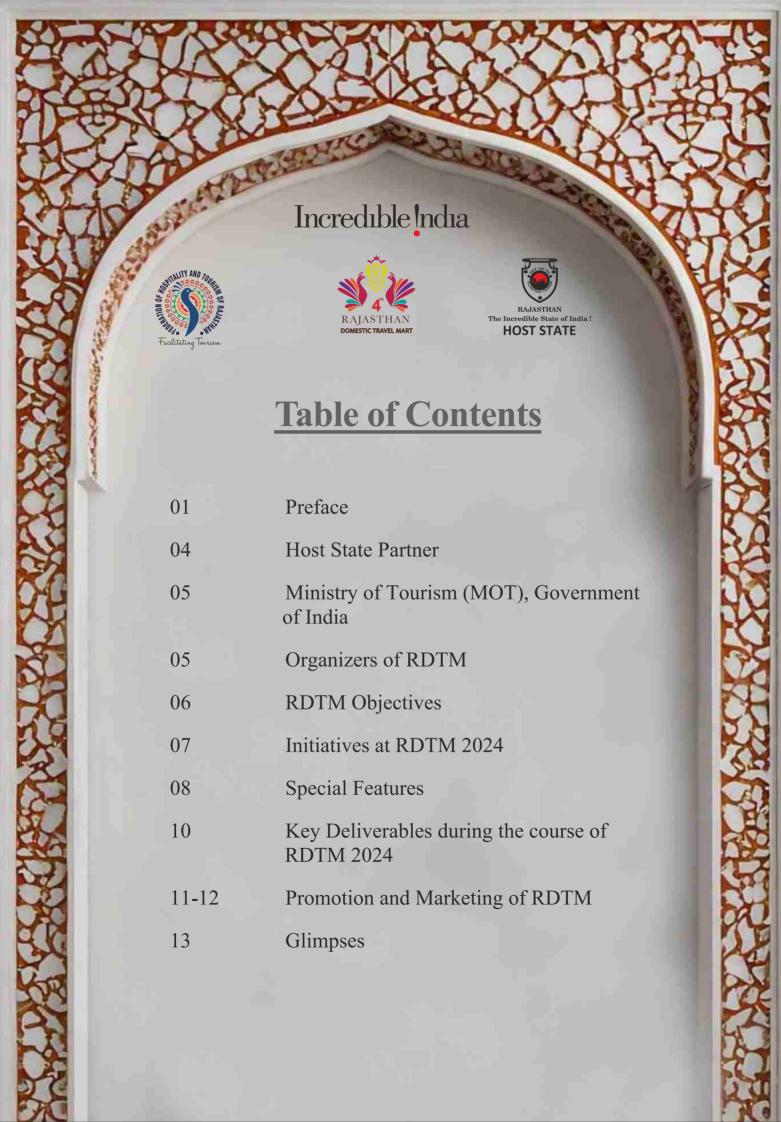


Organized by: Federation of Hospitality and Tourism of Rajasthan (FHTR) & Department of Tourism, Govt. of Rajasthan SUPPORTED BY















RDTM 2024 - REPORT

The 4th Edition of Rajasthan Domestic Travel Mart 2024 (RDTM) was jointly organized by Federation of Hospitality and Tourism of Rajasthan (FHTR) and Department Of Tourism, Govt. of Rajasthan from 13th - 15th September2024 at Jaipur. This unique effort was also supported by the Ministry of Tourism, Govt of India.

The three day event started with the Inauguration Ceremony at the Rajasthan International Center (RIC) on September 13, 2024, followed by cultural night and

networking dinner. Deputy Chief
Minister of Rajasthan Respected Diya
Kumari Ji, formally inaugurated the
event, Rajasthan Domestic Travel
Mart (RDTM) — a B2B Domestic
Tourism show; was held on September



14th -15th, 2024 at B. M. Birla Auditorium & Convention Centre, Jaipur. All the industry associations of Rajasthan i.e. Indian Heritage Hotels Association (IHHA), Hotel & Restaurant Association of Rajasthan (HRAR) and Rajasthan Association of Tour Operators (RATO), supported the event besides the support received from the national associations such as IATO, ADTOI, TAAI, TAFI, SKAL & SEPC.







Preface

The domestic tourism market is a vital segment of the travel industry and requires continuous promotion to raise awareness about emerging tourist destinations, new facilities, hotels, and resorts. These developments provide numerous opportunities for Hoteliers, tour operators, Adventure & wildlife Tourism, event managers and wedding planners seeking to expand their businesses, ultimately contributing to state revenue.

The fourth edition of the Rajasthan Domestic Travel Mart (RDTM), aimed at promoting domestic Tourism in urban and rural areas and rural tourism while showcasing new hotels and destinations, was inaugurated at the Rajasthan International Center (RIC). The event was jointly organized by the Federation of Hospitality and Tourism of Rajasthan (FHTR) and the Department of Tourism, Government of Rajasthan, with support from the Ministry of Tourism, Government of India. The three-day event was held at Birla Auditorium, with Deputy Chief Minister of Rajasthan Respected Diya Kumari Ji formally inaugurating the event. She highlighted the critical role tourism plays in the state's economy and its vast potential for growth. Also Emphasized on protection of Shekhawati region by getting UNESCO protected site certificated.

Key figures addressed the inauguration included Mr. Ravi Jain, Secretary, Tourism, Art & Culture, and Archaeology; Ms. Sushma Arora, Managing Director of RTDC; Mr. Rakesh Sharma, Additional Director of Rajasthan Tourism; FHTR President Mr. Kuldeep Singh Chandela; Senior Vice President Mr. Surendra Singh Shahpura and General Secretary CA Virendra Singh Shekhawat.

Along with them the mart was attended by Mr. Onkar Singh Lakhawat, Chairman of Rajasthan Heritage Preservation and Promotion Authority, Mr. Gopal Sharma, MLA, Civil Lines, Jaipur; Mr. Sandeep Sharma, MLA, Kota, Mr. Rajiv Mehra, President,







IATO, Mr. P. P Khanna, President & Mr. Dalip Gupta, General Secretary, ADTOI, Mr. Karan Rathore Chairman SEPC, Ministry of commerce, Govt of India, Capt. Gaj Singh Alsisar, General Secretary, IHHA; Mr. Mahendra Rathore, President, RATO, Mr. Tarun Kumar Bansal, President, HRAR etc.

This year's RDTM was centered around the theme of Wedding, Incentive, Conferences, and Events (WICE), offering a dedicated platform for various tourism sectors. More than 600 properties and tourism products were showcased over two days at the Birla Auditorium, catering to around 874 buyers (hosted & non hosted) from across the country. The event featured Business-to-Business (B2B) and Business-to-Customer (B2C) meetings, enabling tourism stakeholders to connect with the public and industry professionals. These interactions aimed to foster collaborations and to explore opportunities for further tourism development.

In addition to promoting heritage, adventure, wildlife, and eco-tourism, the mart also highlighted niche segments such as weddings and village tourism. The domestic tourism market offered not only weekend getaways but also increasing opportunities in weddings, events, and WICE (Weddings, Incentives, Conferences, and Exhibitions). With a newfound passion for travel, better roads, improved air and rail connectivity, and the rise of online marketing for remote destinations, travelers are now exploring new and more secluded locations.

The Rajasthan government and tourism stakeholders are focusing on aggressively promoting the state's tourism sector, with a particular emphasis on domestic tourism. This makes Rajasthan Domestic Travel Mart 2024 a vital initiative in driving growth.







Rajasthan Domestic Travel Mart 2024 offered exhibitors a platform to present their offerings to leading travel and tour operators from various cities and states. At the same time, it strived to inform potential buyers about the unique features of the exhibiting hotels, resorts, and tour operators. This mart served as a unique marketing opportunity for businesses seeking to tap into the potential of the Indian domestic tourism market.

The first edition of the Rajasthan Domestic Travel Mart took place from July 20-22, 2018, followed by the second edition on July 22-24, 2022, and the third edition from July 14-16, 2023.

Host State partner for RDTM

Department of Tourism (DOT), Government of Rajasthan.

Department of Tourism (DOT) 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 blends with modernity. People are proud of their heritage and yet open to change towards western values. Modern Rajasthan is now offering amonities comparable to these



RAJASTHAN

offering amenities comparable to those The Incredible State of India!

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's 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, incentives and conferences destinations. DOT offers the best tourism friendly policies in the country. Rajasthan was the first to grant tourism the industry status. It also offers best incentives for new tourism investment.

Sponsor & Support partner for RDTM

Ministry of Tourism (MOT), Government of India.

The Ministry Of Tourism functions as the nodal agency for the total development of role in coordinating and supplementing the Incredible India tourism in the whole country. It plays a crucial efforts of all the State/ Union Territory



Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources. MOT has supported all the editions of RDTM.

Organizers of RDTM

Federation of Hospitality and Tourism of Rajasthan (FHTR).

The Federation of Hospitality and Tourism of Rajasthan (FHTR) is a consortium of stakeholders from the tourism and









hospitality sectors, along with affiliated institutions and experts in collaboration with the state government, FHTR's primary objective is to promote tourism in Rajasthan, increasing both domestic and international tourist arrivals through a public-private partnership model. This initiative contributes to job creation and boosts the state's GDP.

FHTR is dedicated to charting a progressive path for the future of tourism in Rajasthan. It works closely with the government and other like-minded organizations to implement the activities outlined in its Memorandum of Association, ensuring the successful promotion and development of the state's tourism industry.

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, Sellers, policy makers, investors, consultants, members of media and to make a business sense out of Rajasthan Domestic Travel Mart 2024 by:-

- 1. Exclusive focus on domestic tourism in Rajasthan.
- 2. Congregation of approx. 800 Domestic Tour operators and Travel writers from across the country.
- 3. An Exhibition of approx. 200 exhibitors to showcase more than 600 properties and market the varied products of Rajasthan
- 4. Structured, organized, pre-fixed B2B meetings RAJASTHAN between sellers and Domestic Buyers as well as DOMESTIC TRAVEL MART B2C meetings spread over 2 days. Social Networking events, hosted dinner and Vibrant cultural programmes







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. It had special dedicated areas for new & small properties, properties from lesser known destinations and tourism start-ups. Special focus was on destinations such as Kota, Bundi, Hadoti, Bikaner, Kumbhalgarh, Sariska etc.

Initiatives at RDTM 2024 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.
 - 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.
 - Fabric/Recycled Material used for branding.
 - The delegate kit made of cloth along with recycled writing pad.
- 2. Hotel and travel associations of various cities and towns were given subsidized stalls so that almost the 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 Kumbhalgarh District, in which more than 14 suppliers exhibited their services
- 4. Various NGOs/agencies such as Barefoot College Tiloniya, Rani Ratna Kumari Foundation, UNESCO 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.

TARGETED AUDIENCE

- 1. Indian Domestic Travel agents / Tours operators
- 2. Wedding planners, Event planners & M.I.C.E
- 3. Hotel, Restaurant, Event Manager and Spa owners
- 4. Health care seekers, investors, vendors and financial institutions
- 5. Govt. of India
- 6. Govt. Of Rajasthan
- 7. Key personnel from respected tourism bodies like IATO, HRAR,IHHA, RATO, ADTOI, ATOAI, TAAI, TAFI, SEPC, other tourism organizations and state & regional level tourism associations
- 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. Cultural evening and Networking dinner on day 1 after the inaugural session.
- 3. Buyer Seller Meet a structured, one-on-one, prefixed B2B meeting spread over 2 days between buyers and sellers.
- 4. Buyer Consumer Meet For two hours i.e. from 5 PM to 7 PM on each day during which the general public and consumers met the sellers.
- 5. Exhibition: Opportunity for two days for the sellers from Rajasthan to exclusively showcase their tourism products at their respective booths.
- 6. Website: All registered domestic buyers and registered Rajasthan sellers profile featured on the website
- 7. Buyer Seller directory: All domestic buyers and registered sellers details were listed in the Buyer Seller directory.
- 8. Post conference report
- 9. Partnership and branding opportunities for those in the business of tourism
- 10. Comprehensive participation from sellers of all categories, broad-basing the product array like never before.
- 11. Responsible Tourism showcase of a wide range of organisations.
- 12. Showcasing the arts and crafts of Rajasthan.
- 13. Showcasing of the E-fuel vehicles.

EXCLUSIVE FEATURES FOR DOMESTIC BUYERS

1. The registered buyers were fully hosted and were provided with complimentary travel (air/train) from their home to Jaipur and back with accommodation, meals and local transport during their stay at Jaipur.







- 2. Complimentary accommodation (with meals) at Jaipur for registered hosted buyers, and offer of accommodation on special hotel room rated for non-hosted registered buyers. This exclusive hospitality offer is on invitation only.
- 3. Discounted rates available to non-hosted but registered buyers and visitors.
- 4. Post Mart FAM tours of Rajasthan on nominal charge.
- 5. Business profile will be uploaded on the website and is available even after RDTM.
- 6. Invitation for hosted dinner, cultural evening and networking opportunities.

BENEFITS TO REGISTERED STAKEHOLDERS

The Rajasthan Domestic Travel Mart 2024 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 registered Domestic Buyers.
- 3. B2B meeting with the non-registered buyers & B2C meetings with customers.
- 4. 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.
- 5. Invitations to the cultural evening and networking's dinner.







Key Deliverables during the course of RDTM 2024

No of Buyers:

Hosted - 212

Registered non hosted – 460

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

No of Sellers:

Total 249 sellers.

Total number of properties, travel agencies and experiences represented by these sellers are approx. 600.

Meetings:

B2B meetings spread over 2 days from 10 AM to 6 PM with break 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 only the 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 13,552 **scheduled meetings**. In addition to the above scheduled meetings approximately 4300 **unscheduled B2B Meetings & B2C Meetings** also held.

FAM TOURS for Buyers

Total number of agents who went on 2 separate FAM trips organised is 30.

Feedback on FAM trips are very encouraging. The comments by buyers are enclosed as an annexure to this report.

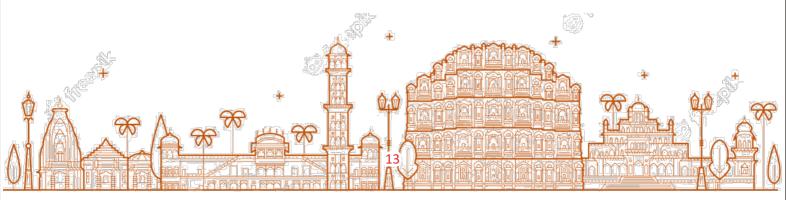






Promotion and Marketing of RDTM

- 1. Extensive Promotion efforts were carried out in order to get and bring participation into the RDTM.
- 2. Total 5 Road Shows cum stakeholders meet were organized at Jodhpur, Jaipur, Udaipur, Kumbhalgarh & Sawai Madhopur. The promotion show were well attended with great enthusiasm
- 3. Along with a talk show on 'Weddings in India Opportunities for Rajasthan" at Jodhpur & Udaipur.
- 4. 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.
- 5. Department of Tourism, Government of Rajasthan social media wing was very helpful in spreading awareness about RDTM by sharing our creative.
- 6. 12 eminent media houses from out of Jaipur were invited as well leading to numerous print and online articles, creative, posts and positive feedbacks.
- 7. A dedicated issue of RDTM magazine was launched on the opening day of RDTM and has been well appreciated for its high quality and informative content.
- 8. A pre event Press Conference was organised on 12th September 2024 with Department of Tourism briefing about the RDTM 2024.
- 9. The RDTM organized a press meet after the inauguration of the RDTM on 15th September 2024 and briefed all about RDTM this was joined by major print and electronic media.
- 10. Branding & Publicity- Branding and Publicity of the mart was one on extensive phase through social Media- Instagram, facebook etc along with National & Domestic Print paper & Tavel & Hospitality Industry Magazines as well as Mart Hoardings were put up on prominent places in Jaipur with Mart brandings across the hotels in Jaipur.









MOU Signing of RDTM, Jaipur















































































































Stakeholders Meet RDTM 2024 at Umaid Bhawan Palace, Jodhpur























Stakeholders Meet RDTM 2024 at Umaid Bhawan Palace, Jodhpur























Stakeholders Meet RDTM 2024 at Umaid Bhawan Palace, Jodhpur























Stakeholders Meet RDTM 2024 at The City Palace, Udaipur























Stakeholders Meet RDTM 2024 at The City Palace, Udaipur























Stakeholders Meet RDTM 2024 at Mahua Bagh, Kumbhalgarh





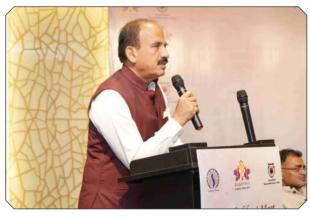


















Stakeholders Meet RDTM 2024 at Mahua Bagh, Kumbhalgarh























Stakeholders Meet RDTM 2024 at Taj Sawai, Ranthambore





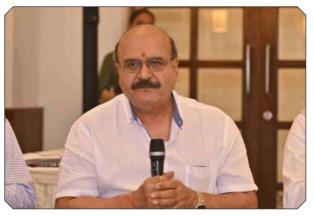


















Stakeholders Meet RDTM 2024 at Taj Sawai, Ranthambore



























13th -15th September 2024 Jaipur







RAJASTHAN DOMESTIC TRAVEL MART 2024

September 13th - 14th - 15th, 2024

Venue: Rajasthan International Centre, Jaipur

Program Schedule DAY 1

Friday, September 13, 2024

Venue: Rajasthan International Centre, Jaipur

17.00 - 18.00 hrs.	Registration for the pre-registered buyers at Rajasthan International Centre, Jaipur (A separate Registration desk will be available at B. M. Birla Auditorium from 12 noon to 3 PM)
18.00 - 19.00 hrs.	INAUGURAL SESSION Lighting of the Lamp
	Welcome address by Secretary General CA Virendra S Shekhawat
	Opening address by FHTR, President Shri Kuldeep Singh Chandela
	Address by Shri Ravi Jain Secretary, Dept of Tourism, Government of Rajasthan
	Hall of Fame Awards
	Address the Chief Guest - Hon'ble Diya Kumari ji, Deputy Chief Minister
	Vote of Thanks
19.00 - 20.00 hrs.	Cultural Programme
20.05 hrs. onwards	Networking Dinner







DAY 2

Saturday, September 14th, 2024

Venue: B.M. Birla Convention Centre, Jaipur

9.00 - 9.30 hrs.	REGISTRATION For pre-registered exhibitors/sellers and Domestic buyers only, Note: 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 2024, Ribbon Cutting Hon'ble Diya Kumari ji, Deputy Chief Minister, Shri Ravi Jain Secretary, Dept of Tourism, Government of Rajasthan and other dignitaries.
10.00-13.00 hrs.	Buyer - Seller pre scheduled 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 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





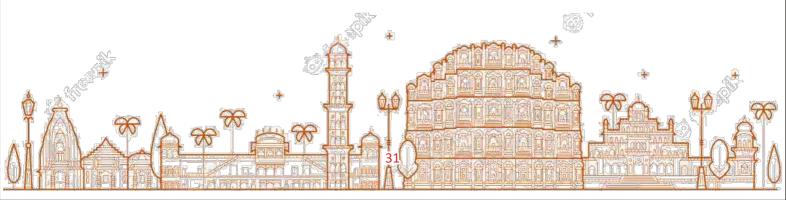


DAY 3

Sunday, September 15th, 2024

Venue: B.M. Birla Convention Centre, Jaipur

09.00 - 09.30 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
13.00 - 14.00 hrs.	Free Time / Lunch break
14.00 - 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











13th - 15th September 2024

----- GOLD PARTNER -----









----- SILVER PARTNER -----





-----SUPPORTED BY-----















13th - 15th September 2024

SUPPORTED BY



















---- KNOWLEDGE PARTNER ----- DIGITAL PARTNER





-- MEDIA PARTNER



























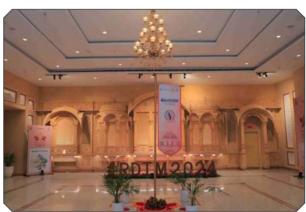


GRAND INAUGURAL CEREMONY OF RDTM 2024























GRAND INAUGURAL CEREMONY OF RDTM 2024























GRAND INAUGURAL CEREMONY OF RDTM 2024

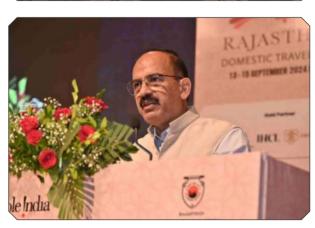






















GRAND INAUGURAL CEREMONY OF RDTM 2024























GRAND INAUGURAL CEREMONY OF RDTM 2024

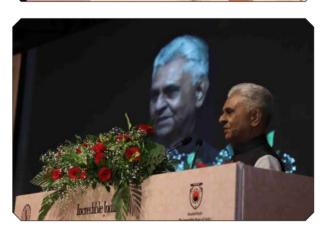






















CULTURAL NIGHT & NETWORKING DINNER AT RDTM 2023























CULTURAL NIGHT & NETWORKING DINNER AT RDTM 2024























CULTURAL NIGHT & NETWORKING DINNER AT RDTM 2024























INAUGURATION OF RDTM 2024























VIP GUESTS VISIT AT RDTM 2024























RECEPTION AT RDTM 2024























MEDIA AT RDTM 2024































































































































































































































































































FOLK ARTS & CRAFTS DISPLAY AT RDTM 2024























FOLK ARTS & CRAFTS DISPLAY AT RDTM 2024























KNOWLEDE HALL SESSION AT RDTM 2024























RDTM 2024- EVENT SPACE OVERVIEW























CATERING AT RDTM 2024























DISTRIBUTION OF GIFTS AT RDTM 2024























VENUE BRANDING AT RDTM 2024

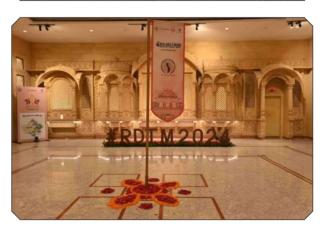






















VENUE BRANDING AT RDTM 2024























EXPERIENCES AT RDTM 2024























CSR INITIATIVES AT RDTM 2024























CSR INITIATIVES AT RDTM 2024























OUTDOOR BRANDING OF RDTM 2024





















FAM TOUR EXPERIENCES AT RDTM 2024





















RDTM 2024 FEEDBACK

SELLERS' COMMENT

"Thank you for organising such a beautiful events by Rajasthan Tourism, Special Thanks to Sh. Kuldeep 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. Vivek Shukla, Umed Bhawan Kotah

BUYERS' COMMENT

"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." – **Ms. Puja Karar, Quick-O-City, Kolkata**

"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."- Mr. Pravin Shah, Shree Harshil Tours and Travels, 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."-Mr. Jhantu Roy, Angasree Travels, Agartala, Tripura









13th - 15th September 2024

SUPPORTED BY



















---- KNOWLEDGE PARTNER ----- DIGITAL PARTNER





-MEDIA PARTNER































13th - 15th September 2024

----- GOLD PARTNER -----









----- SILVER PARTNER -----





----- SUPPORTED BY-----





