

## **5<sup>th</sup> OTOAI Convention to focus on ‘Creating Travel Synergies for New Millennials’**

The Outbound Tour Operators Association of India (OTOAI) is holding its 5<sup>th</sup> Convention in Antalya, Turkey from March 15 – 18, 2020. Realising the importance of Millennials in today’s travel scenario, the theme of the Convention this year is “Creating Travel Synergies for New Millennials’. The Convention will focus on finding ways and means of tapping this “millennials” segment and through which, he can increase the business numbers.

“The Convention this year will not have Business Sessions but ‘Knowledge Talks’, which are scheduled in the first half of Day 2 of the Convention on March 16, 2020 while in the second half the Travel Agents will get an opportunity to interact with the Turkish Travel Trade. We are receiving extremely positive response to the convention and are confident that it will be one of the best-ever Conventions for OTOAI,” said Himanshu Patil, Vice Chairman and Convention Chairman 2020, OTOAI.

The topics of the Knowledge Talks will be –

- Millennial Travellers and their Expectations
- Is Artificial Intelligence (AI) changing the face of Travel Industry?
- Challenges of Outbound Tourism and their Solutions
- Digital Technology and Tourism: Way Forward
- Innovation, Tourism and You

The Convention Hotel selected by Team OTOAI will be Titanic Mardan Palace, which is one of the finest hotels in Antalya. The plush hotel with its array of gourmet offerings will ensure that the Travel Agents have a gala time during their stay at the property.

Day 3 of the Convention – March 17 has been reserved for sightseeing and will allow the delegates to enjoy some time at leisure for shopping or to just explore the city on their own.