

A&K GUIDE

# HOW TO SELL INDIA

*North or south: India will capture your imagination*



Abercrombie & Kent

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# The best resorts and experiences in India, handpicked by A&K experts



TAJ LAKE PALACE

## WHY A&K:

A&K has been designing and supporting amazing destination holidays in India since 1985, when we first opened our doors in New Delhi. We now have four offices across the country employing 85 staff and offer a full range of travel services.

These go beyond the norm with multilingual staff, knowledgeable tour guides and expert naturalists, a fleet of cars and coaches, special rates with preferential treatment, and 24/7 access.

When your client travels with A&K, they (and you) are assured of the best offerings on the market.

## NORTHERN INDIA

### *The Himalayas*

Historic monasteries, magnificent palaces and colourful markets await in these mountains.

#### **STAY:** Glenburn Tea Estate

Set on a small hilltop, on 400 hectares of private forest, and with magnificent views over the River Rangeet, the working plantation has been home to tea planters for generations.

**DO:** Explore Darjeeling but make the most of the tea estate. There is a full-time, resident guide to offer tips on spotting fauna and flora.

**STAY:** Ananda in the Himalayas  
75 well-appointed rooms all have private balconies with excellent views. Clients can also use the spa and choose from three restaurants.

#### **STAY:** Chamba Camp Thiksey

An ideal summer destination, this nomadic luxury camp offers exceptional experiences and locations. Individual tents are equipped with rain showers, chandeliers and private decks.

**DO:** The town of Ladakh is vibrant and vivacious. Pure air and seasonal rains ensure bright colours. Ancient monasteries and nomadic tribes provide a glimpse into the town's heritage. Time can be spent watching polo, at picnic lunches and visiting Buddhist monasteries or rafting the River Indus.

### *National Parks*

Clients get to follow in tigers' trails in these parks.

#### **STAY:** Mahua Kothi, Bandhavgarh

All cottages, or *kutiyas*, are traditional outside and luxurious inside. Each has a semi-private courtyard – an ideal place to relax or enjoy a private dinner.

**DO:** Bandhavgarh has one of the highest densities of tiger in India and supports over 250 bird species. Clients will see sights including deer, sambar, jungle cat, hyena and four-horned antelope.

### *Udaipur*

The 'City of Lakes' is the romance capital of Rajasthan.

#### **STAY:** Taj Lake Palace

Appearing to float on Lake Pichola's calm waters, this historical palace benefits from its regal history. Its palatial rooms enjoy stunning views as does the spa, the rooftop pool and the four excellent restaurants.

**DO:** If your clients want to experience Indian temples, forts and palaces, a half-day sightseeing trip is ideal,



AMBER FORT, JAIPUR

taking in the City Palace, the Peacock Courtyard, the Sahelion-ki-Bari Gardens and the Jagdish Temple.

### *Jaipur*

The 'Pink City' is one of the north's most vibrant.

**SEE:** Amber Fort sits high on a fortified hill, richly decorated and adorned. Sanganeri Gate, Johari Bazaar and the Palace of the Winds are also must-see, as is the unique Jantar Mantar Observatory.

#### **STAY:** Suján Rajmahal Palace

This is one of the oldest palaces in Jaipur. Set in beautiful sprawling gardens, it combines classical architecture with modern charm. There are two restaurants, letting guests savour the authentic tastes of the region.

## SOUTHERN INDIA

### *Kerala*

A famously serene state, renowned for its backwaters.

#### **STAY:** Kumarakom Lake Resort

Set on 10 hectares of coconut groves, this high-end resort comprises several villas set along a winding pool. Clients also have the option to stay on the houseboat, intensifying the experience of Indian living even further.

**SEE:** Activities include a backwater cruise on the lake, water sports and sunset cruises, or local village touring around Kottayam.

## BEACHES

### *Kerala & Karnataka's beaches*

Clients should forego Goa for these sunny shores.

#### **STAY:** Neeleshwar Hermitage, Neeleshwar

Overlooking a gloriously unspoiled sand beach, and a sea that is clean and safe for swimming for most of the year, this is an ideal place to experience the beautiful beaches of northern Kerala.

**DO:** Here clients can take part in cookery classes, yoga, cycling, or relaxing in the Ayurveda Spa. Further afield is the Bekal Fort, the Western Ghats, and tours to see the Olive Ridley turtle.

#### **STAY:** Lotus Houseboat

The Lotus is an imaginative new interpretation of the traditional Kerala Houseboat, combining its natural rhythms with the amenities of a first-class hotel.

**SEE:** From wildlife watching to café culture, Karnataka has it all. Game drives at Nagarhole National Park may reveal Asian elephant, tiger, leopard and peafowl. Namdroling Monastery homes 5,000 Tibetan Buddhist monks or walk the streets of Bengaluru, a cosmopolitan city.

### *Andaman Islands*

India's most remote state, more than 1,000km off the east coast in the Bay of Bengal.

**WHERE TO STAY:** Taj Exotica Resort & Spa, Andamans

A stay here guarantees a luxurious getaway, relaxation on pristine beaches, and adventures in a globally significant biodiversity hot spot. Villas are styled on the local architecture and sit on stilts beneath the coconut and Palmyra palms.

### **BENGAL TIGER, INDIA**



## TRAVEL TIPS

### RETURNING TRIPPERS:

Should go to Kerala, or east India on a trip that starts in Kolkata

### FIRST TIMERS:

Should head to the Golden Triangle and Jodhpur and Udaipur or rural Rajasthan

### FAMILIES:

Should consider the south where it's more laid-back and family friendly than the bustling north

### TOP FIVE TIPS FOR ALL CLIENTS:



Eat like a local for an authentic experience



Make a trip to see the Indian tiger a highlight of your holiday



Take 14-16 days to cover the best of both north and south



Be sure to experience the Indian train network



Take lots of hand sanitiser

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