

## About Rajeev Kohli

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**Rajeev Kohli** was born into the industry and has a passion for travel and showing India to the world. With over 23 years of industry experience, today he is Joint Managing Director of Creative Travel, a family legacy of two generations that has showcased this part of the world for over 40 years. Creative has grown to become a prominent, respected and independent DMC offering the finest of cultural experiences, personal immersions and natural wonders all over India and South Asia. At Creative, he focuses on marketing and strategy initiatives. He also has also contributed in making Creative the most globally awarded DMC in South Asia winning over 60 global and national awards & recognitions for our service and creativity. Rajeev is also passionate about incentive travel and has taken his team to win 6 SITE Crystal awards for excellence in incentive travel programs, the most of any company in all of Asia.

Following his strong family tradition, Rajeev too has significantly contributed to the development of the tourism industry at different levels. He is the first Asian to ever take the leadership position of global President of the Society for Incentive Travel Excellence (SITE; [www.siteglobal.com](http://www.siteglobal.com)), completing two terms in 2016-2017. He is also Senior Vice President of the Indian Association of Tour Operators (IATO; [www.iato.in](http://www.iato.in)), India's apex body for the incoming tourism industry. Rajeev has been the Vice Chairman of the India Convention Promotion Bureau (ICPB) and past President of the India Chapter of the American Society of Travel Agents. He also speaks at various industry forums across the world and has many articles and thought papers under his name. He feels that his upbringing has taught him to respect people, to uphold and value integrity and to spread happiness.

In 2017, Rajeev was recognised as a thought leader as one of the '25 Most Influential People in the global Incentive industry' (<http://www.incentivemag.com/News/Industry/Incentive-Industry-25-Most-Influential-People-2017/> ). In 2015, Rajeev was awarded the prestigious "IMEX Academy Award", a highly prestigious recognition for contribution to a chosen profession. (<https://www.smartmeetings.com/news/70293/imex-academy-awards-2015-honor-industry-pros> )

Rajeev has a Master's in Business from the University of Southern California with specializations in Marketing and Entrepreneurship and an undergraduate honours degree in Economics from the University of Delhi. He is also a CIS-Certified Incentive Specialist.

Rajeev often writes for trade publications and is commonly quoted as an expert source in the media. Rajeev lives in Delhi with his wife and two teenage sons who are currently studying overseas.

**Media Images:** [www.dropbox.com/s/umfof7mg1spfqa8/Rajeev\\_Kohli\\_Media\\_Images.zip?dl=0](http://www.dropbox.com/s/umfof7mg1spfqa8/Rajeev_Kohli_Media_Images.zip?dl=0)

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## About Creative Travel

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On April 21, 1977, out of a home garage, Ram Kohli founded Creative Travel with a vision to showcase the best India had to offer. Today, 40 years later, Creative has grown to be amongst India's largest and most respected family owned Indian travel companies. This has most certainly been an interesting journey. We have seen some of the best of times and some of the worst of times. The world has changed a lot since the journey started. And we have adapted to those changes. But one thing has remained constant – Ram's vision on how we are to run our business. Every organisation needs a soul, a mission, a foundation. To us, business is about building relationships. Our partners are our family, not numbers. Our travellers are guests not clients. We hold close to our hearts the values of integrity, of partnership, of quality and of trust - trust of our employees, of our partners, of our travellers. We would give credit for our success to over 150 team members across our system who strive to deliver a flawless, world class destination experience all over India, Nepal, Sri Lanka, Bhutan, Tibet & the Maldives.

Our team has worked hard to grow from strength to strength. We won our first national award in 1979 and today have emerged to be recognised by the World Travel Awards as Asia's Leading Destination Management Company (2015 - 2012) and India's Leading Destination Management Company (2017 - 2011) and also India's Leading Luxury Agency in 2017-2014. Our specialist wildlife division, JungleSutra Wildlife Journeys has also been awarded twice India Leading Experiential Travel Company. Our specialist team handling incentives has 6 prestigious SITE Crystal Awards in its portfolio. Just a few of the 60 global and national recognitions presented to us for our services.

[www.creative.travel](http://www.creative.travel)

## Some Articles written by or mentioning Rajeev Kohli :

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**Incentive Magazine – Nov/Dec 2017 – “25 Most Influential People in the Incentive Travel Industry for 2017”**

<http://www.incentivemag.com/News/Industry/Incentive-Industry-25-Most-Influential-People-2017/>

**MeetMe – Nov/Dec 2017 – “A Bright Future for Incentive Travel”**

<https://content.yudu.com/libraryHtml/A432g3/meetmenovdec2017/reader.html?page=28>

**TTG Mice – Nov 2017 – “Incentive spend rises at cost of fewer participants”**

<https://www.ttg mice.com/2017/11/02/incentive-spend-rises-at-cost-of-fewer-participants/>

**Mix – Oct/Nov 2017 – “Meet to Motivate”**

<https://www.magzter.com/reader/5618/244966#page/51>

**TravelMail – Jan 2017 – “Personality of the Month: Rajeev Kohli”**

<http://www.travelmail.in/rajeev-kohli-joint-managing-director-creative-travel/>

**MeetMe – Sept/Oct 2017 – "As the World Changes, So Does Incentive Travel"**

<https://content.yudu.com/libraryHtml/A430it/meetmeseptoct2017/reader.html?page=34>

**Mix – Sept 2017 – "How To Use Business Events to Motivate & Engage"**

<http://mixmeetings.com/ideas/how-to-use-business-events-to-motivate-and-engage-2007>

**Whereabouts – Sept 2017 – "We are bringing the audience to the forefront"**

Page 15 - [https://issuu.com/whereabouts24/docs/september\\_2017/14](https://issuu.com/whereabouts24/docs/september_2017/14)

**Incentive Magazine – Jul/Aug 2017 – "Incentive Travel Stays Current"**

[http://incentive.texterity.com/incentive/july\\_august\\_2017/?pm=2&u1=friend&pg=16#pg16](http://incentive.texterity.com/incentive/july_august_2017/?pm=2&u1=friend&pg=16#pg16)

**Travel and Hospitality – Feb 2017 - "The New Year is a time for New Beginnings"**

Page 14 - [https://issuu.com/lightprem/docs/travel\\_and\\_hospitality\\_tnh\\_-februa](https://issuu.com/lightprem/docs/travel_and_hospitality_tnh_-februa)

**Eventoplus – Nov 2016 – "Rajeev Kohli talks about the incentive trip"**

<https://www.eventoplus.com/en/articulos/rajeev-kohli-talks-about-the-incentive-trip/>

**Incentive Magazine – Sept 2016 – "Incentive Planning is an Art"**

<http://www.incentivemag.com/Strategy/Management/Incentive-Travel-Experiences-Vital-SITE-Rajeev-Kohli/>

**PCMA Convene – Jul 2016 – "Off the beaten track"**

[http://www.convene-digital.org/convene/july\\_2016?pg=71#pg71](http://www.convene-digital.org/convene/july_2016?pg=71#pg71)

**SITE Blog – May 2016 – "SITE Young Leaders are "In the Know" with Rajeev Kohli"**

<http://www.siteglobal.com/blog/site-young-leaders-are-in-the-know-with-rajeev-kohli,-site-president-2016>

**MeetMe – May 2016 – "How emerging destinations can grow their Incentive travel"**

<http://www.meetmiddleeast.com/how-emerging-destinations-can-grow-their-incentive-travel/>

**Kongres Magazine – April 2016 - Interview**

<http://kongres-magazine.eu/2016/04/exclusive-interview-rajeev-kohli-joint-managing-director-creative-travel/>

**April 2016 – "Emerging Destinations Look to the Future"**

<https://www.facebook.com/intoursmice/photos/pcb.966419066740886/966417406741052/?type=3&theater>

**Incentive Magazine – Mar 2016 – "Incentive Travel Works"**

<http://www.incentivemag.com/Strategy/Engagement/Incentive-Travel-Engagement-Strategy/>

**TTG Mice – Aug 2015 – "Over Coffee with Rajeev Kohli"**

<https://www.ttg mice.com/2015/08/04/rajeev-kohli/>

**TravelBiz Monitor July 2014 – "A day in the life of"**

<http://www.travelbizmonitor.com/A-Day-in-the-Life-of/rajeev-kohli-joint-managing-director-creative-travel-24520>

**TTG India – Apr 2014 – "To Charge or Not to Charge"**

[http://www.ttgindia.travel/article.php?article\\_id=22993](http://www.ttgindia.travel/article.php?article_id=22993)