

## ITB Berlin 2014 Status Report

### Greetings from India Tourism eCatalog!

India Tourism eCatalog was splashed everywhere in India Pavilion in recently held ITB Berlin 2014.

### India Tourism eCatalog Distribution:

#### Few facts:

- Over 13 appointments for Odisha Tourism with travel agents were fixed.
- Meetings with some buyers were held.
- 6500 copies of the eCatalog CDs were successfully distributed within 3 days of distribution
- eCatalogs were also distributed in the Press kits and Media Lounge.
- Hostesses were hired for the distribution of the eCatalogs. The hostesses distributed the eCatalogs from the ITEC booth, state counters.
- Several meetings were held with buyers. Information of such buyers will be provided.

### India Tourism eCatalog Distribution:

#### Distribution was done from strategic points across the India Pavilion.

- Massive distribution of India Tourism eCatalog CDs were done from the booth in Hall 5.2b. Over 4000 eCatalog CDs was distributed in the first 3 days.
- India Tourism eCatalogs was distributed everywhere from all the states who were present: Goa, Karnataka, Andhra Pradesh, Madhya Pradesh, Maharashtra, Uttarakhand, Himachal Pradesh and Gujarat.
- India Tourism counter also distributed majority of the eCatalogs.
- Distribution was also done by private companies such as Thapovan Heritage, etc.
- Photos of the distribution pasted below. More information of the buyers will be sent upon request.

#### Distribution details:

- India Tourism eCatalog was handed over and received appreciations from dignitaries / senior officials.
- The event was fully explored and India Tourism eCatalog had a good market penetration.
- Around 50% of the CDs were distributed to the buyers and 20% reached the Media.
- Around 10% of the CD went to the general public.

#### CDs presented to dignitaries:

CDs were presented to the Ministry of Tourism officials and visiting dignitaries. A section of the media also received the eCatalog CDs.

## ITB 2014 Distribution Report



ITEC-booth



ITEC booth with hostess



ITEC CDs displayed at sikkim booth



ITEC CDs distributed by Karnataka Tourism



ITEC CDs distributed by MP Tourism



ITEC CDs distributed by Odisha Tourism



ITEC CDs distributed by Thapovan Heritage



ITEC CDs distributed by Uttarakhand Tourism



ITEC distributed by Andhra Tourism



ITEC distributed by GOA tourism



ITEC distributed by Gujarat Tourism



ITEC distributed by India Tourism counter



ITEC hostess distributing CDs



ITEC hostess distributing CDs (2)



ITEC distributed by Maharashtra Tourism



Meeting with Danish buyer



Meeting with buyer



meeting with buyer (2)