

WTM London 2013 Status Report

Greetings from India Tourism eCatalog!

India Tourism eCatalog was splashed everywhere in India Pavilion in recently held WTM London 2013.

India Tourism eCatalog Distribution:

Few facts:

- 3 events were conducted for Gujarat Tourism, Rajasthan Tourism and Puducherry Tourism. The events were a big success. Over 45 travel agents and some media people were specially invited for the same. The complete database of the travel agents who were invited for the events will be compiled and provided.
- 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 WTM Buyers' Club and Media Lounge.
- 3 hostesses were hired for the distribution of the eCatalogs. The hostesses distributed the eCatalogs from the Rajasthan pavilion on both sides as there was more foot fall on those sides.

India Tourism eCatalog Distribution:

Networking events conducted for Gujarat Tourism, Rajasthan Tourism and Puducherry were a thumping success with over 45 travel agents and about 8 media personnel attending the same. There were quite ample opportunities for one-time interaction with buyers. Photos of the event 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.
- India Tourism eCatalog appointed 3 hostesses (refer photos below). The hostesses distributed the eCatalogs just in 3 days, over 6500 ecatalogs were distributed.
- 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.

Distribution from strategic points across the India Pavilion:

- Distribution from Rajasthan pavilion. Over 60% of ecatalog CDs were distributed from Rajasthan pavilion, which received a very good response (refer photos below). Visiting cards were collected from many of the buyers.
- Distribution by the state tourism boards (refer photos below): Tamil Nadu, Goa, Kerala, Madhya Pradesh, Andhra Pradesh, Karnataka, etc.
- Distribution by private companies such as Narain Niwas Palace, etc.

CDs presented to dignitaries:

CDs were presented to the Minister of Tourism, Puducherry, J&K, etc.

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ADG Government of India, Principal Secretary
Andhra Tourism, Director Kerala Tourism



Distribution by Goa Tourism



All 3 hostesses distributing eCatalogs



B2B meets for Gujarat Tourism



Buyers entering the Rajasthan Pavilion for the
networking event



B2B Meets Rajasthan Tourism



Distribution by MP Tourism



Distribution by Narain Niwas Palace



Distribution by Tamil Nadu Tourism



Distribution from Gujarat Tourism



Distribution from India Tourism rear side



Distribution from Karnataka Tourism



Distribution from Odisha Tourism



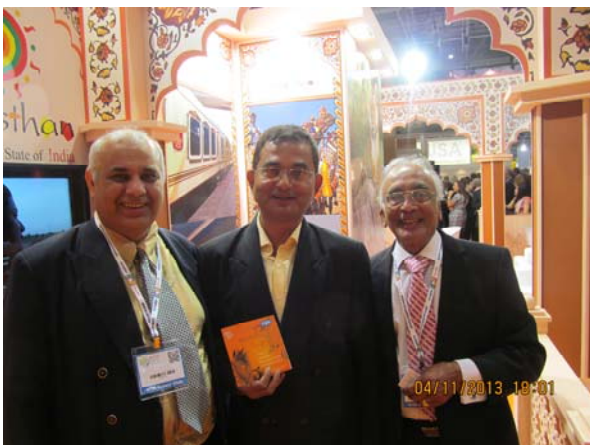
Event for Puducherry Tourism



Distribution by hostesses



Meeting with Buyer



India specific outbound operators (UK)



Distribution by hostesses