

## **Work profile of Sanket Shah**

I seek to leverage my wealth of experience to boost inbound tourism, particularly by addressing grassroots challenges to promote sustainable and responsible tourism practices. My focus lies in cultivating enriching cultural tours and advocating for the celebration of local tribes' fairs and festivals. This endeavor aims to foster a deeper appreciation for diverse cultural heritages while ensuring tourism activities benefit local communities and environments equitably.

Founded with a vision to enhance inbound tourism in Gujarat, Compass Tourism has established itself as a pivotal player in the industry. Over the years, we have organized and participated in more than 40-50 trade fairs nationwide under the Gujarat Tourism banner, effectively promoting the state within the domestic market. Our international footprint has expanded significantly through participation in prestigious exhibitions such as WTM London, ITB Berlin, ATM Dubai, IFTM France, NITE Nepal, and BIT Milan. We have secured approvals from Gujarat Tourism and the Ministry of Tourism (Inbound), and forged affiliations with leading associations including IATO, TAFI, TAAI, ATOAI, GTAA, ABTO, TAAPI, TAG, and ATTOI.

At the helm, I am actively engaged as President of GTAA (Gujarat Travel Agents Association) and have served as Chapter Head for ABTO in Gujarat, driving industry initiatives forward. Our annual road shows and cricket tournaments attract over 1500 travel partners annually, fostering robust business relationships and promoting tourism. Leading a team of over 20 young professionals, predominantly women, we oversee operations and consistently participate in international fairs to showcase the attractions of Gujarat and India to the global tourism market.

In the last financial year, we achieved a significant turnover of over INR 17.5 crores, underscoring our robust growth and operational efficiency. Throughout this period, we proudly catered to a diverse clientele, serving more than 8000 tourists, among them over 400 foreign visitors. Our specialization lies in crafting enriching cultural tours, immersive tribal experiences, and curated visits to local fairs and festivals. Additionally, we excel in delivering experiential tours that offer deep insights into the cultural fabric of our destinations. This achievement reflects our commitment to providing exceptional travel experiences while contributing positively to the tourism landscape.

My expertise spans strategic planning and business development, where I excel in formulating innovative strategies and seizing growth opportunities to drive organizational success. In international marketing and promotion, I have a proven track record of implementing impactful campaigns and initiatives that elevate global visibility and attract a diverse audience. As a leader, I am adept at managing and inspiring teams, emphasizing collaboration and professional growth to achieve collective objectives effectively. I bring extensive experience in association management and stakeholder engagement, adept at cultivating and nurturing relationships with key stakeholders and industry associations to forge strategic partnerships and advance shared interests. Furthermore, my specialization in cultural and experiential tourism enables me to curate exceptional travel experiences that showcase cultural richness, heritage, and local traditions, ensuring memorable and authentic journeys for travelers worldwide.