

## ITB 2017 Status Report

### Greetings from India Tourism eCatalog!

India Tourism eCatalog was splashed everywhere in India Pavilion in recently held ITB 2017.

### India Tourism eCatalog Distribution:

#### Few facts:

- About German tour operators were invited to Assam's booth and to our booth for discussions.
- Meetings were also arranged for Andhra Pradesh tourism.
- 6500 copies of the eCatalog CDs were successfully distributed within 3 days of distribution.
- eCatalogs were also distributed in the WTM Buyers' Club and Media Lounge. 1500 copies were distributed in the last 2 days to general public.
- 3 hostesses were hired for the distribution of the eCatalogs. The hostesses distributed the eCatalogs from all the sides of the India pavilion. Massive distribution was done from strategic areas.

### India Tourism eCatalog Distribution:

#### Distribution from our Booth



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It's all about

India!

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Distribution from Press Lounge



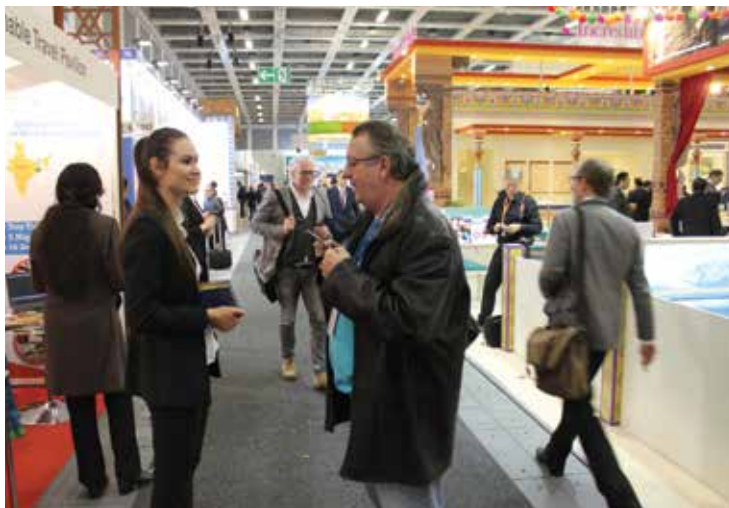
Distribution from the other side of India Pavilion



Distribution near Buyers Lounge



Distribution by Hostess



Distribution by 2nd Hostess



Distribution from our Booth



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## Distribution by Hostesses



Distribution of invite in the last 2 days



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Distribution by Hostesses



Our Booth



ITEC Hostess



Our Booth with Hostesses

### Distribution details:

- India Tourism eCatalog was handed over and received appreciations from dignitaries / senior officials.

### Distribution from strategic points across the India Pavilion:

Display and distribution from some states Assam, Andhra Pradesh, Uttarakhand, J&K, Tamil Nadu. Most of the distribution was done from strategic points where the footfall was higher.

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## Distribution by States



Distribution from Assam Tourism Booth



Display at Uttarakhand Tourism Booth



Distribution from Assam Tourism Booth



Display at Tamil Nadu Tourism Booth



Display at Jammu and Kashmir Tourism Booth



Distribution from Andhra Pradesh Pavilion



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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 -30% reached the Media. Around 1% of the CD went to the general public.



Delegation from Korea



Meeting with Buyers



Buyers in ITEC Booth



Buyers in ITEC Booth



Buyers in our Pavilion