

ITB Berlin 2015 Status Report

Greetings from India Tourism eCatalog!

India Tourism eCatalog was splashed everywhere in India Pavilion in recently held ITB Berlin 2015.

India Tourism eCatalog Distribution:

Few facts:

- 3 workshops were held promoting Indian Spirituality and Responsible Tourism in India.
- 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.

Buyers' walk was also arranged. The buyers were taken around to various states and introduced to Directors/Secretaries present.

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: Andhra Pradesh, Madhya Pradesh, Odisha, Maharashtra, UP, Telangana.

Distribution was also done by private companies such as Fort Rajwada, 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.

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Distribution from Odisha Booth



Buyers in Telangana Booths



Buyers' Walk



Buyers' Walk



Distribution from Telangana Booth



Distribution from UP Tourism

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Buyers' Walk



Distribution from Andhra Pradesh Booth



Distribution from MP Tourism Booth



Distribution from MP Tourism



Host distributing eCatalogs



Hostess distributing eCatalogs