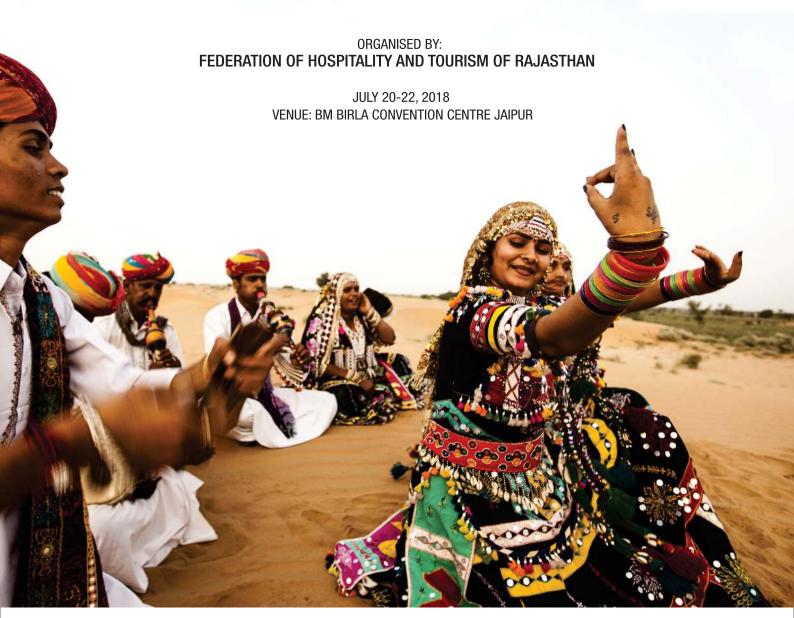








# **REPORT**



































# The Rajasthan Domestic Travel Mart'18 July 20<sup>th</sup> - 22<sup>nd</sup>, 2018

Venue: BM Birla Convention Centre, Jaipur

#### **A Report**

The Rajasthan Domestic Travel Mart'18 (RDTM) was jointly organised by Department of Tourism, Govt. of Rajasthan and Federation of Hospitality and Tourism of Rajasthan (FHTR). This unique effort was further supported by the Ministry of Tourism, Govt of India. The Rajasthan Domestic Travel Mart'18 (RDTM) – a B2B Domestic Tourism show was held on July 20 - 22, 2018 at B M Birla Convention Centre, Jaipur. All the industry association of Rajasthan like Hotel & Restaurant Association of Rajasthan (HRAR), Indian Heritage Hotels Association (IHHA) and Rajasthan Association of Tour Operators (RATO) supported the event besides the support received from the national associations IATO, ADTOI, TAAI, TAFI, ATOAI, ICPB and ETAA.

#### **Preface**

The domestic Tourism market currently is an important segment and needs a continuous promotion in order to make people aware the newer tourist destinations, new facilities, offering lots of opportunities for those hotels, resorts and tour operators who are continuous looking for increase in their business thus contribute to the exchequer of the State revenue. For Domestic Tourism, mandatory reforms of the tourist places and increasing competition from other state tourism for increasing the domestic tourists are the new realities of the tourism sector.

Aware of these challenges, more than 1,3 million domestic tourists need adequate tools to guide their search and choice of tour destinations, for a relaxed and enjoying holiday besides heritage, hotels, resorts and MICE.

For the first time in Rajasthan, the government and the stake holders of Tourism in Rajasthan focusing on promotion of Tourism of Rajasthan and with extraordinary attention given to the **Domestic tourism** promotion and thus need of this domestic tourist organising of **Rajasthan Domestic Travel Mart'18**.

Rajasthan Domestic Travel Mart'18 offers exhibitors opportunities to present their offers to the brightest and most motivated Travel and Tour Operators brought from across the various city and states. At the same time, it strives to inform and make aware the potential buyers about the particular features by the exhibiting hotel, resorts and tour operators in different aspects. Rajasthan Domestic Travel Mart'18 is a unique marketing opportunity for hotels, resorts and tour operators interested to tap into the potential of the Indian Domestic Tourism market. The First Rajasthan Domestic Travel Mart'18 took place on July 20th - 22nd, 2018 at BM Birla Convention Centre, Statue Circle, Jaipur.





The DTA's (Domestic Tourists arrivals) stood at 459.17 lakhs IN 2017, very important, strong & urgent need to promote domestic tourism thus Rajasthan Domestic Travel Mart (RDTM) conceptulised to meet this mission keeping in view a vision in providing Rajasthan, India, an Exclusive Domestic Tourism promotion platform.

Host State Partner for RDTM - Brief about Department of Tourism (DOT), Government of Rajasthan.

Rajasthan Tourism (Department of Tourism) is the nodal Department, of Government of Rajasthan responsible for the promotion of Rajasthan Tourism and development of tourism infrastructure. Department of Tourism implements National and State level policies, programmes, and acts as a coordinating agency between Central – State Government Department / Offices and Private Sector activities for promotion of tourism in the State.

Rajasthan is a kaleidoscopic State where tradition blends with modernity. People are proud of their heritage and yet open to change and western values.

Modern Rajasthan is now offering in amenities comparable to those available elsewhere in the world. It has remarkable airports, roads and transport systems. Its roads are trafficked by some of the latest cars and buses, rickshaws, camel carts and horse drawn Tongas as well as improvised tempos. The markets are lined with shopping extravaganzas, with some of its stores being very posh.

Rajasthan offers wide ranging accommodation, from single bed dormitories costing USD 1 per night to some of the most elite and luxurious five-star deluxe hotels in the world. Most of these five-star deluxe hotels are palaces and forts, once home to the Rajasthan nobility. They offer a delightful experience with their regal lifestyle. Rajasthan is one of the best destination for all kind of Tourists besides a highly preferred wedding destinations.

Sponsor & Support Partner for RDTM - Brief about Ministry of Tourism (MOT), Government of India.

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources. The functions of the Ministry in this regard mainly consist of the following:

**All Policy Matters, including:** Development Policies, Incentives, External Assistance, Manpower Development, Promotion & Marketing, Investment Facilitation.

Organiser for RDTM - Brief about Federation of Hospitality and Tourism of Rajasthan (FHTR).





FHTR is the consortium of the stake holders of tourism and Hospitality and affiliated institutions/ experts and to associate with the government with the sole objective of promoting tourism, increasing tourist arrivals, International and domestic, in the state of Rajasthan, on public – Private partnership model, there by contributing to the job creation and to the GDP of state.

It aims to charter a path for at least next two years to take tourism forward.

FHTR shall work in sync with Government to actualise the activities as specified in the Memorandum of Association of FHTR.

The objectives of FHTR would be to organize:

- 1. Marts and Road Shows
- 2. Marketing, Ideating, and exploring means
- 3. E-marketing, on line portals
- 4. Any other as deemed fit.

#### Brief about the Event 'Rajasthan Domestic Travel Mart'18 (RDTM).

RDTM'18 would be the intensive and sharp focus on Domestic Tourism and Buyer - Seller Meet spread over two days. It shall result in significant transacting and capitalizing of business opportunities between Domestic buyers from across India and Rajasthan sellers, encompassing all stakeholders of tourism and hospitality industry.

The Key objectives is to bring under one roof, the hospitality operators from the State of Rajasthan and the major operators and influencers of tourism from different States/Cities, through B2B meetings.

Over 1500 delegates from all over the Indian States and Rajasthan are expected to attend RDTM 2018. It will be an instrumental in putting Rajasthan a very pertinent tourist destinations in India on the itineraries of the Domestic buyers. The Rajasthan an Incredible State of India campaign "JAANE KYA DIKH JAYE" of the Ministry of Tourism, Government of Rajasthan

This is the First time that such a magnitude Domestic Travel Mart is being organized in Jaipur, Rajasthan. The event will provide an exposure to the best tourism products from Rajasthan under one roof.

The Travel Mart would have sellers offering a wide range of products covering heritage, adventure, wildlife, Medical tourism, leisure, eco-rural, M.I.C.E., pilgrimage, Safaris and Camps, Event/weddings destinations and other allied segments. The event presents a unique opportunity for Tour /Travel Operators, Event companies and managers interested in the rapidly growing Rajasthan Tourism Market to create and expand their business portfolio.

RDTM a platform not only for big players in tourism sector but also for the smaller hoteliers and tour operators as well other allied trades which play an important role and are part of tourism attraction in order to achieve higher level of domestic tourist arrival.





"Rajasthan came forward to host the first edition RDTM this year by Department of Tourism, Government of Rajasthan as a Host State Partner.

#### RDTM Offered the following mentioned below:

#### **RDTM OBJECTIVES**

The objectives of this event are to reinforce the State of Rajasthan as the preferred and number one tourism destination with an opportunity to interact with Domestic Buyers, Registered Sellers, policy makers, investors, members of media and to make a business sense out of Rajasthan Domestic Travel Mart '18.

- 1. Exclusive focus on Rajasthan domestic Tourism
- 2. Congregation of approx 200 Domestic Tour operators and Travel writers from across 29 States and 7 Union Territories
- 3. An Exhibition of approx 200 booths to showcase and market the varied products of Rajasthan
- 4. Structured, organised, pre-fixed B2B meetings between Registered sellers and Domestic Buyers spread over 2 days
- 5. Social Networking events, hosted dinner and Vibrant cultural programmes

#### **TARGETED AUDIENCE**

- 1. Indian Domestic Travel agents / Tours operators
- 2. Hotel, Restaurant and Spa owners
- 3. Health care, investors and financial institutions
- 4. Key personnel from respected tourism bodies like IATO, HRAR,IHHA, RATO, ADTOI, ATOAI,TAAI,TAFI,ICPB,ETAA, other tourism organisations and State & regional level Tourism Associations
- 5. Providing MSME a platform to be able to showcase there
- 6. Govt. of Rajasthan
- 7. Govt. of India
- 8. Indian Railways
- 9. National and State Airlines
- 10. National and Regional media
- 11. National Tourism Organisations from key States

#### **SPECIAL FEATURES**

- 1. Power packed Inaugural session, cultural evening and Inaugural Cocktail & Dinner
- 2. Buyer Seller Meet- a structured, one-on-one, prefixed B2B meeting spread over 2 days between registered domestic buyers and registered sellers.
- 3. Exhibition: Opportunity for two day mega expo for the registered Rajasthan sellers to exclusively showcase their tourism products at their respective booths.





- 4. Website: All domestic buyers and registered Rajasthan sellers profile will be featured on the website : <a href="www.fhtr-rdtm.com">www.fhtr-rdtm.com</a> for online B2B meetings to prefix B2B meetings
- 5. Buyer Seller directory: All domestic buyers and registered sellers contact details will be listed in the Buyer Seller directory
- 6. Post conference report
- 7. Partnership and branding opportunities for those in the business of tourism

#### **EXCLUSIVE FEATURES FOR DOMESTIC BUYERS**

- 1. Offer of Special hotel room rates for accommodation (with breakfast) from 20<sup>th</sup> July to 23<sup>rd</sup> July 2018 at Jaipur for registered buyers. This exclusive hospitality offer is on invitation only. While making hotel room booking mentioning of Visit to RDTM at the <a href="https://www.fhtr-rdtm.com">www.fhtr-rdtm.com</a> on the partner hotels needs to be mentioned in order to avail this special/ discounted rates for stay by participating buyers.
- 2. Post Mart FAM tours of Rajasthan on nominal charge.
- 3. Business profile will be uploaded on the website <a href="www.fhtr-rdtm.com">www.fhtr-rdtm.com</a> for prefixed meetings with registered Rajasthan sellers. The Domestic buyers in turn may choose their Rajasthan sellers as the coordinates of the latter will also be on website.
- 4. Invitation to hosted dinner, cultural evening and networking.

#### BENEFITS TO REGISTERED STAKEHOLDERS

You become a registered seller by taking up booth/booths at Rajasthan Domestic Travel Mart'18.

The Rajasthan Domestic Travel Mart'18 offers a business - networking forum and a platform for interaction between the registered Rajasthan Sellers and Indian Domestic Buyers - all under one roof.

#### BENEFITS FOR REGISTERED RAJASTHAN SELLERS INCLUDING PARTNERS

- 1. Booth (s) at the exhibition to showcase tourism products
- 2. Prefix B2B meetings with the Indian Domestic Buyers
- 3. The Partners only: Branding at the Conference; partner's Logo at all publicity campaigns, promotion shows, advertisements, e-flyers, brochure, website, articles in news papers, travel magazines, announcements etc.
- 4. Invitations to the Inaugural dinner, cultural evening and networking's.

#### ALL THE ABOVE WERE COMPLETELY DELIVERED IN RDTM'18

#### **Inauguration of RDTM**

The Rajasthan Domestic Travel Mart'18 started with the lighting of lamp ceremony which was solemnised by all the dignitaries present. The dignitaries seated on dias, were Shri Bhim Singh, Dr Lalit Panwar, Shri Kuldeep Ranka, Dr Suman Billa, Shri Pradeep Kumar Borar, Shri Randhir Vikram Singh, Shri Apurv Kumar and Shri Gyan Prakash





**Shri. Bhim Singh**, President, Federation of Hospitality and Tourism of Rajasthan (FHTR) said that sole objective of RDTM is to promote domestic tourism, increase in tourism will mean increase in GDP and more jobs. He also shared on the online meetings already been taken place and fixed with pre-structured meeting of more than 5000 meetings and number of participants taking part besides also emphasising on the importance of Domestic travel market increasing day by day.

**Dr. Lalit Panwar**, Former Secretary Tourism, Govt.of India and Vice Chancellor of Rajasthan ILD Skill Development University, while addressing said that Human Resource was the missing link which could play a huge difference in the level of services to be provided since tourism needs to be provided best services to the customers and he is going to have knowledge partnership with the tourism and travel trade towards trained manpower development.

**Shri. Kuldeep Ranka**, Principal Secretary, Tourism, Government of Rajasthan in his theme address said that the aggressive marketing campaign of Rajasthan Tourism, which began two and half year back has paid rich dividends to the tourism arrivals to the state. He also shared very useful tourism data while making a presentation which was very informative in giving increased percentage of tourists arrival through Air in Jaipur by 64.80% Udaipur by 61% and Jodhpur by 55% and was mainly due to the increase in Air connectivity.

**Dr. Suman Billa, Joint Secretary**, Ministry of Tourism, Government of India, While addressing as the Chief Guest in the inaugural of RDTM and addressing the gathering highly appreciated the efforts put in by FHTR and State Govt. of Rajasthan. He even mentioned that this is the First Time such travel mart is being organised and informed the gathering that "Every Dollor retained in the country is a Dollor earned". He also said that no other sector can take better advantage of the demography of our country other than Tourism. He further elaborated and said that India has an immense potential both International and national which need to be tapped equally and Rajasthan Domestic Travel Mart (RDTM) is an apt imitative in this respect and is a model that other States should also emulate.

Shri. Randhir Vikram Singh, Senior Vice President, Federation of Hospitality and Tourism of Rajasthan (FHTR) while concluding the Inaugural programme praised the gathering for their support in making RDTM a grand start, he extended vote of thanks to the Joint Secretary, MOT,Govt. of India Dr Billa, Principal Secretary Tourism, Govt.of Rajasthan Shri Ranka, Dr Panwar, former Secretary Tourism MOT Govt of India and VC RILD Skill Development University, Shri Pradeep Kumar Borar, Director, Dept. of Tourism, Govt. of Rajasthan, he further acknowledged for their all time support for RDTM and gracious presence.

First he thanked the Host State Partner DOT, Govt. of Rajasthan thereafter thanked MOT, Govt. of India in allowing use of logo 'Incredible India' as well as extending to be the Sponsor Partner for RDTM, which really provided a big moral support for making and working for RDTM. The complete DOT, GoR officials supporting RDTM from preparation to this day was highly acknowledged by him and all.

He thanked all Sponsor partners firstly Clarks group of Hotels who came forward in hosting of the Inaugural and dinner and to be the Platinum Partner, He also thanked for the support for Gold Partners to Jodhana Resorts, Maharaj Gaj Singh Ji, HRH Group, Shriji Arvind Singh Ji, Suryagarh group, Silver partners ITC Hotels and Trulyy India group, whose support came forward in big way.





He thanked all the media partners TravTalk, TTJ, T3, Safariplus, Wonderlust, whereabouts, protourism.com, travelwithstyle who extended their all out support in making the show grand success and spreading all across to reach buyer and sellers. Lastly he also thanked TTJ for their support in working together in coming out with a study release on this occasion, which was unfurled by the dignitaries, the study released is on Rajasthan with a heading "ENCHANTING RAJASTHAN"

He also mentioned that the Rajasthan Domestic Travel Mart would have not been possible without the support from the Tourism Industry Associations and extended special thank to HRAR, IHHA, RATO, IATO, ADTOI, TAFI, TAAI, ATOAI, ICPB and ETAA besides all the state run tour and travel associations including regional tourism industry bodies based in different states for their support taking participation by their members as hosted Buyers and also the members of Tourism associations of Jodhpur, Udaipur, Bikaner, Kota and Jaisalmer who came forward in extending their support for their members participation in RDTM'18 as sellers at the show at Jaipur.

Lastly he extended thanks to the FHTR team members who were part of making the show to reach this stage without which it would have not been possible, he mentioned that this could be reached under the leadership of Shri. Bhim Singh ji.

Shri. Gyan Prakash, Secretary General, Federation of Hospitality and Tourism of Rajasthan(FHTR) Moderated the Inaugural programme. While moderating the programme he shared objectives of FHTR with the gathering for promotion of tourism. Besides he even shared the working in bringing this First Domestic Travel Mart by any State and that too first by the State of Rajasthan. The tourism with high stake could bring in a great investment besides jobs and entrepreneurship development thus boost in tourism will bring in multiple growth effect in the coming years. He also praised for Rajasthan to be the Host State Partner Rajasthan Govt. as well as Sponsorship partnering by MOT, Central Govt. to RDTM. He acknowledged all the State associations as well as national level tourism bodies for their members extending participation in RDTM by their members. He even mentioned names of organisation namely HRAR, IHHA, RATO, IATO, ADTOI, TAAI, TAFI, ATOAI, ICPB and ETAA, Regional tourism industry association of Jodhpur, Udaipur, Kota, Bikaner extended support in joining to the promotion shows being organised and hosted at 13 places in Rajasthan by the hotels hosting the same at their properties. He mentioned the spontaneous support by the media houses and their coming forward in support by partnering RDTM as the Media Partner.

#### Study Release

On the eve of RDTM the Travel Trade Journal (TTJ) (Sampan Media Pvt Ltd) prepared and come out with a study on Rajasthan by the name " **ENCHANTING RAJASTHAN**". This study was unfurled and released by the dignitaries present on the dais on the RDTM inaugural session. The study was highly appreciated by all which had some very useful information for tourists as well as travel and tour operators in promotion of Rajasthan Tourism.





#### **Exhibitor Participation in RDTM**

Rajasthan Domestic Travel Mart'18 witnessed a huge numbers sellers from across all Rajasthan specially MSME sector located at a remote cities also came forwarded FHTR extended a good support to them by extending support even offering them at a discounted cost the space as well as to some at no cost, which is highly appreciable in order to provide them a platform and partnering with their growth.

Buyers from all across the country almost all large cities besides important Event and wedding planners also participated and highly appreciated the efforts. A good numbers of B2B meetings amongst exhibitors with very fruitful generation of business were seen coming out. The good number of exhibitors from Rajasthan received very good response as compared to the start of RDTM. There responses were posted by many of the sellers and are being shred here with as an annexure to this report.

#### **Buyers Participation in RDTM**

Response from Domestic travel buyers was very encouraging and well perceived in a very short period of time of organising of RDTM. More than 205 buyers made a good footfall with more than 7088 B2B meetings in a period of two days which included pre fixed and on the spot B2B meeting between Rajasthan Sellers and Buyers from all across the Country and they were from 17 States, which was far much from the expectations looking at the time in hand in organising of the RDTM for the First time. The Buyers responses posted by most of the buyers and are being shared here with as an annexure to this report.

#### **B2B Meet Business Generated: A USP**

Buyer Seller meetings became a USP and a very successful for "Rajasthan Domestic Travel Mart'18", on two days buyers to have organised meetings with sellers. Approx, all Sellers had 20—26 average buyer meeting each day and Post exhibition all sellers have confirmed bookings for future besides for the immediate season starting Oct 2018. The verbal data collected from Buyer Sellers and feedback of Sellers each day, it is projected that total business/sales in exhibition has been very good ,it is difficult to convert in terms of value where as if the exhibitors were happy it showed a good turnout of the show. Buyer/seller directory is enclosed as an annexure.

Whereas RTDC reported POW tie up for approx 2cr besides this some of the participants reported that there two continuous season business tie up and if we take stock of the total business taking place during the meetings as a gas work the business could be worked out to be approx 4-5 cr, besides it also gave an opportunity in developing of database for future business dealings by them.

#### **FAM TOURS by Buyer**

Familiarising mentioning of the experience are very encouraging. The comments by buyers are enclosed as an annexure to this report. tours for Buyers were also organised which received a very good response and interest almost 35-40 buyers went Five FAM tours as per the itinerary, the feedback on FAM tours and there





#### **Promotion and Marketing of RDTM**

An extensive Promotion efforts were carried out /done in order to get and bring participation into the RDTM. Total 13 Promotion Shows were organised at Pushkar, Ajmer, Jaipur, Bharatpur, Alwar, Mandawa (Shekhawati), Bikaner, Jaisalmer, Jodhpur, Udaipur, Kota, Bundi and Ranthambore. The promotion show were well attended with great enthusiasm of participation at Jodhpur Maharaja Gaj Singh Ji himself was present and spoke to the participating Industry stakeholders towards the Imporatnce of Domestic Tourism and requested Jodhpur region to take participation in RDTM. At Jaisalmer Maharani herself came forward, while speaking at the show she urged Jaisalmer to represent in good numbers in order to cover their off season. The promotional shows were well attended and highly appreciated for efforts made by FHTR well within the time. Publicity was done through digital media, social media besides Newspaper through write up as well as at the press meet at Jaipur, the promotion shows were well covered by the local news papers with headlines on the main cover page. Even promotion through individual and Mass Mailing of invitation to all Tour and Travel operators and Associations who could be prospective Buyers, Pre Tele calling to Buyers and SMS campaign to the travel buyers in different cities and states all across the country. All the 13 Promotion Shows at the places named above were well represented by DOT officials located in that area. They made their good efforts in the area to be the part of RDTM by taking participation besides also making efforts of tourists destinations representation in RDTM.

#### **Media Coverage**

The RDTM organised a press meet before the RDTM date on 19<sup>th</sup> and briefed all about RDTM this was joined by major print and electronic media the news were run on the Tv channels which gave a good visibility one and all.

The RDTM has been duly covered by media press and electronics with coverage in many national and regional TV Channels, Digital media by traveltv.news, protourism.com tourismbrekingnewsindia, khaskhabar.com, hospitalitybreakingnews, travelwithstyle ,Traveltradejournal Social media through facebook, instagram, linkdIn and twitter, besides our website fhtr-rdtm.com and visitrajasthan.org both websites very well and was highly liked and appreciated by all.

Media on print as well online Newspaper like TOI, HT, DB, RP, DNA, Navjyoti, Business standard, Newspaper Clippings, Exhibition Photographs, Exhibition Video DVD are on record.

Major Travel magazines came out with our advertisements for Sellers participation as well as Buyers, the magazine which covered in their advertorial are Travtalk, TTJ, T3, Safariplus, Wonderlust, whereabouts, Faw Leisure and many more besides also though their online headlines running as well. The copies of all the media written as well Social and digital besides fhtr-rdtm.com and visitrajasthan.org website are attached as an annexure to this report





#### **Branding & setup**

The RDTM was widely branded not only at the venue of the Inaugural Hotel Clarks Amer, as well as major area in the city for wider publicity and visibility starting from Ambedker Circle, Statue Circle which remains the main hub and allows to reach to all. Besides these the venue BM Birla Convention Centre right from the Main gate, reception, registration area and to the inside stall area with decorations which was very well defined with standees having good signage's for Buyers and sellers to be able to familiarise in locating and help in their easy movement in reaching, in a shorter period of time to the meeting schedule. The buyers praised the decor and set up of the Exhibition of stall and layout of the stalls which were also very decorated and could be matched with high standard of Tourism Event and showed a right tourism promotion by itself.

#### Acknowledgment of Sponsor Partners for 'Rajasthan Domestic Travel Mart'18

1. Host State Partner - DOT, Government of Rajasthan

2. Sponsor Partner - MOT, Government of India

3. Platinum Partner & Inaugural dinner host Partner - Clarks Group of Hotels

4. Gold Partners - Jodhana Heritage & Resorts, Jodhpur

Suryagarh Hotels, Jaisalmer and HRH Group of Hotels, Udaipur

5. Silver Partners - Trulyy India Group and

**ITC Hotels** 

6. Media Partners - TravTalk,

tourismbreakingnews, Travel trade Journal (TTJ),

T3,

whereabouts, wonderlust, travelwithstyle, protourism.com, khaskhabar.com

7. Study knowledge Partner - Travel Trade Journal (TTJ)

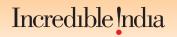
8. Beverage partner - Coffee Day

9. Support Partners- - Hotel & Restaurant Association of Rajasthan (HRAR)

Indian Heritage Hotels Association (IHHA)

Rajasthan Association of Tour Operators (RATO) IATO, ADTOI, TAAI, TAFI, ATAOI, ICPB and ETAA









Rajasthan Domestic Travel Mart 2018 Inaugural July 20, 2018 | Venue: Hotel Clarks Amer, Jaipur, Exhibition and B2B July 21- 22, 2018 | Venue: BM Birla, Convention Centre, Jaipur

#### **Programme**

#### DAY 1 FRIDAY, JULY 20, 2018 AT HOTEL CLARKS AMER, JLN MARG, JAIPUR

18:00 – 18:45 hrs.	Registration for the pre-registered Domestic buyers only
19:00 –20:00 hrs	INAUGURAL SESSION
5 Minutes	Moderated by:  Mr. Gyan Prakash, Secretary General, FHTR
5 Minutes	Lighting of the Lamp by Dignitaries at the Dias
10 Minutes	Welcome address by Mr. Bhim Singh, President, FHTR
10 Minutes	Address by <b>Dr. Lalit Panwar,</b> Former Secretary Tourism, Govt. of India, and Patron FHTR
10 Minutes	Address by <b>Shri. Kuldeep Ranka</b> , Principal Secretary, Tourism, Government of Rajasthan
10 Minutes	Release of Study "Enchanting Rajasthan"
15 Minutes	Inaugural Address by <b>Dr. Suman Billa</b> , Joint Secretary , Ministry of Tourism, Government of India
5 Minutes	Concluding remarks and vote of thanks by  Mr. Randhir Vikram Singh, Senior Vice President, FHTR
20:05 hrs ONWARDS	INAUGURAL RECEPTION & DINNER HOSTED BY HOTEL CLARKS AMER, JAIPUR







#### **Programme**

#### DAY 2 SATURDAY, JULY 21, 2018 at BM BIRLA CONVENTION CENTRE, JAIPUR

9:00 - 9:50 hrs.	REGISTRATION For pre-registered exhibitors/sellers and Domestic buyers only Note: Registration will close at 0930 a.m.  Note: Please contact B2B counter at registration desk and Visit to Exhibition Stalls and ensure collection of B2B Meeting cards for Day 1.
9:55 hrs.	Inauguration of the Exhibition of RDTM 2018 by Ribbon Cutting Ceremony - Inaugural Ceremony of The Domestic Travel Mart by The Jt. Secretary Ministry of Tourism, Govt. of India and Principal Secretary Tourism Govt. of Rajasthan and Start of B2B meetings with Domestic Tour Operators, Travel Agents and Travel Writers/Media at B.M. Birla Convention Center
10:00 - 13:00 hrs	Buyer – Seller prescheduled B2B meetings (for registered buyers and sellers) at the booths of the registered sellers
13:00 – 14:00 hrs	Free time/ Lunch break
14:00—18:00 hrs	Buyer – Seller prescheduled B2B meetings (for registered buyers and sellers) at the booths of the registered sellers
18:15 – 18:30 hrs	Mandatory submission of the completed Day 1 B2B meeting forms by the Domestic buyers and Rajasthan sellers at the B2B counter EVENING FREE

# DAY 3 SUNDAY, JULY 22, 2018 at BM BIRLA CONVENTION CENTRE, JAIPUR

9:00 - 9:50 hrs.	Domestic Travel Mart and B2B meetings at B.M. Birla Convention Center, Jaipur Note: Please contact B2B counter at registration desk and Visit to Exhibition Stalls and ensure collection of B2B Meeting cards for Day 2.
10:00 – 13:00 hrs.	Buyer – Seller B2B meetings (for registered buyers and sellers) at the booths of the registered sellers
13:00 – 14:00 hrs.	Free Time/ Lunch break
14:00 – 17:45 hrs.	Buyer – Seller prescheduled B2B meetings (for registered buyers and sellers) at the booths of the registered sellers  Mandatory submission of the completed Day 2 B2B meeting forms by the Domestic buyers and Rajasthan sellers at the B2B counter.
18:00 hrs onwards	Sightseeing for Domestic buyers in Jaipur post the evening hours so that they enjoy the lightings at the tourist places.
	Coaches to leave from B.M. Birla Convention Centre
	END OF PROGRAMME





























































































































### lnaugural









# lnaugural Dinner













# **Inaugural Dinner**





















### **Inaugural Dinner**





















### Registration





















### **Ribbon Cutting Ceremony**





























































































































































































































































































































































































































































































































































### **B2B Meetings**





### **Luncheon Set up**













### **Submission of B2B Form & Closing**





















### **Submission of B2B Form & Closing**













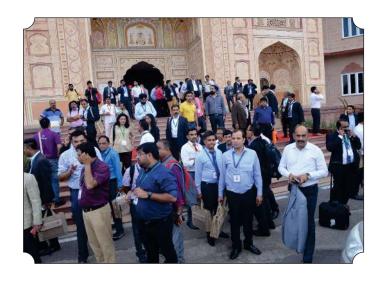
## **Departure of Buyers**

















#### RDTM Participation - Comments by Seller's

By **Sangeeta Juneja** Owner, Art Chill: Congratulations Gyan Prakash ji for a Good start!! The speeches by veterans from Travel Ministry & Secretariat were very enlightening! so was Sumptuous cocktail-Dinner

By **Vikramaditya Singh Sodawas** Owner Karni Group of Hotel: All in All,,,,, Gyan Uncle a super start,,,,, Many Congratulations

By Sangeeta Juneja Owner, Art Chill: Very successful DAY 1!!

By J M Boob, Owner Boob Hotels, Jodhpur: Wonderful Gyanji

By ITC Gagan Katyal: Thank you all for a good show.

By **Suresh**: Thank you Gyan ji for the show...It went well.

Rest small things can be done for next time which has been shared on feedback form.

Overall V Good show.

By Heman Mittal, Director KK Royal: Great show !! Look forward to the next edition !!!Untill next time

By **Tony Pushkar**: Thank you Gyan Sir & Mohan Dada for the show...

Overall V Good show.

By **AyushChaudhary**, Owner Q Hotel, Udaipur: Thanks a lot for wonderful show!!! Gyan ji!! Hope we get more exhibitors and DTO's next year. Regards Ayushchoudhary, QHotel, Udaipur

By Bikaner **Ranveer Singh**, GM: Great show thanks a lot Gyanji, Mohansa, Virendra Sa, Kuldeep bana and RDTM team. Regds.Ranveer, bikaner

By VivekBhardwaj, Director Sales & Marketing: Thank u Gyan g

By Chiranjit, Multimedia, Delhi: Thanks Gyan G!

By Jodhpur, Hemendra Singh Champawat, Jodhana Group: Thanks Gyan Sir, for this great initiative

By **MohitTaneja**, Neemrana Hotels: Excellent work done by ypu Gyan G and your entire Team.. Special Thanks to you and Kapil Mathur.Best,MohitTaneja, Neemrana Hotels..





#### RDTM Participation - Comments by Seller's

By **Sangeeta Juneja** Owner, Art Chill: Congratulations Gyan Prakash ji for a Good start!! The speeches by veterans from Travel Ministry & Secretariat were very enlightening! so was Sumptuous cocktail-Dinner

By **Vikramaditya Singh Sodawas** Owner Karni Group of Hotel: All in All,,,,, Gyan Uncle a super start,,,,, Many Congratulations

By Sangeeta Juneja Owner, Art Chill: Very successful DAY 1!!

By J M Boob, Owner Boob Hotels, Jodhpur: Wonderful Gyanji

By ITC Gagan Katyal: Thank you all for a good show.

By **Suresh**: Thank you Gyan ji for the show...It went well.

Rest small things can be done for next time which has been shared on feedback form.

Overall V Good show.

By Heman Mittal, Director KK Royal: Great show !! Look forward to the next edition !!!Untill next time

By Tony Pushkar: Thank you Gyan Sir & Mohan Dada for the show...

Overall V Good show.

By **AyushChaudhary**, Owner Q Hotel, Udaipur: Thanks a lot for wonderful show!!! Gyan ji!! Hope we get more exhibitors and DTO's next year. Regards Ayushchoudhary, QHotel, Udaipur

By Bikaner **Ranveer Singh**, GM: Great show thanks a lot Gyanji, Mohansa, Virendra Sa, Kuldeep bana and RDTM team. Regds.Ranveer, bikaner

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By Manoj Sharma, GM, Glitz Hotel: Incredible show Gyan sir and respected team





#### RDTM Participation - Comments by Buyer's

By Sunil Choudhary: Thanku Mr gyan Prakash & Team for Good Arrangement

By Mohan Chakalasiya: Thanks Sir Ji, Nice administration....we didn't feel this is 1st rdtm .....superb..unimmageness

By **Rajveer** group Tours and Travels, Mumbai: Gyan Prakashji and Mohan Singhji, Heartiest Congratulations and Thanks for Organising such a Beautiful Event. On behalf of All Travel Trade Partners, would like to thank you and your Entire Team for this Grand Success. Rajveer Tours and Travels, Mumbai.

By New Delhi **Sangeeta Manocha**, CEO, prime Global events: Dear Gyan Ji and the Entire Team Thank you so much. for a wonderful show and a great platform. It was really very well organised

On behalf **of Etaa** I congratulate you on this great successful show Warm Regards Sangeeta Manocha Prime Connections /Prime Nawamini, Chairperson Northern Chapter - Etaa

By **NileshMeher**, Namoh Retails Pvt Ltd, Ahmednagar: Gyan Prakashji and Mohan Singhji, Heartiest Congratulations and Thanks for Organising such a Beautiful Event. I would like to thank you and your Entire Team for this Grand Success.

By **Kalpesh Shah**, Gujarat True Vacations: Gyan Prakashji and Mohan Singhji, Congratulations for Organising such a perfect Event.

www.gtaa.in: On behalf of GTAA, we would like to thank you and your Entire Team for this Grand Success. All the Best

By **Priya Gupta**, Fairytale weddings: Gyan ji and Mohan ji Congratulations for Organising such a perfect and wonderful event. Everything was perfectly organised. Best WishesThanksDevender ji

By **Kailash Kabra** Travel Services p ltd: Respected gyanji and mohanji Many many thanks to invite for such a well organised event to swocase both buyer as well as hoteliers Best wishes Regards Kailash kabra Kabra travel services p ltd

By **Vikram Shrotri**: Gyan Sir and Mohan ji and the Rajasthan Tours Pvt LTD Team and also those who have worked directly and indirectly, please accept my sincere thanks for the best overall accommodation and logistics and other RDTM event related arrangements. I congratulate all whole heartedly for organizing such a wonderful event RDTM first time

By Amaresh Tiwari AT Seasons: Dear Gyan ji, Mohan Ji and entire RDTM team and volunteers-job well done.

By **Rajv Narula** COO The Comforts :Greetings to My Very Dear Gian ji, Mohan ji and all others who have worked tirelessly over the months to make such a grand and successful event per se.

The venue was lovely, covering some of the prominent segment to highlight culture, art, tradition and richness of Rajasthan. It gave us a big platform to meet speciality properties for luxury weddings, events and discerning experience.

I must add the arrangement, starting from the pickup, transfers and Stay was meticulous and handled with aplomb by the huge volunteers.

I take this moment to also congratulate Bhim Singh ji and Sunil Gupta ji for their unflinching support.

We all look forward to a grandeur RDTM next year.

I also feel that this event will truly help the Hospitality & Tourism Industry of Rajasthan in a big manner. Thank You & Best Wishes for the year ahead. Rajiv Narula, The Comforts, New Delhi





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I also feel that this event will truly help the Hospitality & Tourism Industry of Rajasthan in a big manner. Thank You & Best





#### FAM Tour - Comments by Buyer's

By **Saviraj Travels**: Thank you very much, Rajasthan tourism board and Mr. Mohan Singhji, Mr. Guyanji and all team of RDTM,FH TR We stayed at Ajit Bhavan, Kumbhabhag, Aamergarh..... Superb properties! Got the chance to visit the best hotels in ranking 10 of India! what a beautiful heritage properties and palaces. Visited Lila palace, city palace, oberoi hotel.Taj property, Amerfort.Pushkar, Udaipur, Jodhpur, khumbhagad, Jaipur.... Everywhere we were welcomed like a royal family! so proud to be a part of RDTM: Thank you again for such a lovely experience......Padharo mare desh!

By **Mohan Chakalasiya**: Thanksrdtm for a nice fam trip | We r in 03 rd fam trip very nice trip all r above 03 star properties ...all food guide, entrence ...fees all r inclusive by rtdm ...devendra ji very nice person with us ..nice transportation from raj.tour.. We all r thanksfull to team...

By **Amrish Kumar Patel**: \*MR. GYAN PRAKASH / MR. MOHANSINGH&TEAM RDTM\*

FIRST OF ALL THANK YOU VERY MUCH FOR YOUR KIND INVITATION TO ATTEND 1ST RDTM & FAMILTRIP.

WE ENJOY A LOT DESTINATION KNOWLEDGE IN MANDAWA, ALSISAR, BIKANER, JAISALMER.

RDTM WELL MANAGED ITINERARY, SIGHTSEEING, FOODS, TOUR ESCORT MR. DEVENDRA AND TRANSPORTATION PERSON. SINCERELY THANKS TO 2020202020

- \*CASTLE MANADAWA\*
- \*UDAI PALACE\*
- \*ALSISAR MAHAL\*
- \*NARENDRA BHAWAN\*
- \*HERITAGE RESORTS\*
- \*TRYLY DESERT PALACE\*
- \*SONAR HAVELI\*
- \*SURYAGARH\*
- \*RAJASTHAN TOURS\*
- \*ALL THE BEST FOR NEXT RDTM\* FROM: AMRISHKUMAR PATEL, ANERI HOLIDAYS, AHMEDABAD,

By **Dhiraj**: Dear Mr Gyan Prakash ji ,Mr Mohan Singh ji and entire RDTM team Thanks for inviting and arranging FAM tour for us We 4 of us on a Ranthambore tour , we had wonderful time with lovely memories The hotels , food at all the places were superb our escort Mr Vishnu Singh and driver Ravindra done excellent job and at Ranthambore Mr Jay Singh explain regarding Safari tour Once again thank you very much from all us Best regards Ram Patil - Hyderabad J Srinivas - Hyderabad Dhiraj - Mumbai Jaysree – Mumbai

By **NileshMeher**: Thanks rdtm for such a nice event & fam trip, I am very pleased by the hospitality I got from Mohanji and also from his colleague Vineet who made our fam trip a very special and memorable one. All accommodation arrangements were in exclusive heritage hotels with food and sightseeing

Secondly I also want to thank all my friends who were there in the fam trip without them the trip wouldn't be so special, Regards II NileshMeher, Namoh Retails Pvt Ltd

By **DhirajNishar**: Dear Mr Gyan Prakash ji ,Mr Mohan Singh ji and entire RDTM team Thanks for very good arrangment of MART and FAM tour.

We 4 of us on a Alwar-Bharatpur-Ranthamboretour, we had wonderful time with lovely memories The hotels, food at all the places were superb. our escort Mr Vishnu Singh and driver Ravindra done excellent job and at Ranthambore Mr Jai Singh explain regarding Safari tour. Once again thank you very much from all us Best regards, Dhiraj K. Nishar-CHOICE TOURS & TRAVELS - Mumbai Ram Patil - Hyderabad J Srinivas - Hyderabad JaysreeNegandhi-Mumbai, 2020 JAY SACHCHIDANAND

By **Anurag Jain**: Many Congratulations to Team RDTM, specifically Mr. Gyan Prakash ji and Mohan Singh Ji for the success of Travel Mart. You did better than some well known Travel Marts. Must compliment for the Travel, Accommodation and Fam Trip. I did Jaisalmer one. Excellent arrangements Special mention of Mr. Devendra ji. All the best and success for your future endeviours. 222 Anurag Jain

Rising Tides Journeys, Noida





#### FAM Tour - Comments by Buyer's

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### **PROMOTION SHOW - Pushkar**









## **Ajmer**









## **PROMOTION SHOW - Bharatpur**





















#### **PROMOTION SHOW - Alwar**































































































### PROMOTION SHOW - Mandawa (Shekhawati)















## शेखावाटी में घरेलू पर्यटन को बढ़ावा देने के लिए सेमिनार

भास्कर न्यूज | मंडावा

शेखावाटी में विदेशी पर्यटकों के साथ डोमेस्टिक पर्यटन को बढ़ावा देने के लिए होटल कॉसल में सेमिनार का आयोजन किया गया। इस दौरान फेडरेशन ऑफ होस्पीटीलिटी एंड ट्यूरिज्म के जनरल सेक्रेटरी ज्ञान प्रकाश ने बताया कि केवल विदेशी पर्यटकों से काम नहीं चलने वाला है। होटल व्यवसाय को प्रमोट करने के लिए डोमेस्टिक पर्यटन को

की

तार





#### **PROMOTION SHOW - Bikaner**

















### PROMOTION SHOW - Jaisalmer





















# PROMOTION SHOW - Jaisalmer





















# PROMOTION SHOW - Jaisalmer





















































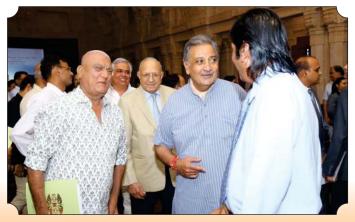




























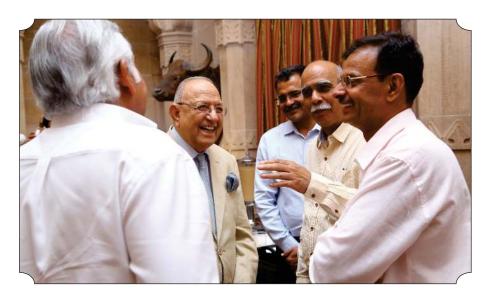




















## PROMOTION SHOW - Udaipur





















## PROMOTION SHOW - Udaipur





















## **PROMOTION SHOW - Kota**





















### **PROMOTION SHOW - Bundi**



















### **PROMOTION SHOW - Ranthambore**





















### Digital Media Coverage

#### By KhasKhabar.com

To know more on 'घरेलू पर्यटन की नई दिशा तय करेगा राजस्थान डोमेस्टिक ट्रेवलमार्ट-2018', Click the Link - <a href="http://m.khaskhabar.com/news/news-rajasthan-domestic-travel-mart-2018-will-decide-the-new-direction-of-domestic-tourism-news-hindi-1-316399-KKN.html?utm">http://m.khaskhabar.com/news/news-rajasthan-domestic-travel-mart-2018-will-decide-the-new-direction-of-domestic-tourism-news-hindi-1-316399-KKN.html?utm</a> source=whatsapp

To know more on 'जयपुर में होगा राजस्थान डोमेस्टिक ट्रैवल मार्ट-2018 का आयोजन, एमओयूसाइन', Click the Link http://m.khaskhabar.com/news/news-jaipur-news--rajasthan-domestic-travel-mart-2018-will-held-in-jaipur-mou-signnews-hindi-1-306576-KKN.html?utm\_source=whatsapp

http://www.khaskhabar.com/local/rajasthan/jaipur-news/news-jaipur-news--rajasthan-domestic-travel-mart-2018-to-be-held-in-jaipur-from-july-20-news-hindi-1-312318-KKN.html

http://www.khaskhabar.com/local/rajasthan/jaipur-newsPlz see Link

To know more on 'जयपुर में 20 जुलाई से शुरू होगा - राजस्थान डोमेस्टिक ट्रेवल मार्ट', Click the Link - <a href="http://m.khaskhabar.com/news/news-jaipur-will-start-from-july-20---rajasthan-domestic-travel-mart--2018-news-hindi-1-325366-KKN.html?utm\_source=whatsapp">http://m.khaskhabar.com/news/news-jaipur-will-start-from-july-20---rajasthan-domestic-travel-mart--2018-news-hindi-1-325366-KKN.html?utm\_source=whatsapp</a>

To know more on 'राजस्थान डोमेस्टिक ट्रेवलमार्ट की तैयारियों की हुई समीक्षा', Click the Link - <a href="http://m.khaskhabar.com/news/news-reviews-of-preparations-for-rajasthan-domestic-travel-mart--2018-news-hindi-1-327251-KKN.html?utm\_source=whatsapp">http://m.khaskhabar.com/news/news-reviews-of-preparations-for-rajasthan-domestic-travel-mart--2018-news-hindi-1-327251-KKN.html?utm\_source=whatsapp</a>

To know more on 'राजस्थान डोमेस्टिक ट्रैवलमार्ट का उद्घाटन करेंगे केंद्रीय मंत्री केजे अल्फोंस', Click the Link - <a href="http://m.khaskhabar.com/news/news-jaipur-news--union-minister-of-state-for-tourism-kj-alphons-will-inaugurate-rajasthan-domestic-travel-mart-2018-in-jaipur-news-hindi-1-327949-KKN.html?utm\_source=whatsapp

To know more on 'देश में पर्यटन को बढ़ाने की दिशा में राजस्थान डोमेस्टिक ट्रेवलमार्ट उपयुक्त पहल : बिल्ला', Click the Link - <a href="http://m.khaskhabar.com/news/news-jaipur-news--rajasthan-domestic-travel-mart-suitable-initiative-to-increase-tourism-in-the-india--suman-billa-news-hindi-1-328192-KKN.html?utm\_source=whatsapp">http://m.khaskhabar.com/news/news-jaipur-news--rajasthan-domestic-travel-mart-suitable-initiative-to-increase-tourism-in-the-india--suman-billa-news-hindi-1-328192-KKN.html?utm\_source=whatsapp</a>

To know more on 'राजस्थान डोमेस्टिक ट्रेवलमार्ट में आए देशभर से ट्रेवल समुदाय के लोग', Click the Link) http://m.khaskhabar.com/news/news-people-from-travel-community-from-across-the-country-visited-rajasthandomestic-travel-mart-news-hindi-1-328342-KKN.html?utm\_source=whatsapp

To know more on 'आरडीटीएम के पहले दिन पैलेस ऑन व्हील्स में 51 यात्रियों की हुई बुकिंग', Click the Link - <a href="http://m.khaskhabar.com/news/news-bookings-for-51-passengers-on-the-palace-on-wheels-on-the-first-day-of-rdtm-news-hindi-1-328345-KKN.html?utm\_source=whatsapp">http://m.khaskhabar.com/news/news-bookings-for-51-passengers-on-the-palace-on-wheels-on-the-first-day-of-rdtm-news-hindi-1-328345-KKN.html?utm\_source=whatsapp</a>

#### By Protourism.com





### Digital Media Coverage

#### By Travetalk

http://travtalkindia.com/?s=Rajasthan%20Domestic%20Travel%20Mart http://travtalkindia.com/rdtm-to-woo-domestic-buvers/ http://travtalkindia.com/buyers-sellers-rejoice-at-rdtm/ http://travtalkindia.com/rajasthan-travel-mart-concludes/

#### By TraveltvIndia.news

http://traveltvindia.news/episode-736-july-26-2018/ http://traveltvindia.news/rajasthan-domestic-travel-mart-part-i/ http://traveltvindia.news/rajasthan-domestic-travel-mart-part-ii/

#### By Travel Trade Journal.com

http://www.traveltradejournal.com/?s=Rajasthan+Domestic+Travel+Mart

#### By Safariplus

http://www.safariplus.co.in/NewsDetails.aspx?SId=3584 http://www.safariplus.co.in/NewsDetails.aspx?SId=3695 http://www.safariplus.co.in/NewsDetails.aspx?SId=3554



#### Over 5k meetings at first Rajasthan Domestic Travel Mart in Jaipur



A total of 4,982 meetings were fixed in advance and more were conducted at the recently-concluded Rajasthan Domestic Travel Mart in Jaipur. The chief guest of the ceremony was Suman Billa, Joint Socretary, Tourism, Government of India. Also present at the inauguration were Latil Panwar, former Socretary Tourism and Bhim Singh, President, FHTR.

#### Hotel industry lauds Govt move to levy GST on declared room tariff



GST applicable on room tariffs created much confusion for the hotel industry and fits guests. The GST was mandated to be levied on the Published tariffs or the Declared tariffs on hotel rooms. However, hotels are known to offer discounts on room tariffs to patrons which aller the Declared rates and which could correspond to a different GST rate.

#### Lords earmarks 30% of portfolio for pilgrimage segment



to better accommodate the needs of the leisure tourist, the business traveller, the bag-packer as well as the pilgrimage tourist. It will now also target at becoming the fastest growing pilgrimage hotel chain in the country.



For more information, log on to www.tourismbreakingnews.com

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#### by Travel with style

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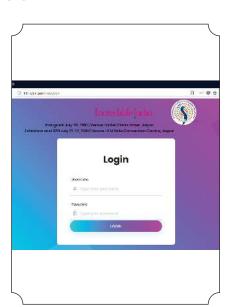




### Website - www.fhtr-rdtm.com























### Website - www.fhtr-rdtm.com























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#### Social Media - Facebook



### नई दिशा तय करेगा राजस्थान डोमेस्टिक ट्रेवल मार्ट

#### तीन दिवसीय मार्ट 20 जुलाई से जयपुर में

जुलाई से जरपपुर में
जरपपुर के संज्ञाद कर जो का प्रांत कर कर का स्वाव कर जो का कि तो के तो कर के रहे के रहे



ये सब बनेंगे भागीदार

जर्म में ट्रेशन प्रकेश, पूर्व ऑस्ट्रेटर्स, हंगल, रूप, रेस्ट्रीटर अधिका, हंगल केया, जिलेका, विश्वीय रूपार्थ, प्रदेशन शर्मार्थ के त्यार्थ, इसेन्द्र पूर्व विश्वीय पत्त्राच्या, त्यार अस्पार, केया रूपार्थ, अस्तिक प्रकेश स्थापन प्रदेश एक्ट्राइस्म, केया ना पाद्व किताम केंद्रीय सहिता प्रमुख रुपार्थ के द्वार्थिक दुरिक्त रूपार्थ किस्सा मेंसी। इसमें वर्ष मंत्रीय भी पाद्यां व्यापी सहित प्र











roaud | Yelagiri | Hosur | Bangalore | Dewas | Ranthambore | Jaipur



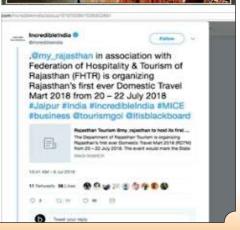


























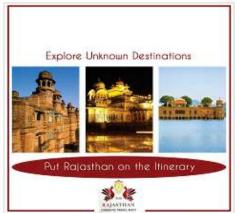
















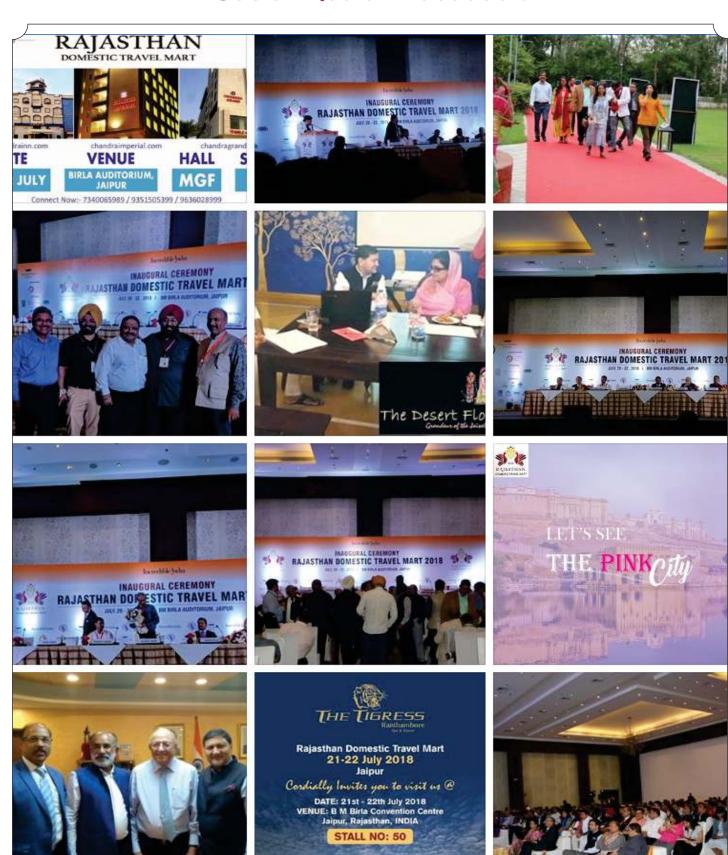








#### Social Media - Facebook



TRACE OF STREET

Bassan Bear



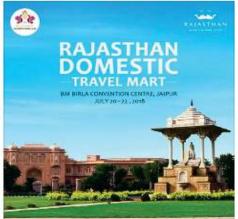








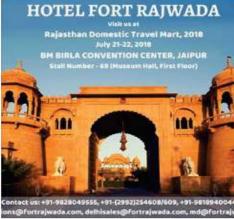




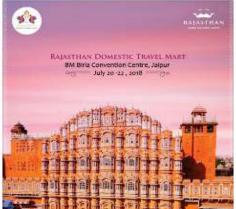
















































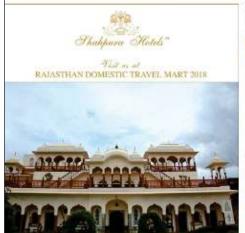








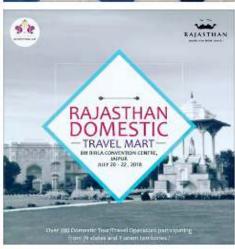




























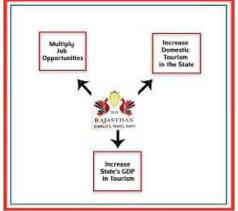
































































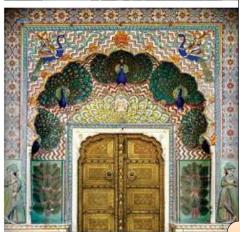




























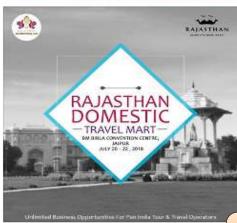








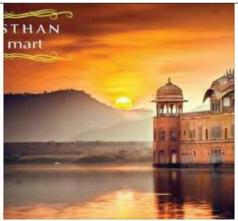




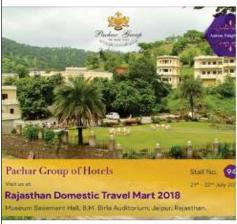






























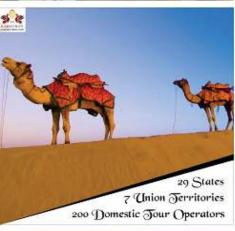








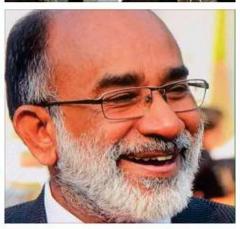










































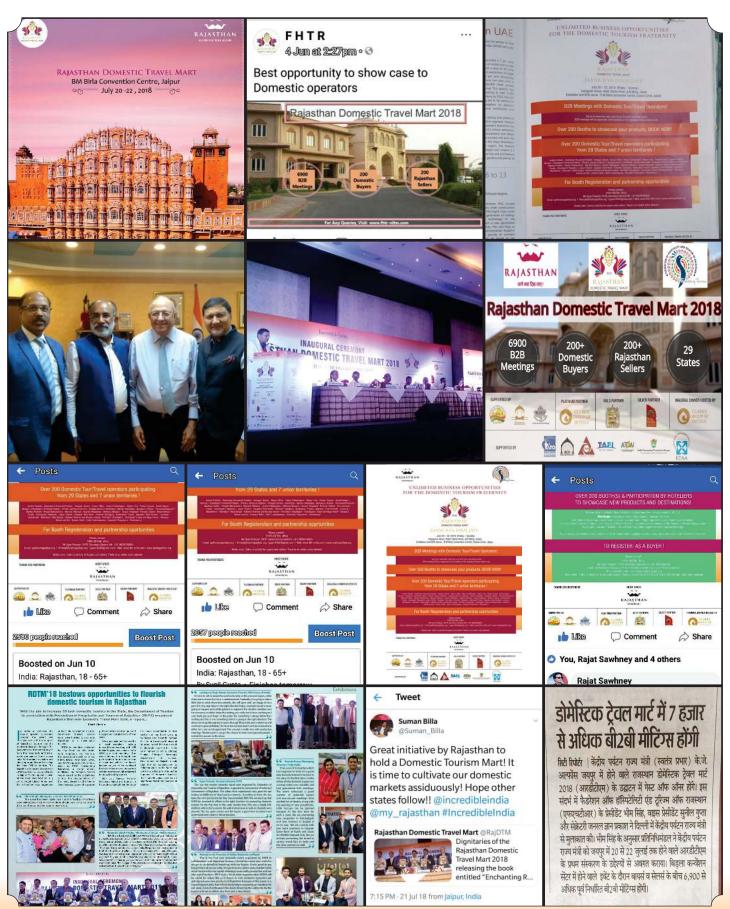














































































































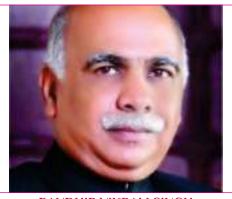




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