

Organized by: Department Of Tourism, Govt. of Rajasthan & Federation of Hospitality and Tourism of Rajasthan (FHTR)















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RDTM 2023 - REPORT

The 3rd Edition of Rajasthan Domestic Travel Mart 2023 (RDTM) was jointly organized by Department Of Tourism, Govt. of Rajasthan and Federation of Hospitality and Tourism of Rajasthan (FHTR) from 14th -16th July 2023 at Jaipur. This unique effort was also supported by the Ministry of Tourism, Govt of India.

The three day event started with Meet & Greet of the buyers which was organised at Amer Fort on July 14, 2023, followed by an exclusive tour of Amer Fort & Light n Sound Show of Amer.

The event, Rajasthan Domestic Travel Mart'23 (RDTM) — a B2B Domestic Tourism show; was held on July 15-16, 2023 at Rajasthan International Centre, Jaipur

All the industry association of Rajasthan i.e. 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, ETAA, FOREM & AEE.



Preface

The domestic tourism market currently is an important segment and needs a continuous promotion in order to make people aware about the newer tourist destinations, new facilities, new hotels and resorts offering lots of opportunities for those tour operators, events managers, wedding planners who are continuous looking for increase in their business thereby contributing to the exchequer of the state revenue.

Post Covid realities have highlighted the importance and attractive potential in a concerted marketing effort focused on increasing Domestic guest footfalls, especially in the face of strong competition by other states who are all vying today for the domestic clients' eyeballs and footfalls.







Domestic market offers not just weekend travel, but also ever-increasing opportunities in weddings, events, MICE and are increasingly traveling to newer and remoter destinations with advent of a new found thirst for travel, as well as better roads and connectivity, resources and online marketing of remote destinations and properties.

The government and the stake holders of Tourism in Rajasthan are focusing on the promotion of tourism of Rajasthan and with extraordinary attention given to the domestic tourism promotion and thus need of this Rajasthan Domestic Travel Mart'23.

Rajasthan Domestic Travel Mart'23 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'23 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 20-22, 2018. The Second Rajasthan Domestic Travel Mart'22 took place on July 22-24, 2022.

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 and development of tourism infrastructure of Rajasthan. The Department of Tourism implements the national and state level

policies, programs and acts as a coordinating agency between the Central and State Governments, Departments' offices and Private Sector activities for promotion of tourism in the State.



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







Modern Rajasthan is now offering 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 cart as well as improvised tempos. The markets are lined with shopping extravaganzas, with some of its stores being very posh as well as the traditional shops and the street markets.

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 kinds 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.









Organizers of 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 who in association with the state government has the sole objective of promoting tourism, increasing tourist arrivals, international as well as 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 to take tourism in Rajasthan forward. FHTR works in sync with Government and other like-minded bodies to actualize the activities as specified in the Memorandum of Association of FHTR.

RDTM OBJECTIVES

Mart 2023

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, consultants, members of media and to make a business sense out of Rajasthan Domestic Travel



- 1. Exclusive focus on Rajasthan domestic tourism
- 2. Congregation of approx. 200 Domestic Tour operators and Travel writers from across the country.
- 3. An Exhibition of approx. 185 exhibitors to showcase more than 800 properties and market the varied products of Rajasthan
- 4. Structured, organized, pre-fixed B2B meetings between registered sellers and Domestic Buyers spread over 2 days. Social Networking events, hosted dinner and Vibrant cultural programmes







The objectives of FHTR would be to organize:

- 1. Marts and Road Shows
- 2. Marketing, Ideating and exploring means
- 3. E- marketing, online portals
- 4. Assisting public/private enterprise in policy making, planning and implementing strategy
- 5. Any other as deemed fit.

The Travel Mart had sellers offering a wide range of products covering heritage, adventure, wildlife, medical tourism, leisure, eco-rural, MICE, pilgrimage, safaris and camps, Event / wedding / Film shooting destinations and other allied segments. The event presented a unique opportunity for Tour / Travel Operators, Event companies and managers interested in the rapidly growing tourism market of Rajasthan to create and expand their business portfolio.

RDTM was not only a platform for the big players of 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.

Sustainability Initiatives at RDTM 2023 to promote responsible tourism:

1. Sustainability Initiatives in the RDTM Exhibition space.

- ➤ No Plastic bottles used at venue or other related events, roadshows, etc.
- ➤ Water dispensers, earthen pots and paper cups on all floors.
- > A green wall with plants for photo ops.
- ➤ 100 percent replacement of plastic flex/display material with LED / smart screens OR cloth / recyclable material.
- ➤ Recyclable packets used for meal boxes.
- > Card Board Paper Name Badge with Spun Cloth Lanyards.
- ➤ Card Board Paper Signages & direction markers.
- ➤ Fabric/Recycled Material used for branding in place of Plastic.







- ➤ The delegate kit made of craft paper along with recycled paper products like writing pad, pen & pencil.
- > The pencil has a unique gift of plantable seeds.

RDTM 2023 is a trailblazer in showcasing the use of recyclable Plastic free materials, processes and initiatives to conduct an event of this size that can be a template for future events across country.

- 2. Hotel and travel associations of various cities and towns were given subsidized stalls so that almost an entire industry representation right from the smallest hotel is available at the same space.
- 3. To promote new destinations, RDTM provided complimentary exhibition space to the hospitality suppliers of Jawai District, in which more than 8 suppliers exhibited their services
- 4. Various NGOs/agencies such as Kishan Bagh, Help In Suffering, Barefoot College Tiloniya, Jaipur Virasat Foundation, Sarthak Sansthan etc. were provided exhibition space on complimentary basis. These NGOs do stellar work that is motivating and worth experiencing, adding to tourists' experience, hence their marketing is important and can contribute to increase in tourism numbers.
- 5. Small and new Travel and hospitality ventures were encouraged to become a part of the event by offering highly subsidized table space so that buyers get a holistic 360-degree view of the products choices and small players are not left out.
- 6. The wonderful arts and crafts of Rajasthan are a big contributor to the state's appeal. More than 35 artists from various art forms and crafts were invited under ICH project of UNESCO that is currently underway in desert regions of Rajasthan and from Barefoot College Tiloniya as honored participants. This added to the appeal of show and showcased our arts to visiting buyers.







7. The highly informative and interactive Knowledge Hall sessions were kept for both days in which attendees could know about and discuss Government policies, new avenues and tourism products focusing on Sustainability in Tourism. These sessions were very well received and attended.

TARGETED AUDIENCE

- 1. Indian Domestic Travel agents / Tours operators
- 2. Hotel, Restaurant, Event Manager and Spa owners
- 3. Health care, investors, vendors and financial institutions
- 4. Key personnel from respected tourism bodies like IATO, HRAR, IHHA, RATO, ADTOI, TAAI, TAFI, ETAA, ATOAI, FOREM, AEE, other tourism organizations 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 Organizations from key States

SPECIAL FEATURES

- 1. Power packed Inaugural session.
- 2. Networking dinner on day 1 of exhibition with cultural evening.
- 3. Buyer Seller Meet a structured, one-on-one, prefixed B2B meeting spread over 2 days between registered domestic buyers and registered sellers.







- 4. Buyer Consumer Meet For two hours i.e. from 5 PM to 7 PM on each day during which the, all a structured, one-on-one, prefixed B2B meeting spread over 2 days between registered domestic buyers and registered sellers.
- 5. Exhibition: Opportunity for two day mega expo for the registered sellers from Rajasthan to exclusively showcase their tourism products at their respective booths.
- 6. Website: All domestic buyers and registered Rajasthan sellers profile featured on the website
- 7. Buyer Seller directory: All domestic buyers and registered sellers details listed in the Buyer Seller directory.
- 8. Post conference report
- 9. Partnership and branding opportunities for those in the business of tourism
- 10. Sharing of knowledge in Knowledge hall sessions.
- 11. Comprehensive participation from sellers of all categories, broad-basing the product array like never before.
- 12. Responsible Tourism showcase of a wide range of organisations.
- 13. Showcasing the arts and crafts of Rajasthan.
- 14. Showcasing the use of recyclable Plastic free materials and processes to conduct an event that can be a trailblazer for future events across country

Though the industry is still facing the aftermath of Covid nightmare, it did not stop FHTR into taking bold and unconventional steps that added to the allure of RESPONSIBLE TOURISM potential from state.

EXCLUSIVE FEATURES FOR DOMESTIC BUYERS

- 1. Complementary hotel accommodation (with breakfast) at Jaipur for hosted buyers. This exclusive hospitality offer wason invitation only.
- 2. Special Hotel Room Rates was offered to non hosted buyers.
- 3. Post Mart FAM tours of Rajasthan on nominal charge.







- 4. Business profile will be uploaded on the website and is available even after RDTM.
- 5. Invitation to hosted dinner, cultural evening and networking opportunities.

BENEFITS TO REGISTERED STAKEHOLDERS

The Rajasthan Domestic Travel Mart 2023 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 newspapers, travel magazines, announcements etc.
- 4. Invitations to the cultural evening and networking's dinner.

Key Deliverables during the course of RDTM 2023

No of Buyers:

Hosted - 180

Registered non hosted – 75

Local and walk ins – Approx. 200 (including most members of RATO, HRAR and IHHA)

No of Sellers:

Total 185 booths were put up 155 were travel industry sellers







Total number of properties, travel agencies and experiences represented by these sellers are in excess of 800

Meetings:

B2B meetings spread over 2 days from 10 AM to 6 PM with 30 minutes break in afternoon for Lunch. B2B meeting platform was kept open even during the course of RDTM as a lot of buyers registered at last minutes, both hosted and non-hosted but registered buyers could access the booking platform and see where specific sellers were and what slots were available.

A large number of non-hosted and last-minute registrations also meant that actual meetings were in excess of recorded registered meetings.

Our record shows a total of 8160 meetings accepted or last minute entered in system PLUS unrecorded meetings to the same number. The scope of registered meetings was 40 meetings per seller per day will lead to a total potential meeting of 13,250.

FAM TOURS of Buyers

A total number of 60 buyers went off in 4 separate FAM Tours organized by FHTR. Feedback on FAM tours are very encouraging. The comments by buyers are enclosed as an annexure in this report.

Promotion and Marketing of RDTM

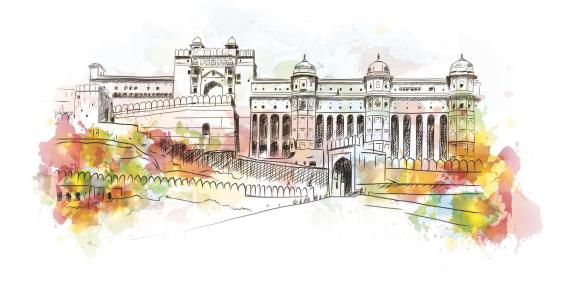
- 1. Extensive Promotion efforts were carried out in order to get and bring participation into the RDTM.
- 2. Total 5 Road Shows were organized. The promotion show were well attended with great enthusiasm







- 3. 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. Detailed report of local print publicity, social media publicity is enclosed.
- 4. Department of Tourism, Government of Rajasthan social media wing was very helpful in spreading awareness about RDTM by sharing our creative.
- 5. 12 eminent media houses from pan India were invited as well leading to numerous print and online articles, creative, posts and positive feedbacks.
- 6. A dedicated issue of Travel Trade Journal magazine was launched on the opening day of RDTM and has been well appreciated for its high quality and informative content.
- 7. The RDTM organized a press meet after the inauguration of the RDTM on 15th July 2023 and briefed all about RDTM this was joined by major print and electronic media.
- 8. Branding and Publicity of RDTM- Please see attached visual narrative of the numerous posters, banners, and hoardings etc that were setup at prominent places in Jaipur and at both venues as promised.









MOU Signing of RDTM for 2022 & 2023 at Clarks Amer, Jaipur























1st Road Show, RDTM 2023 Hotel Clarks Amer, Jaipur























1st Road Show, RDTM 2023 Hotel Clarks Amer Jaipur























1st Road Show, RDTM 2023 Hotel Clarks Amer Jaipur























1st Road Show, RDTM 2023 Hotel Clarks Amer Jaipur























2nd Road Show, RDTM 2023 at The City Palace, Udaipur























2nd Road Show, RDTM 2023 at The City Palace, Udaipur























3rd Road Show, RDTM 2023 at Umaid Bhawan Palace, Jodhpur























3rd Road Show, RDTM 2023 at Umaid Bhawan Palace, Jodhpur























4th Road Show, RDTM 2023 at Laxmi Vilas Palace, Bharatpur























4th Road Show, RDTM 2023 at Laxmi Vilas Palace, Bharatpur























5th Road Show, RDTM 2023 at Aaram Bagh, Pushkar























5th Road Show, RDTM 2023 at Aaram Bagh, Pushkar



























RAJASTHAN DOMESTIC TRAVEL MART 14th -16th July 2023

Jaipur







RAJASTHAN DOMESTIC TRAVEL MART 2023

July 14th - 15th – 16th, 2023 Venue: Rajasthan International Centre, Jaipur

Program Schedule

DAY 1 Friday, 14th July 2023

17:00 hrs.	Welcome Meet of the Hosted Buyers at Amer, Jaipur
17:00 -20:30 hrs.	Exclusive Guided Tour of Amer Fort
	Snacks & Tea at Jaleb Chowk
	Light & Sound Show at Kesar Kyari
21:00 hrs.	Dinner







DAY 2 Saturday, 15th July 2023

8:00 -9:30 hrs.	REGISTRATION For pre-registered exhibitors/sellers and Domestic buyers only, Note: Registration will close at 09:30 a.m. Please contact B2B counter at registration desk and ensure collection of the B2B Meeting cards for Day 1.
10:00 hrs.	Inauguration of the Exhibition of RDTM 2023, Ribbon Cutting Ceremony by Shri Vishvendra Singh, Tourism Minister, Government of Rajasthan, Shri Dharmendra Rathore, Chairman, RTDC, Shri Rajiv Arora, Chairman, Rajasthan Small Industries Corporation, Smt. Gayatri Rathore, Principal Secretary, Tourism and other dignitaries.
11:30 -12:30 hrs.	RDTM Press Conference at Mini Auditorium, First Floor, Rajasthan International Centre, Jaipur
10:00 -13:00 hrs.	Buyer - Seller pre scheduled B2B meetings (for registered buyers and sellers) at the booths of the registered sellers
12:30 hrs.	Start of Knowledge sharing sessions at Sustainability Hall in Mini Auditorium, First Floor.
13:00-13:30 hrs.	Free time / Lunch break







13:30 -18:00 hrs.	Buyer - Seller pre scheduled B2B meetings (for registered buyers and sellers) at the booths of the registered sellers
15:00 – 19:00 hrs.	Exhibition opens to Non – Hosted registered Buyers
18:30 – 19:00 hrs.	Mandatory submission of the completed Day 1 B2B meeting forms by the Domestic buyers and Rajasthan sellers at the B2B counter
19:00 hrs.	Cultural Night with the famous Rajasthan Roots Band
20:30 hrs. onwards	Networking Dinner

DAY 3 Sunday, 16th July 2023

09.00-9.30 hrs.	Domestic Travel Mart and B2B meetings at Rajasthan International Centre, Jaipur. Note: Please contact B2B counter at registration desk and ensure collection of the 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







10:00 hrs.	Start of knowledge sharing sessions for the day at Sustainability Hall in Mini Auditorium, First Floor. (Schedule Given Below)
13:00-13:30 hrs.	Free Time / Lunch break
13:30-18:00 hrs.	Buyer - Seller pre scheduled B2B meetings (for registered buyers and sellers) at the booths of the registered sellers
14:00-19:00 hrs.	Exhibition opens to Non – Hosted registered Buyers
18:00-19:00 hrs.	Mandatory submission of the completed Day 2 B2B meeting forms by the Domestic buyers and Rajasthan sellers at the B2B counter
17:00-19:00 hrs.	Exhibition opens for general public
	END OF PROGRAMME







Knowledge Hall Sessions

Day 1: 15th July 2023

Sustainability Hall in Mini Auditorium, First Floor, RIC.

12:30 noon : Smt. Gayatri Rathore IAS, Shri Naveen Mahajan IAS, Dr. Lalit

Panwar and Shri Apurv Kumar to formally open the Knowledge Hall Key note address to be delivered by Dr. Lalit K. Panwar on

Sustainability in Tourism

13:30 pm : Break for lunch

14:15 pm : Presentation by IITTM on Sustainability Certification Ministry

of Tourism, Govt of India - Dr. Aditi Choudhary, Nodal officer,

Central Nodal Agency for Sustainable Tourism

15:00 pm : Interactive Session by Maharaj Kumar Shri Lakshyaraj Singh

ji Mewar on Holistic Growth while conserving our heritage.

Moderated by Dr. Shruti Nada Poddar

15:30 pm : Sustainability in Heritage and Culture Based Tourism. How

tourism stakeholders can positively contribute in preserving our

heritage - Panel Discussion including Shri Angad Singh Mandawa, Shri Kuldeep Kothari, Ms. Shruti Nada Poddar.

Moderated by Shri Tarun Bansal

16:30 pm : Break

17:30 pm : Tourism for Rural Resurgence - Panel Discussion with Shri

Aman Nath, Dr Shikha Jain, Dr. Manu Bhatnagar, Moderated

by Dr. Shruti Nada Poddar.









Knowledge Hall Sessions

Day 2 : 16th July 2023 Sustainability Hall in Mini Auditorium, First Floor, RIC.

10:00 am : Innovative offerings - New products In Tourism. Presentation by

Shri Amitava Bhattacharya, Dr Saurabh, Dean Amity University,

Mr. Sharvan Ram & Dr. Lalit K Panwar

11:00 am : Rewilding in our backyards. A presentation by Shri Vijay

Dhasmana, Director Kishan Bagh and Aravali Bio Diversity Park

12:00 pm : Sustainable Waste Management in Hospitality Sector by Shri

Imteyaz Ali, Sarthak Sansthan

13:30 pm : Break for lunch

14:00 pm : Responsible Tourism: Creating Invaluable Experiences for

Everyone by Outlook Responsible Tourism Initiatives-Ms Soity Banerjee, Presentations by Mr. Kartik Gaggar, Mr Banwari Lal

Gurjar, Dr. llse Kohler Rollefson

15:30 pm : Wildlife Tourism-How Tourism can help preserve our Wild

wonders. Speakers are Shri Balendu Singh and Dr. Divyabhanu

Singh Chavda. Moderated by Mr. Tarun Bansal

16:30 pm : Presentation on ESG norms Ms. Swati Tewari from Cll (Virtual

presence) with Mr. Apurv Kumar, President FHTR Shri Naveen

Mahajan IAS & Shri Tarun Bansal











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----- KNOWLEDGE PARTNER -----



----- DIGITAL TV PARTNER -----



- MEDIA PARTNER -----



























WELCOME MEET OF BUYERS AT AMER FORT, JAIPUR























WELCOME MEET OF BUYERS AT AMER FORT, JAIPUR























WELCOME MEET OF BUYERS AT AMER FORT, JAIPUR















































































































RECEPTION AT RDTM 2023























VIP GUESTS VISIT AT RDTM 2023























PRESS CONFERENCE AT RDTM 2023









































































































































































































































































































































































FOLK ARTS & CRAFTS DISPLAY AT RDTM 2023























FOLK ARTS & CRAFTS DISPLAY AT RDTM 2023









































































































































RDTM 2023- EVENT SPACE OVERVIEW























CATERING AT RDTM 2023

























DISTRIBUTION OF GIFTS AT RDTM 2023























VENUE BRANDING AT RDTM 2023

























VENUE BRANDING AT RDTM 2023























EXPERIENCES AT RDTM 2023























SUSTAINABILITY INITIATIVES AT RDTM 2023























CSR INITIATIVES AT RDTM 2023























CSR INITIATIVES AT RDTM 2023























OUTDOOR BRANDING OF RDTM 2023























FAM TOUR EXPERIENCES AT RDTM 2023

























RDTM 2023 FEEDBACK

SELLERS' REVIEWS

"Thank you for organising such a beautiful events by Rajasthan Tourism, Special Thanks to Sh.Mohan Singh ji & his entire Team. It was a pleasure meeting you all since two days."—

Mr. Mohinder Singh, General Manager, Abhyaran Resort and Spa Ranthambore

"Many thanks to the organizing team for the great platform. It was wonderful meeting with you all & knowing about different products & strength. Great arrangements and management."—

Mr. Nemish Parashar, Nifty Travels

BUYERS' REVIEWS

"Thanks to the Rajasthan Domestic Travel Mart & Team for Fruitful meetings, Interaction with Hoteliers & Suppliers, and such wonderful hospitality. No words to describe.....everything was well taken care of so effortlessly as set in Autoplay mode ..may it be the planning of itinerary, hotel visits, transportation, during the tour etc was so well planned and we can feel the hardcore work done by the team to give us the feel of ease throughout the tour.....every member has got an area of responsibility n executed it so well, appreciate and feel privileged to have such a wonderful learning experience. Most awaited for next Study Tours with new destination"- Mr. Jitendra Bajaj, Bajaj Holidays, INDORE

"Thank you very much to the entire RDTM Team for given us and mesmerizing experience of Rajasthan, we got superb knowledge on the destination and will help both of us mutually to grow. Special thanks to Mohan Ji and team for all the arrangements it was all very awesome." -

Mr. Santosh Kharat, Intersight Holidays, Mumbai

"I like to take this opportunity to thank the organisers of RDTM and all who worked very hard to get the FAM organised. The Suppliers at the show were very good and we hope to do business with them very soon."-Ms. Vinits Kripalani, Sabisi Travels, Mumbai.









Notes	











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