

Incredible India


India Tourism
Development Corporation Ltd.



Incredible India

TRAVEL BAZAAR

April 8-9, 2014 | The Ashok, New Delhi



A REPORT

C o n t e n t s

1. Introduction	1
2. Analysis of feedback received from..... International buyers and Indian sellers	5
3. Inaugural Session	19
4. Release of FICCI - Roots Research Knowledge Paper	25
5. Exhibition and B2B meetings	29
6. Feedback from International buyers	49
7. Press coverage	51

Introduction

Introduction



Left to right: Dr. Jyotsna Suri, Sr. Vice President – FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group, Shri Parvez Dewan, Secretary Tourism, Government of India, Shri Girish Shankar, Additional Secretary, Ministry of Tourism, Government of India and Smt. Usha Sharma, Addl D.G., Ministry of Tourism, Government of India

The *first edition* of **The Incredible India Travel Bazaar '14** (IITB '14) was successfully held from April 8 - 9, 2014 at The Ashok, New Delhi. It was jointly organized by the Ministry of Tourism, Government of India, India Tourism Development Corporation (ITDC) and Federation of Indian Chambers of Commerce and Industry (FICCI).

The Inaugural of IITB'14 was held on April 8, 2014 at The Ashok, New Delhi. Shri Parvez Dewan, Secretary Tourism, Government of India delivered the Inaugural Address. Other dignitaries who graced the Inaugural Session were Shri Girish Shankar, Addl. Secretary, Ministry of Tourism, Government of India, Smt. Usha Sharma, Addl. D.G., Ministry of Tourism, Government of India and Dr. Jyotsna Suri, Sr. Vice President – FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group.

The *FICCI-Roots Research Knowledge Paper on 'INDIA INBOUND - The Kaleidoscopic Canvas'* was jointly released by Shri Parvez Dewan, Secretary Tourism, Government of India along with Shri Girish Shankar, Addl. Secretary, Ministry of Tourism, Government of India, Smt. Usha Sharma, Addl. D.G., Ministry of Tourism, Government of India and Dr. Jyotsna Suri, Sr. Vice President – FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group.

The Incredible India Travel Bazaar '14 had 247 International Buyers participate from 54 countries and interacted with 246 registered Indian sellers of tourism from across the country, state governments of Karnataka, Goa, Chhattisgarh, Bihar and Andhra Pradesh along with the Ministry of Tourism, Government of India.

The B2B meetings and exhibition was held on April 8 & 9, 2014 at The Ashok, New Delhi. The exhibition had 216 booths of the Indian sellers showcasing the diverse tourism portfolio of India. The B2B meetings held between foreign buyers and Indian sellers focused exclusively on Inbound Tourism.

Shri Parvez Dewan, Secretary Tourism, Government of India inaugurated the Exhibition of the The Incredible India Travel Bazaar '14 and declared the exhibition open for B2B meetings.

There were 9256 structured, pre-scheduled and 50 on spot B2B meetings successfully organized between the International buyers and Indian sellers at the booths of the Indian Sellers over two days.

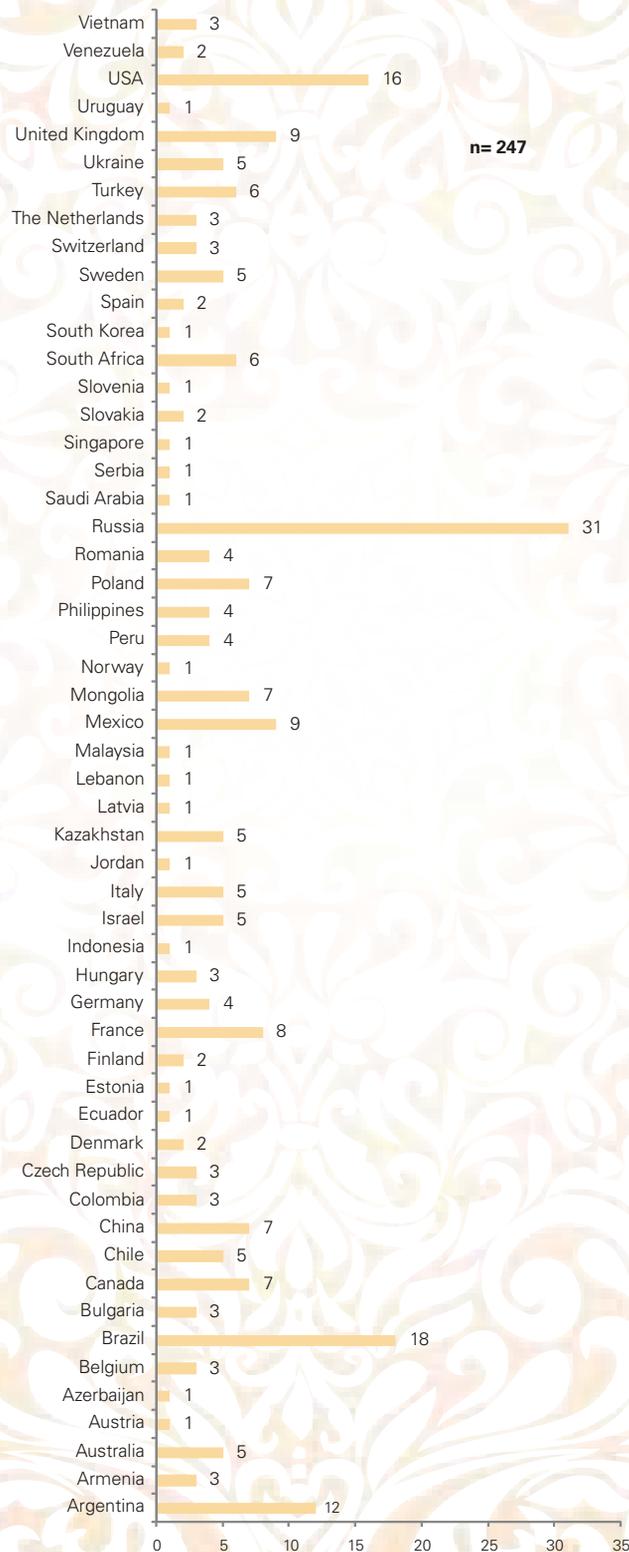




Analysis of feedback
received from International buyers
and Indian sellers

International Buyer's Feedback Analysis

In the Incredible India Travel Bazaar '14, 247 international buyers participated from 54 countries. The country list is given below:



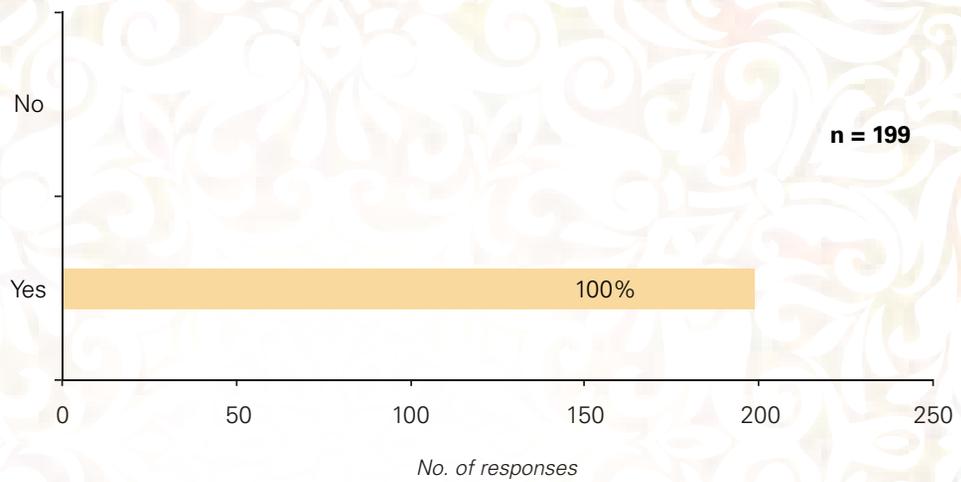
Out of 247 international buyers, 201 international buyers (81.37%) submitted the feedback form.

1. *Degree of achievement and outlook*

a. *Achievement of business objective*

All the respondents (100%) responded that their business objective was achieved at the Travel Bazaar.

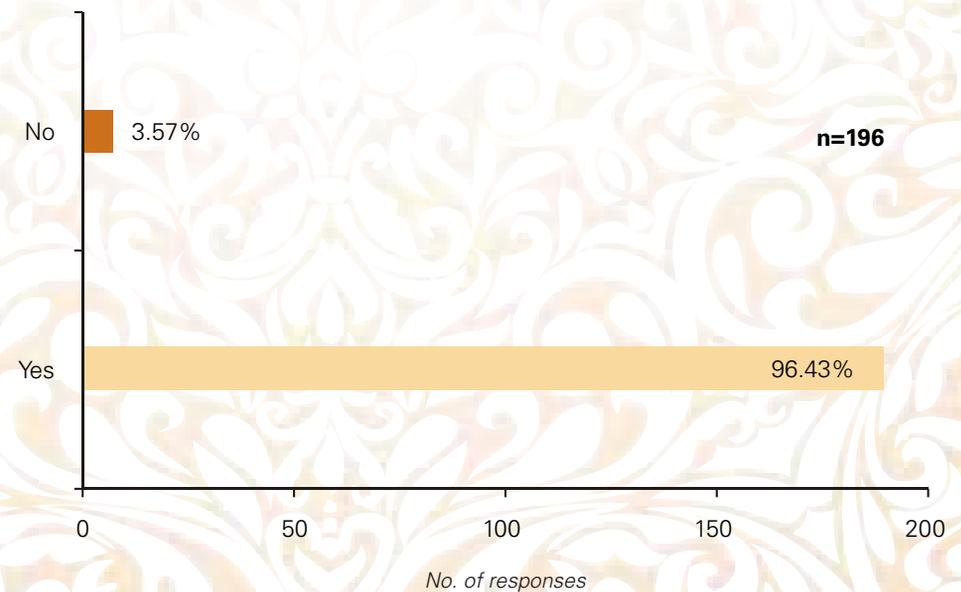
Achievement of business objective at IITB'14



b. *Willing to participate again*

96.43% of the respondents said that they were willing to participate again.

Willing to participate again at IITB'14

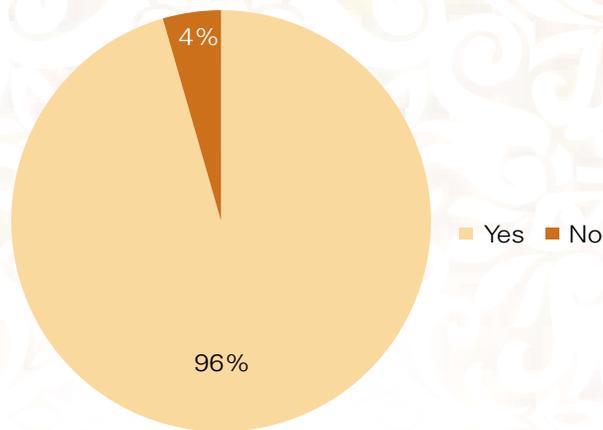


2. *Business success of the Travel Bazaar*

a. *100% fulfillment of the pre-scheduled meetings.*

96% responded that all (100%) of their pre-scheduled meetings took place.

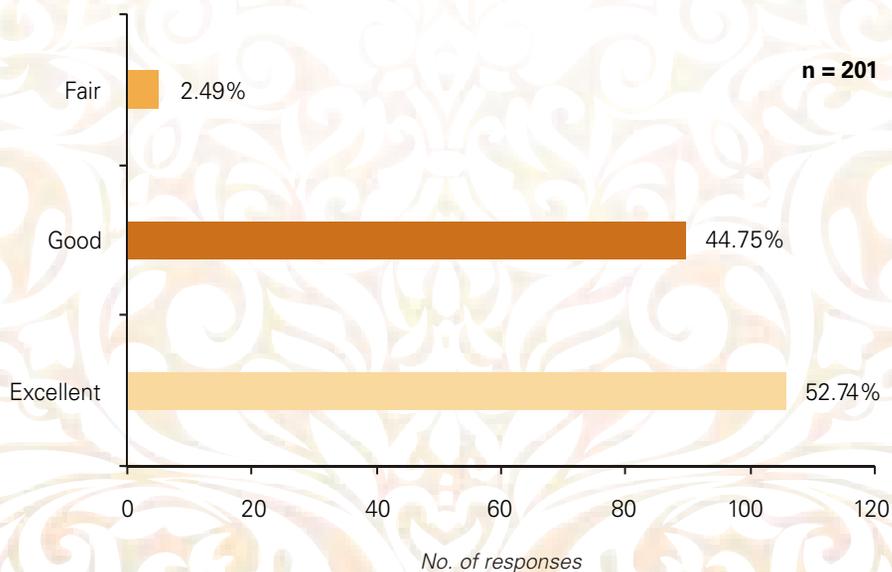
100% fulfillment of the pre-scheduled meetings at IITB'14



b. *Quality of the business queries received.*

Most of the international buyers (97.41%) rated the business queries received at IITB '14 from 'Good' to 'Excellent'.

Quality of the business queries received at IITB'14



c. *Total value of business negotiated (in USD/INR)*

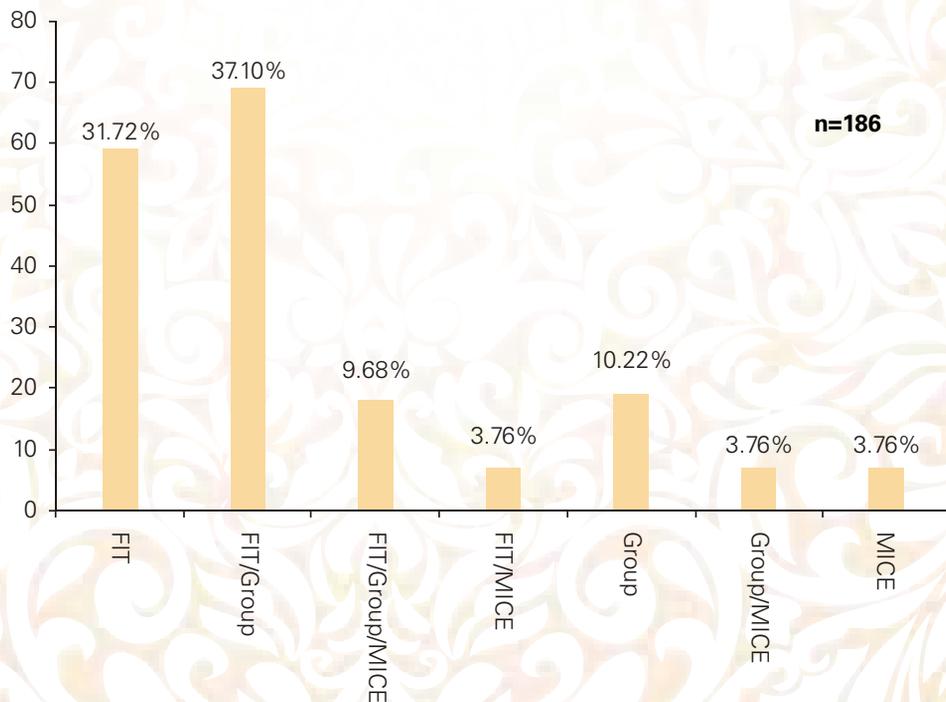
Only 64 (31.84%) responses were received out of 201 forms. Their responses are given below.

Amt in USD	No. of responses
1 - 500,000	50
500,001 - 10,000,000	11
10,000,001 - 15,000,000	3

3. *Segments discussed (FIT/GROUP/ MICE)*

The most discussed segment at IITB '14 was FIT & GROUP as indicated by 37.10% of the respondents followed closely by FIT at 31.72%.

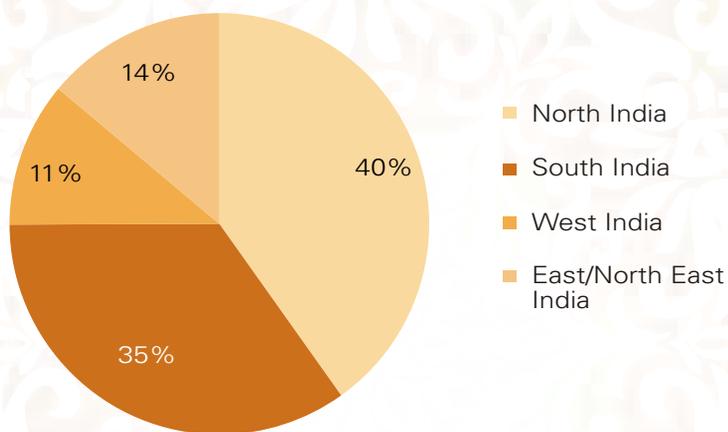
Segments discussed at IITB'14



4. *Destinations discussed*

Out of 201 feedback forms, 173 or 40 % of the international buyers indicated North India as the most widely discussed destination. This was followed by 150 responses or 35% who discussed South India. East/North East India and West India were discussed by 60 or 14% and 48 or 11% of the respondents respectively.

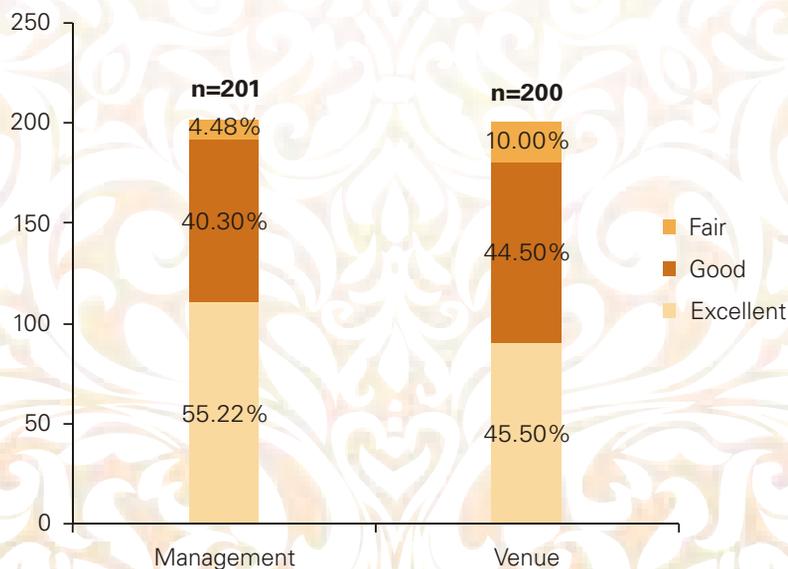
Destinations discussed at IITB'14



5. *Overall Impression; Management and Venue Facilities*

- a. 95.52% of the respondents found the management of the Travel Bazaar to be 'Good' or 'Excellent'.
- b. 90% rated the facilities at the venue as 'Good' or 'Excellent'.

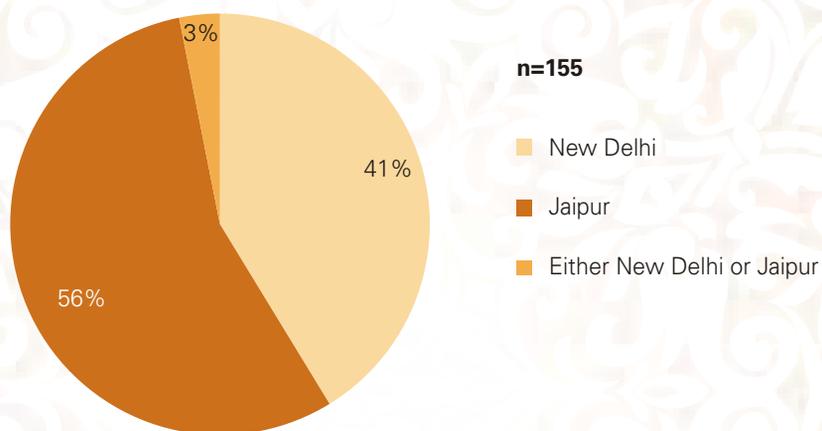
Overall impression at IITB'14



6. *Next Incredible India Travel Bazaar 2015 - New Delhi or Jaipur?*

When asked if the International buyers preferred New Delhi or Jaipur as the location for the next Incredible India Travel Bazaar 2015, 56% replied that they prefer Jaipur while 41% preferred New Delhi.

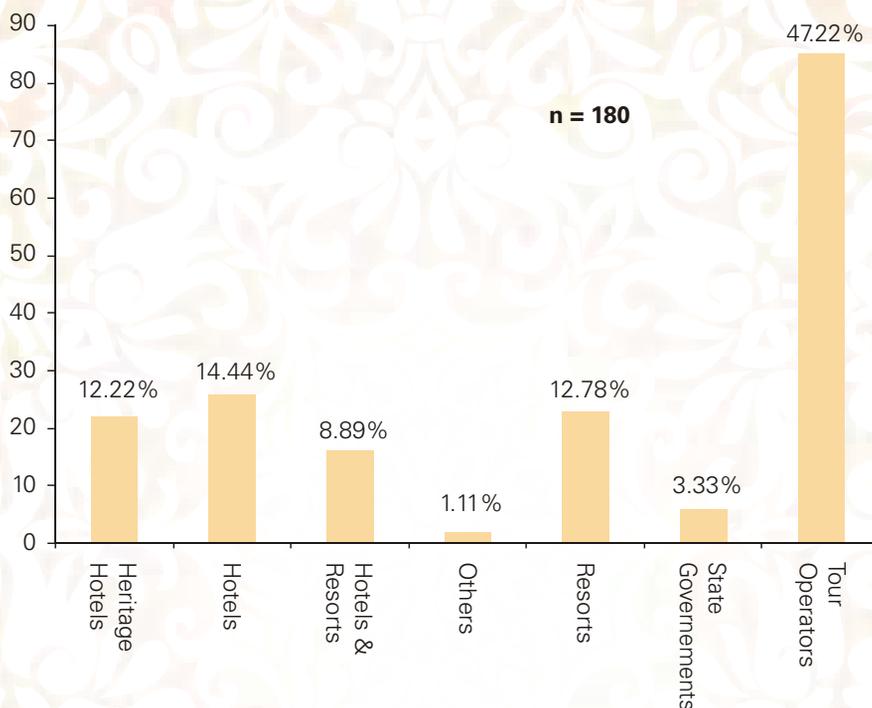
IITB'15 - New Delhi or Jaipur?



Indian Seller's Feedback Analysis

There were one hundred and eighty Indian sellers (organizations) from across India who participated with 216 booths in IITB '14; below is a breakdown by category:

Category wise break down of Indian Sellers at IITB'14



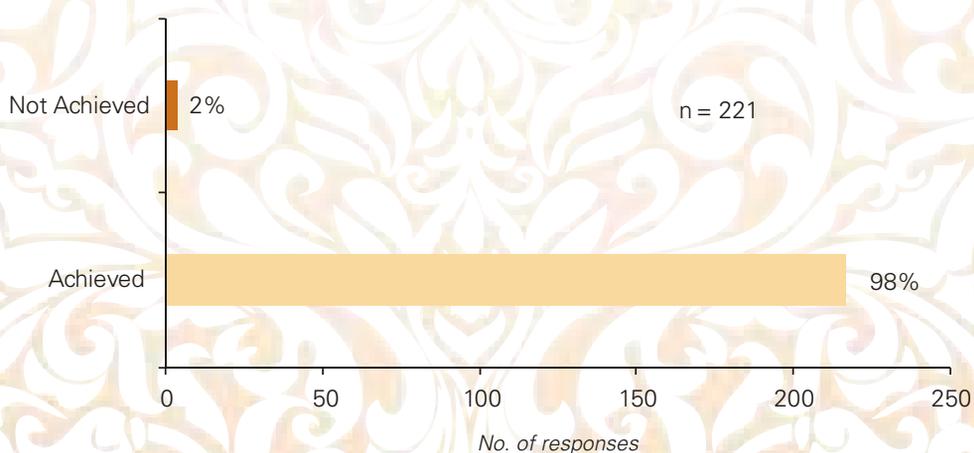
The feedback was collected from 269 individual Indian sellers who participated at IITB '14.

1. *Degree of achievement and outlook*

a. *Achievement of business objective*

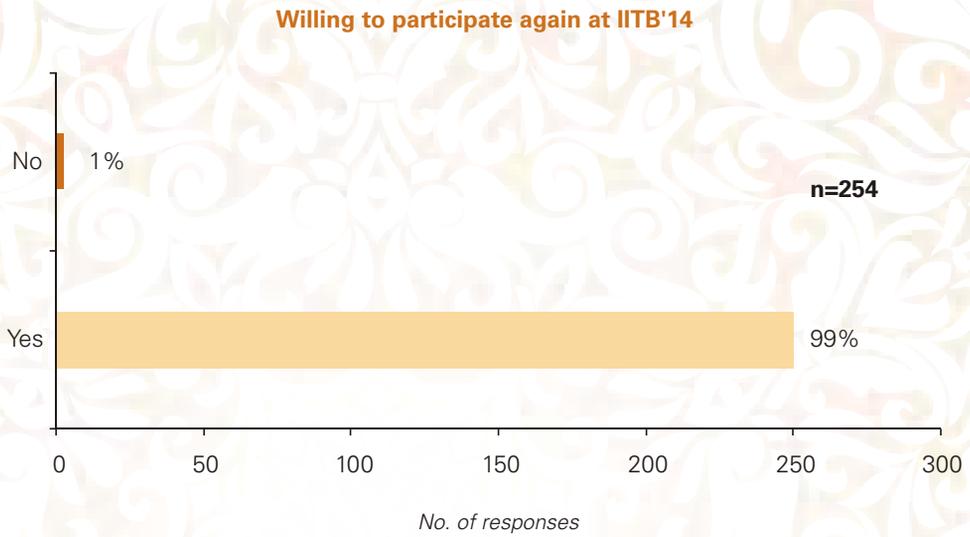
An overwhelming 98% responded that their business objective was achieved at the Incredible India Travel Bazaar.

Achievement of business objective at IITB'14



b. *Willing to participate again*

Ninety nine percent of the respondents said that they were willing to participate again.

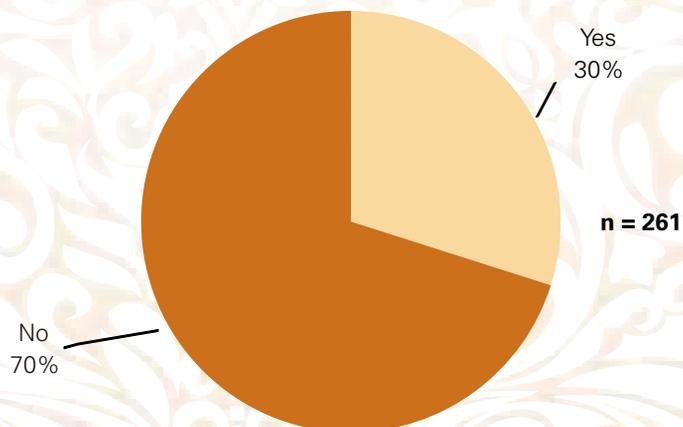


2. *Business success of the Travel Bazaar*

a. *Is your company participating for the first time in the exhibition?*

Seventy percent of the Indian sellers had participated in the previous six editions of GITB. This indicates that the Indian sellers find value in such participation.

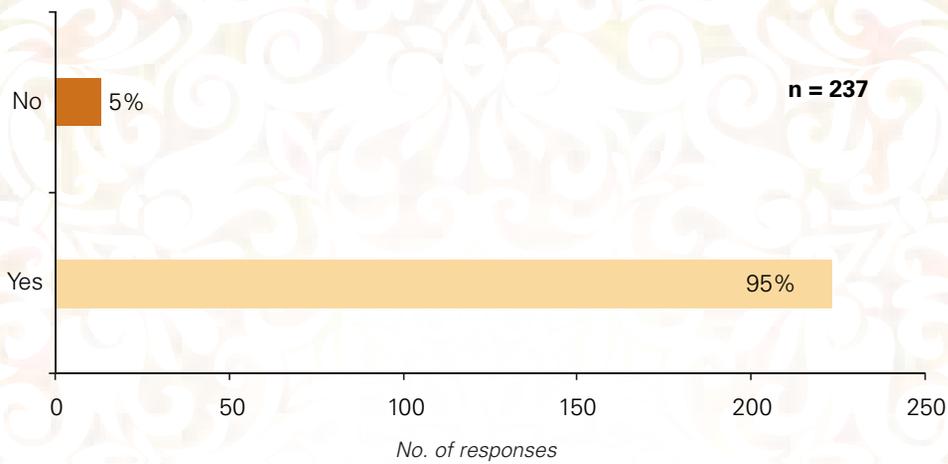
Is your company participating for the first time in the exhibition at IITB'14?



b. *100% fulfillment of the pre-scheduled meetings.*

There were 95% of the sellers who responded that all (100%) of their pre-scheduled meetings took place.

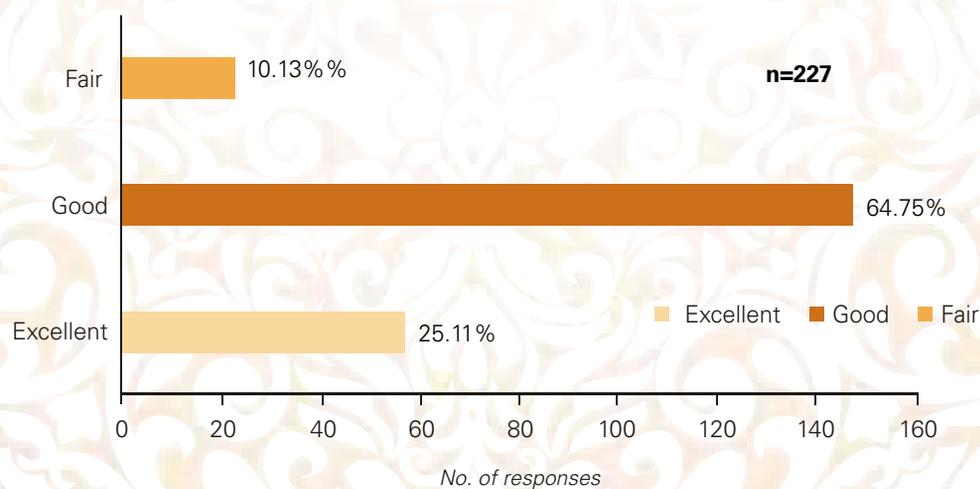
100% fulfillment of the pre-scheduled meetings at IITB'14



c. *Quality of the business queries received.*

Majority of the Indian Sellers (89.87%) rated the business queries received from 'Good' to 'Excellent'.

Quality of the business queries received at IITB'14



d. *Total value of business negotiated (in USD/INR)*

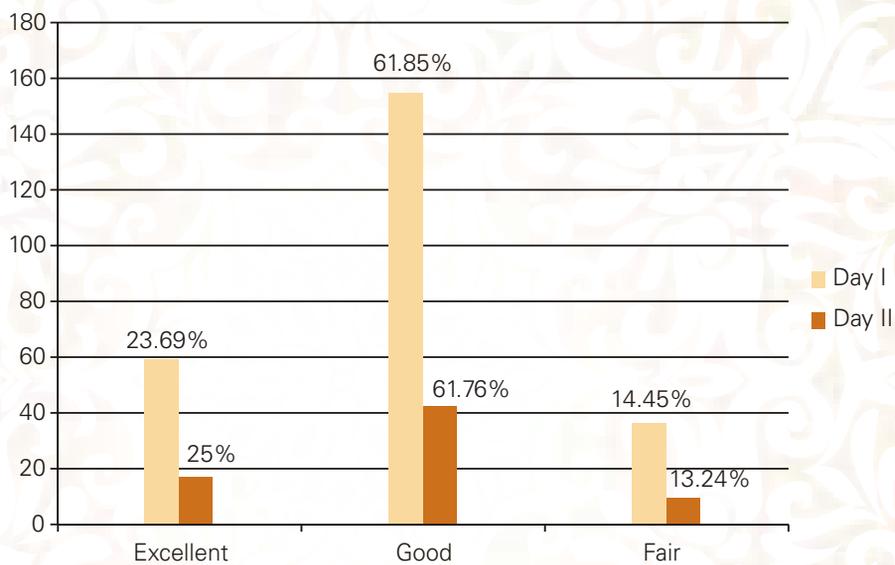
None of the Indian Sellers were willing to disclose this information.

e. *Flow of international buyers and other Indian sellers in the stalls*

Out of the 249 Indian sellers who responded for day one, 85.54% felt that the flow of international buyers and other Indian sellers to their stall was between 'Good' and 'Excellent'.

On day two, out of the 68 Indian sellers who responded, 86.76% felt that the flow of international buyers and other Indian sellers to their stall was between 'Good' and 'Excellent'.

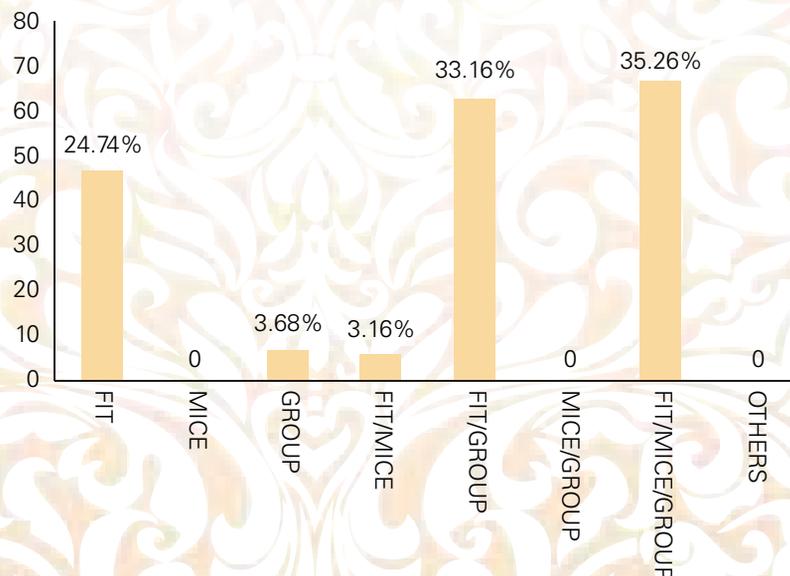
Flow of international buyers and other Indian sellers in the stalls at IITB'14



3. *Segments discussed (MICE/FIT/GROUP)*

The most discussed segment was FIT/MICE/GROUP as indicated by 35.26% of the respondents. This was closely followed by FIT/GROUP at 33.16%. The third main segment discussed was FIT movement at 24.74%.

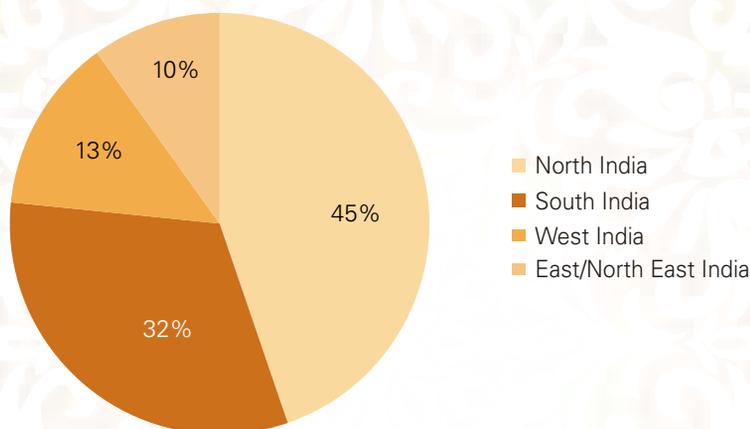
Segments discussed at IITB'14



4. *Destinations discussed*

Out of 269 feedback forms, 153 or 45 % of the Indian Sellers indicated North India as the most widely discussed destination. This was followed by 109 responses or 32% who discussed South India. West India and East/North East India were discussed by 46 or 13% and 34 or 10% of the respondents respectively.

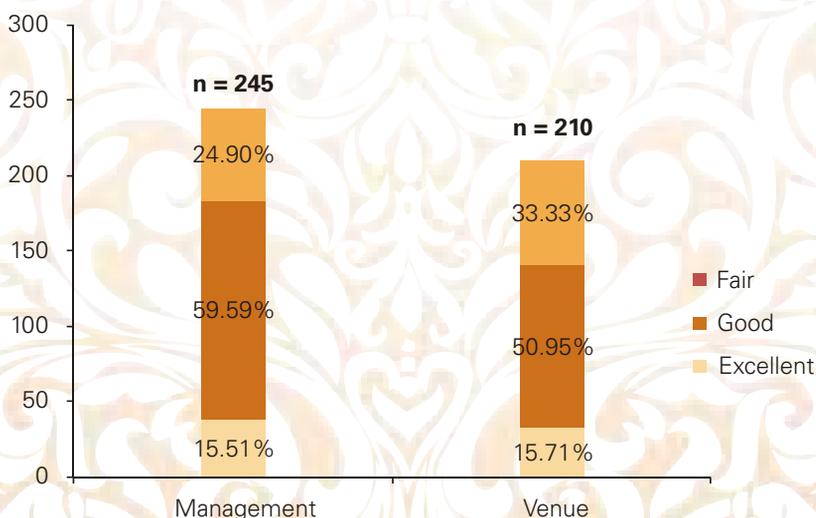
Destinations discussed at IITB'14



5. *Overall Impression; Quality of infrastructure at the exhibition – Management and Venue*

- a. 75.1% of the respondents found the management to be 'Good' or 'Excellent'.
- b. 66.66% of the Indian sellers rated the facilities at the venue as 'Good' or 'Excellent' while 33.33% rated the facilities as 'Fair'.

Overall impression of Indian Sellers at IITB'14

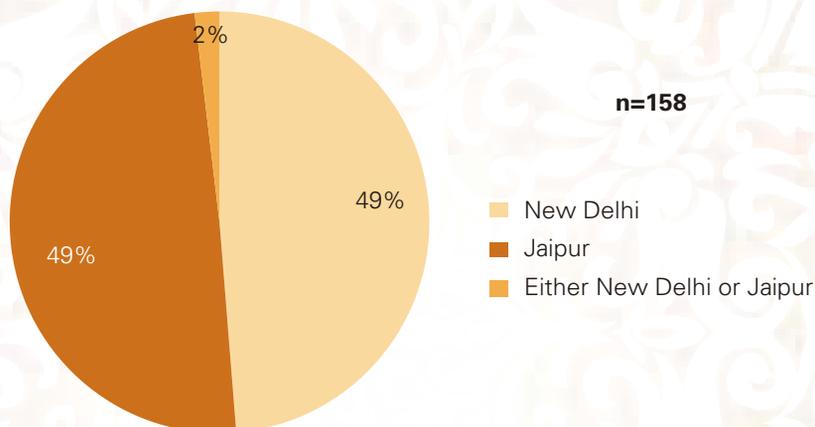


6. *Next Incredible India Travel Bazaar 2015 - New Delhi or Jaipur?*

Given that 70% of the Indian Sellers have participated in previous editions of GITB which was held in Jaipur, they were asked if they preferred New Delhi or Jaipur as the location for the next Incredible India Travel Bazaar 2015.

The responses were equally divided at 49% each for either city.

IITB'15 - New Delhi or Jaipur?



Inaugural Session

Inaugural Session



Dr. Jyotsna Suri, Sr. Vice President – FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group

Dr. Jyotsna Suri, Sr. Vice President – FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group welcomed the distinguished gathering to the first ever Incredible India Travel Bazaar. She stated that FICCI firmly believes in the potential of the Tourism Industry and this has been possible with the support of the Ministry of Tourism who has played a major role in the promotion and development of Tourism in India.

FICCI conceptualized and developed the concept of the only exclusive inbound show in India with the first ever Great Indian Travel Bazaar (GITB) in 2008 in association with the Ministry of Tourism, Government of India and Department of Rajasthan. The platform grew in stature from year to year and has now become a global brand from 178 international buyers and 3000 structured B2B meetings in 2008 to 254 international buyers and 9043 B2B meetings in 2012.

To give a further boost to tourism, FICCI had conceptualized a Domestic Tourism Initiative, which was first held in August 10, 2011 at The Lalit, New Delhi. *Dr. Jyotsna Suri announced that this has now grown into a solid platform for Domestic Tourism and the fourth edition of the Great India Domestic Travel Mart will be held on September 19-20, 2014 at FICCI, New Delhi.*

With a focus on key niche areas, she also announced that FICCI is organizing an Incredible India Golf Tourism Summit under the aegis of the Ministry of Tourism from October 19-20, 2014 at The Lalit, New Delhi.

After conducting six successful GITBs, The Incredible India Travel Bazaar (IITB), retains the exclusive focus on inbound travel, as its previous avatar, the Great Indian Travel Bazaar (GITB). This year's mega event has drawn 247 International Tour Operators (as buyers of the Indian tourism product). They will engage in B2B meetings with 246 Indian sellers in 9256 structured, pre-scheduled meetings over two days.



Smt. Usha Sharma, Addl.
D.G., Ministry of Tourism,
Government of India

Smt. Usha Sharma, Addl. D.G., Ministry of Tourism, Government of India set the tone to the Incredible India travel Bazaar by stating that having more than 9000 pre-scheduled B2B meetings for such an event is Incredible in itself.

This is the first time that Ministry of Tourism, Government of India, India Tourism Development Corporation (ITDC) and FICCI have synergized to create such a platform which indeed creates such a fillip to the Inbound Tourism in the country. Tourism is the key driver for economic growth and contributes more than 6% to the country's GDP.

Smt. Usha Sharma highlighted various steps taken by the Ministry of Tourism to stimulate tourism growth in India.

1. Visa regime has been further liberalized. Various steps for a conference VISA has been made very simple.
2. The Ministry of Tourism will provide more information on various services on domestic tourism through a Tourist Info line in 12 international languages. This facility will be made available in the next six months.
3. Google has created a travel planner for 200 odd destinations for niche products.

4. With the unprecedented growth in smart phone usage, a free cell phone app for audio guides for 20 cities in the country will be launched. India will be the first country to launch such free audio guides. This will be shortly available in 9 international languages.
5. India is also the first country to add Sound and Light shows in You Tube Dolby and stereophonic sound.
6. To promote the Himalayas, the Ministry of Tourism has launched 777 days of Indian Himalayas Campaign to attract tourists during the summer which is usually the off season in many other parts of the country. During this time a 50% concession on the climbing fee will also be given.
7. Many initiatives have been taken for identifying, diversifying, developing and promoting niche tourism products like cruise, adventure, wellness, golf, medical, polo, meetings and incentives.
8. To promote higher services of Hotels, the guidelines for classifications and accreditation have been simplified. This will be much simpler for people who are setting up new hotels.

In conclusion, *Smt. Usha Sharma* wished IITB '14 a grand success and looked forward to receiving various suggestions that will emerge during the next two days and this will help IITB to become the most successful and competitive platform to promote India as the most tourism friendly destination.



Shri Girish Shankar,
Additional Secretary, Ministry
of Tourism, Government of
India and MD, India Tourism
Development Corporation
(ITDC)

Shri Girish Shankar, Additional Secretary, Ministry of Tourism, Government of India and MD, India Tourism Development Corporation (ITDC) in his Special Address noted that the government realizes that they are the facilitators for development in the tourism sector and they hold hands with the private sector in their endeavour to promote tourism. The tour operators are the key persons for the promotion of tourism and organizing such a bazaar provides

a key business platform to deliberate, discuss and have B2B meetings that will help tourism to grow much further.

As the Managing Director of ITDC, *Shri Girish Shankar* also welcomed the International Buyers to the Ashok Hotel which he referred to as the convention capital of New Delhi. ITDC group also has 15 more hotels in various parts of the country with various location advantages. Apart from hotels, ITDC, also has many verticals catering to Tourism such as Tours and Travels with an online portal, event management, consulting hospitality management and a focus on promoting tourism infrastructure.

He wished the Travel Bazaar a grand success with many more such travel bazaars in the coming years.



Shri Parvez Dewan, Secretary Tourism, Government of India delivered the Inaugural Address.

He urged the International Buyers to use this platform and opportunity to stay back in India and experience first-hand, the diversity and the uniqueness of India's tourism products in terms of climate, wildlife, mountains, beaches and culture.

He emphasized that India is no longer a November to March destination but it is a round-the-year experience with incredible summer destinations. Citing the example of Ladakh in North India which is the second coldest inhabited place next to Siberia, tourists can experience a northern summer which is very different from the rest of India.

He also stated that India is not just a destination for traditional healing but also has some of the finest modern hospitals with some of the best doctors in the world but at one tenth the cost of what is available in USA.

During the past year India had considerably relaxed its visa regime and expanded the Visa-on-Arrival (VoA) scheme. The main revolutionary step was to give electronic travel authorization. He assured that during the next twelve months, many of the travel facilitating decisions taken by the Government will be implemented. All the information will be available on the website and this will be much easier and faster to access in the year to come.

He concluded that that the International Buyers must go back from India with the impression of a country that has one of the world's biggest coastlines and a country that is home to 73% of the Himalayas and only 27% of the Himalayas are located in Nepal and Bhutan put together. This alone speaks for the uniqueness, vastness and diverseness that is India.

Dr. Jyotsna Suri, Sr. Vice President – FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group delivered the Vote of Thanks.

Release of the FICCI-Roots Research
Knowledge Paper



Left to right: Dr. Jyotsna Suri, Sr. Vice President – FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group, Mr. Maninder Singh, Roots Research Pvt. Ltd., Shri Parvez Dewan, Secretary Tourism, Government of India, Shri Girish Shankar, Additional Secretary, Ministry of Tourism, Government of India, Smt. Usha Sharma, Addl D.G., Ministry of Tourism, Government of India

FICCI-Roots Research Knowledge Paper on 'INDIA INBOUND- The Kaleidoscopic Canvas' was jointly released by Shri Parvez Dewan, Secretary Tourism, Government of India along with Shri Girish Shankar, Addl. Secretary, Ministry of Tourism, Government of India, Smt. Usha Sharma, Addl. D.G., Ministry of Tourism, Government of India and Dr. Jyotsna Suri, Sr. Vice President – FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group.

The knowledge paper highlights 10 key areas for policy intervention to promote foreign tourist arrivals (FTAs). These are:

1. *Promotion of India as a Destination:* India as a nation to be promoted in the international market. There has been a spurt in inbound tourism after the launch of campaign 'Incredible India'. This was a deviation from the earlier efforts by the states to individually promote them in foreign countries.
2. *Community Support:* For any tourist destination to become significant, it is very important that it gets the support of the local community. Attributes like tolerance, friendliness, understanding etc. amongst its people encourages visitors. The Ministry of Tourism, Government of

India has supported such ad campaigns which disseminates the idea of sensitizing the general public as to how tourism is important for the growth of their area socially and economically. Such campaigns should be increased not only at the national level through commercials but also at the tourist destination levels through other communication channels.

3. *Secure & Safe Environment:* To make country safe and secure for the foreigners, the government is working on various measures. Lot of initiatives have been taken like educating & sensitizing the community (community policing), beefing up security at tourist spots, increasing security personnel at the city/district level of the tourist destinations, etc.
4. *Upgradation of Skills:* In any service rendering process like tourism, it is very essential that the people involved are trained so that the foreign tourists who visit the country carry a very positive impression about the hospitality. Investing into development of training schools & institutions will really help the states to channelize its manpower resources. These training schools will also increase the employability quotient of the manpower in the respective states and also make tourist destinations more tourists friendly & supportive.
5. *Know your Customer:* 'Know your customer' is an important concept. A marketer can define & customize products, attract right kind & number of people etc. through understanding its customers and develop its offerings to increase popularity. The data that is available of foreign tourist arrivals in various states can be analysed and inferences that are gathered can form a very important source of marketing initiatives. Some of the states have taken up research assignments to understand the visitors profile but still a considerable amount of insights can be gained if proper & systematic gathering of data is conducted. Important aspects to understand the tourists could be their demographic profile (age, place, education, occupation), Socio-Economic profiling, reasons of travelling etc. Such information will really contribute towards customizing product offerings at the level of states.
6. *Up Selling & Cross Selling:* It is important to club tourism products offered by various states so that the tourists elongate their stay and visitors can be converted into tourists. For instance, business travellers from other countries who come to India can be made to stay after their official work is done for the purpose of leisure, heritage or any other form of tourism. The offer can be more beneficial to both the tourists and the states if the families of these visitors accompany them.

7. *Technology as an Enabler:* Technology is redefining the way we exist in this world and it has been proved beyond doubt that the use of technology has really improved where ever it was used in conjunction with the tourism. For instance, Maharashtra tourism division is making its website supportive to international languages. It is believed that it has plans to support all Indian languages as well. With e-guides and virtual tours as its website offerings, we feel it can really stimulate a potential tourist. In addition, many states are installing electronic information kiosks at its tourist destinations for the purpose of providing guidance to tourists. More such steps should be taken towards leveraging technology at different touch points.
8. *Treating Tourism as Market Offer:* We have seen increased budget allocated to state tourism boards for marketing & promotion, more aggressive advertising campaigns, more fairs & festivals etc.,. There is a need to market lesser-known destinations so that the tourist's arrival figures are not very skewed. These initiatives can also be taken at tourist destination levels, wherein, efficient communication should be done to promote areas falling in the vicinity of that particular destination.
9. *New Policy Initiatives:* Many state governments have signed MoUs with other states to promote domestic tourism. These understandings include tax benefits, rebates, low cost of travelling etc. And such agreements have paid well. It is proposed that such measures should be scaled up at the state level to attract tourist from neighboring states.
10. *Infrastructure Upgradation:* Infrastructure development is the key to improve the destinations in terms of connectivity and other facilities that are very important for the tourists. Centre and State governments taking all measures in developing and commissioning the infrastructure. Oceanariums, budgeted accommodation, circuit routes, roads & highways etc. are being planned and developed. Infrastructure development is vital for this industry and there is need to invest more in the same.

Exhibition and B2B meetings

Exhibition and B2B meetings

There were 247 International Buyers from 54 countries who participated in the Incredible India Travel Bazaar '14.

The table below indicates the participation breakup of the foreign buyers from 54 countries:

Sno	Country	Sno	Country	Sno	Country
1	Argentina	19	Germany	37	Saudi Arabia
2	Armenia	20	Hungary	38	Serbia
3	Australia	21	Indonesia	39	Singapore
4	Austria	22	Israel	40	Slovakia
5	Azerbaijan	23	Italy	41	Slovenia
6	Belgium	24	Jordan	42	South Africa
7	Brazil	25	Kazakhstan	43	South Korea
8	Bulgaria	26	Latvia	44	Spain
9	Canada	27	Lebanon	45	Sweden
10	Chile	28	Malaysia	46	Switzerland
11	China	29	Mexico	47	The Netherlands
12	Colombia	30	Mongolia	48	Turkey
13	Czech Republic	31	Norway	49	Ukraine
14	Denmark	32	Peru	50	United Kingdom
15	Ecuador	33	Philippines	51	Uruguay
16	Estonia	34	Poland	52	USA
17	Finland	35	Romania	53	Venezuela
18	France	36	Russia	54	Vietnam

The exhibition comprised of 246 Indian sellers who showcased the diverse tourism portfolio of India in 216 booths spread over 6 halls. The sellers comprised of the Ministry of Tourism, Government of India, five State Governments, Heritage Pavilion set up by the Indian Heritage Hotels Association, prominent hoteliers, leading tour operators and travel agents, spa and resort owners and other organizations catering to tourism in India.

The B2B meetings held between foreign buyers and Indian sellers focused exclusively on Inbound Tourism.

There were 9256 structured, pre-scheduled and 50 on spot B2B meetings successfully organized between the International buyers and Indian sellers at the booths of the Indian Sellers over two days.



Left to right: (Front) Shri Parvez Dewan, Secretary Tourism, Government of India and Dr. Jyotsna Suri, Sr. Vice President – FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group; (back) Mr SanJeet, Co-Chairman, FICCI Tourism Committee, Shri Girish Shankar, Additional Secretary, Ministry of Tourism, Government of India and Smt. Usha Sharma, Addl D.G., Ministry of Tourism, Government of India



Ministry of Tourism, Government of India



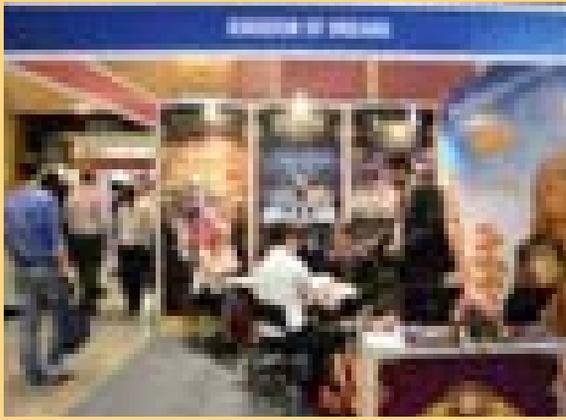






Incredible India
TRAVEL BAZAAR









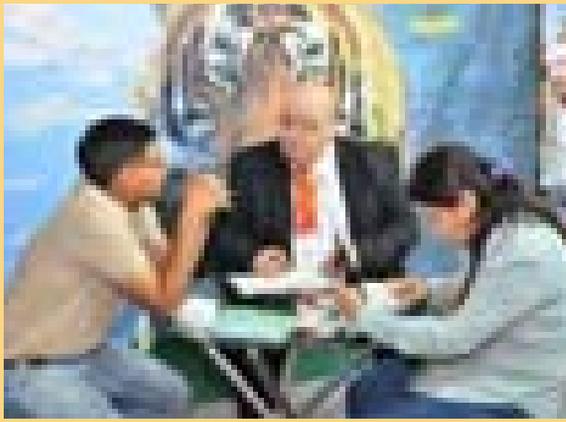
Incredible India
TRAVEL BAZAAR





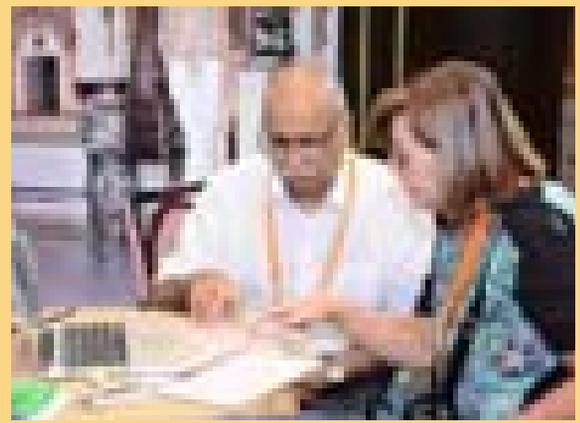
Incredible India
TRAVEL BAZAAR















Feedback from International buyers

Greetings from Paris!

Back quickly after the end of the program of the event, I did not want to wait longer to thank you for this successful fair. Nearly all the appointments were so interesting, opening new horizons and possibilities of offers for my guests.

New venues, new accommodations, heritage hotels or new openings in great brands, it was superb.

Congratulation for your organization.

Thanks a lot for my attendance to your event, hardly hoping to be one of your guest next year,

With my very warm regards

Claude de Saint Périer (Mrs)

Director / Owner
SERTE / MICE Challenger Consulting
Paris, France

Thank you for your email. This was my first IITB and I found it to be very informative and well organised. I have made a lot of new contacts that have already resulted in new business.

Kind regards, Chris

Christine Aldridge

Director
No News No Shoes Ltd
United Kingdom

Thanks for all organization of my participant in exhibition IITB 2014 in Delhi.

I made very useful work during meetings. Thanks for Your good service to me.

Best regards

Irina Dorokhina

LTD Piter Tour
Saint – Petersburg, Russia

First of all I want to thank you very much for the opportunity which has been given to me by my participation at the IITB 2014 in New Delhi.

This event gave me the chance to meet personally the main partners in India and to know some interesting ideas for our clients. And of course it was a great chance to experience the destination by myself, so I can share my impressions with my colleagues and our clients now.

Best Regards,

Olga Surova

Development Director
PERSONNE Travel Club
Russia, Moscow

The India Travel Bazaar 2014. was worth visiting once. I myself have learnt a lot, although I always thought that I knew a lot about India.

My very best regards.

Marija

KON TIKI TRAVEL
Belgrade, Serbia

I am now back in the USA after 10 wonderful days in India. I wanted to thank you for the flawless organisation and your assistance throughout.

Best regards,

Céline Sutton

Product Manager
Explorica
Boston, USA

Incredible India was very interesting and positive for our company and I thank you very much for your cooperation.

Best regards

Catherine FINET

Product Manager and Owner of the Tour Operating

Voyailles Tour operating
Tourisme Français DMC France & Europe
Alpes Holiday Incentive

Champagne Sur Oise, France

Many thanks again for the confirmation as a Hosted Buyer to IITB'14. The Travel Bazaar was excellent and far exceeded my expectation. Although I was late in getting my online appointments confirmed, was able to meet with over 40+ sellers, which was amazing.

Also, the fact that the hotel was part of the conference centre was a huge plus. I heard similar comments from other buyers.

Doug Vogl

General Manager Outside Sales
Confidence Travel
Ontario, Canada

Thank you for a wonderful IITB. I personally felt the event was a great success and congratulations to you and all involved.

India is a beautiful country with much to be proud of and IITB is a wonderful vehicle through which to showcase what the destination has to offer foreign travellers.

Kind regards

Hasanti

LIME DAYS
Australia

And by the way, the conference was fabulous – truly one of the best conferences I have ever attended!

Best,

Carol Costa Marshall, Owner & Travel Consultant
Marshall's World of Travel
New York, USA

सरकार 2014

E-visa to 180 countries to be approved soon: Govt

NEW DELHI: Travelling to India will be easier once the electronic travel authorisation to visit the country becomes operational, Tourism Secretary Farooq Durrani said on Tuesday.



In a major step aimed at boosting tourism, government has already decided in principle to give the Electronic Travel Authorisation (ETA) to travellers from 180 countries starting this October.

Among the eight price-referent countries, which includes Pakistan, Afghanistan, Iran, Iraq, Somalia, Sudan, Nigeria and Sri Lanka, government has decided to give e-visa to all

the 180 countries.

During the past year, India had considerably relaxed its visa regime and expanded the Visa-on-Arrival (VoA) scheme, Durrani said at a FICCI event here.

Currently VoA scheme is available for 11 countries including Japan, Vietnam, New Zealand, Philippines and Singapore.

पर्यटन पर बारह भाषाओं में जानकारी देगा पोर्टल

एनएनटी

एनएनटी: एक नए पोर्टल के माध्यम से पर्यटकों को भारत में आने के लिए आवश्यक जानकारी दी जाएगी।

यूएनईटीओ के सहयोग से एक नए पोर्टल का शुभारंभ किया गया है। यह पोर्टल पर्यटकों को भारत में आने के लिए आवश्यक जानकारी देगा।

यह पोर्टल बारह भाषाओं में जानकारी देगा। यह पोर्टल पर्यटकों को भारत में आने के लिए आवश्यक जानकारी देगा।

यह पोर्टल पर्यटकों को भारत में आने के लिए आवश्यक जानकारी देगा। यह पोर्टल पर्यटकों को भारत में आने के लिए आवश्यक जानकारी देगा।

Deshbandhu

New Delhi, April 8, 2014

विदेशी पर्यटकों को मिलेगा ई-वीजा

नई दिल्ली: शीघ्र सरकार भारत में आने में आने वाले विदेशी पर्यटकों को इलाह ई-वीजा (ETA) के माध्यम से आने में सुविधा देगी। यह पोर्टल बारह भाषाओं में जानकारी देगा।

Virat Vaibhav

New Delhi, April 8, 2014

जल्द ही 180 देशों के यात्रियों के लिए ई-वीजा

एनएनटी



यूएनईटीओ के सहयोग से एक नए पोर्टल का शुभारंभ किया गया है। यह पोर्टल पर्यटकों को भारत में आने के लिए आवश्यक जानकारी देगा।

यह पोर्टल बारह भाषाओं में जानकारी देगा। यह पोर्टल पर्यटकों को भारत में आने के लिए आवश्यक जानकारी देगा।

PARTNERS

Platinum Partner



Partner State



Diamond Partners



Gold Partners



Silver Partners



Knowledge Partner



Incredible India TRAVEL BAZAAR

TRAVEL BAZAAR SECRETARIAT

Samanda Syiem - samanda.syiem@ficci.com | Arshad Danish - arshad.danish@ficci.com

Federation of Indian Chambers of Commerce and Industry

Federation House, Tansen Marg, New Delhi – 110 001

Phone : 011-23487490, 23322539 | Web: www.incredibleindiatravelbazaar.in