

WTM 2011 Status Report

Greetings from India Tourism eCatalog!

India Tourism eCatalog was splashed everywhere in India Pavilion in recently held WTM 2011.

India Tourism eCatalog Distribution:

Few facts:

For the first time, India Tourism eCatalog had its own booth (14 sq m) right opposite Kerala and Tamil Nadu booth.



Presented to the Minister, Sri Subodh Kant Sahay



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



Distributed at Incredible India booth on three sides of the India Pavilion





Distribution by hired staff. The staff explained about the eCatalog and handed over CDs.



The event was fully explored and India Tourism eCatalog had a good market penetration. Not a single CD was wasted. Distributed mainly to registered badge holders (trade and buyers). Distribution was not done to Indian exhibitors.



Distribution details:

6,000+ CDs were distributed during the first 3 days of the exhibition to business visitors, buyers and media personnel. About 50% of the CDs were distributed to the buyers and 20 - 30% reached the Media. Meridian club lounge and Media lounge were also used to distribute the eCatalog CDs.

Distribution from strategic points across the India Pavilion:

Distribution by the state tourism boards (refer photos below): Goa, Orissa, Madhya Pradesh, J&K, etc. Distribution by private companies such as Lakshmi Nivas Palace, etc. India Tourism London distributed several thousands of copies to passing delegates. These were also distributed with other brochures and maps of India Tourism.



Distribution from J & K Tourism



Joint strategies with media companies:

To enable a larger publicity, joint strategy has been planned with media houses from Canada and London. More details will be sent shortly. Several joint strategies with other players were also explored for wider publicity of the participating Companies with India Tourism eCatalog.

Strategies to lure buyers:

Interesting souvenirs were distributed to lure and tempt buyers, FAM circuit in partnership with state tourism boards were announced, Buyers were also lured by preparation of Brochures for Free and promotion of their services to India.