her intensity or join in her celebrations, you have to be in India.

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