

## WTM London 2014 Status Report

### Greetings from India Tourism eCatalog!

India Tourism eCatalog was splashed everywhere in India Pavilion in recently held WTM London 2014.

### India Tourism eCatalog Distribution:

#### Few facts:

- Meetings were fixed for Andhra Tourism, Sikkim Tourism, Assam Tourism.
- Meetings with some buyers were held.
- 5000 copies of the eCatalog CDs were successfully distributed within 3 days of distribution
- eCatalogs were also distributed in the Press kits and Media Lounge, distributed from Buyers Club.
- 3 Hostesses were hired for the distribution of the eCatalogs. The hostesses distributed the eCatalogs from the ITEC booth, state counters.

**Responsible Tourism booklets, our maiden venture was distributed with great vogue and received very well. More than 1000 copies of RT booklets with a copy of eCatalog CD was distributed in various events during WTM.**

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 India Pavilion. 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, Andhra Pradesh, Madhya Pradesh, Maharashtra, Assam, Sikkim, Telangana etc.

India Tourism counters also distributed majority of the eCatalogs.

Distribution was also done by private companies such as Sangam Hotels, etc.

Photos of the distribution pasted below.

#### 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.

**WTM 2014 Distribution Report**



Distribution from Assam Tourism booth.



Distribution from Telangana Tourism.



Distribution from Maharashtra Tourism booth.



Distribution from Incredible India Stand side entrance



Distribution from Incredible India Stand



Distribution in buyers club lounge





Distribution in media lounge



Distribution from Andhra Tourism



Distribution by Sangam Hotels



Distribution by private companies



Distribution by Maharashtra Tourism booth



Distribution by Maharashtra Tourism booth



Distribution by hostess



Distribution by hostess



Distribution from Goa Tourism booth



Distribution by hostess



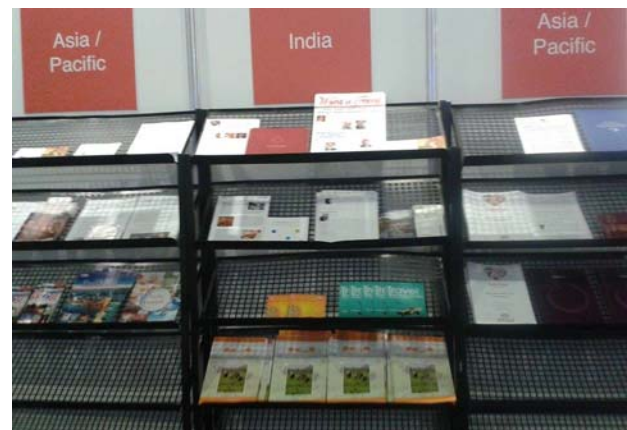
**Responsible Tourism Booklets (Travel the Indian Stories: *Responsibly and Sustainably*), our maiden venture was received at the WTM and distributed in the following events:**

1. Networking event organised by SKAL
2. World Responsible Tourism Awards 2014 organised by WTM
3. The Responsible Tourism Networking Event sponsored by BBC
4. IIPT - World Travel Market Event to Preview World Symposium on Sustainable and Peaceful Communities and Nations
5. Media Lounge
6. Buyers' Club
7. Direct distribution to some buyers interested in Responsible Tourism.

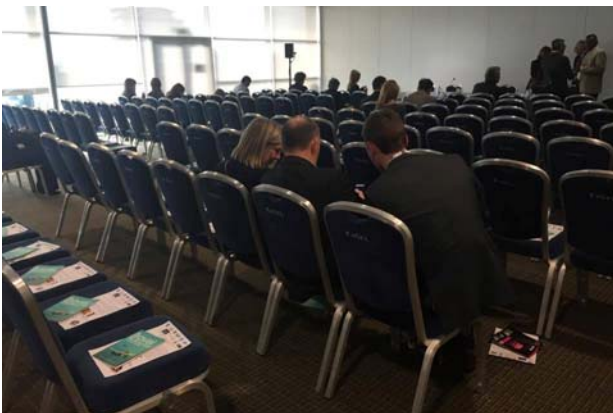
Over 1000 booklets were distributed.



A copy presented to Louis D'Amore, Founding president, IIPT.



Distribution in media lounge



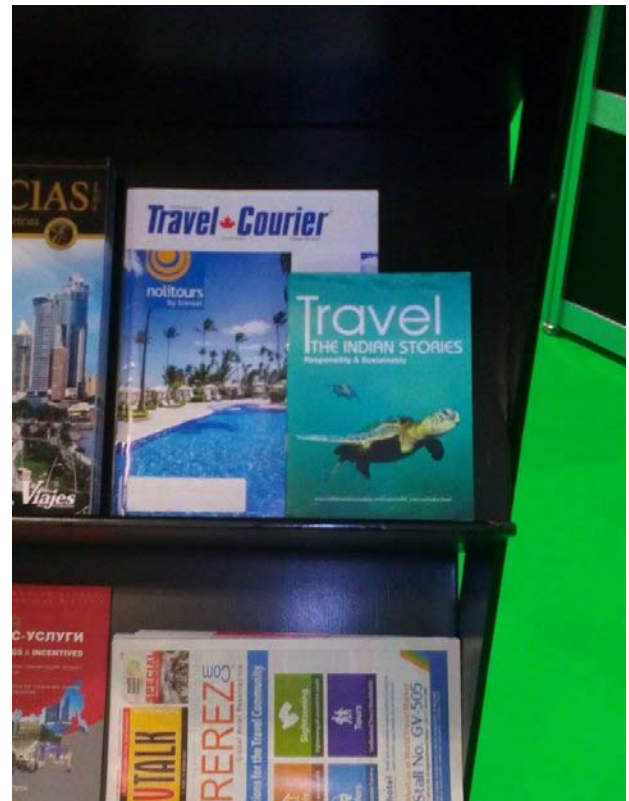
Distribution in key event RT



RT booklets in SKAL event



Media lounge



Networking lounge



RT booklets in distribution



RT booklets in distribution

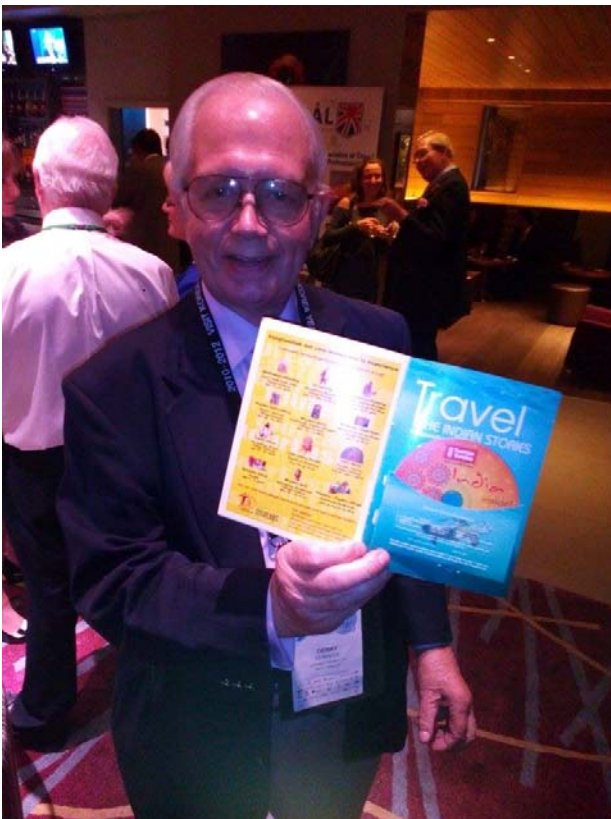




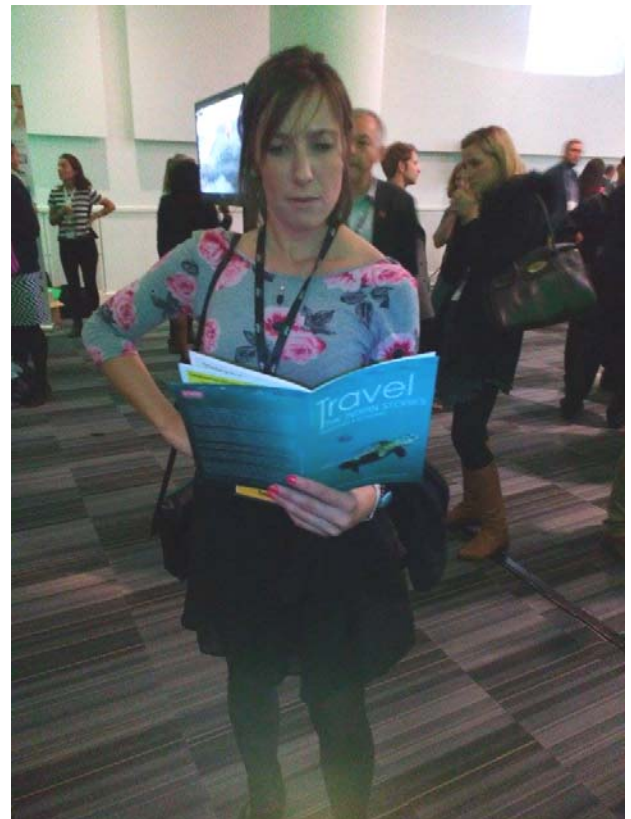
RT booklets in distribution



RT booklets in distribution



RT booklets in distribution in networking event



RT booklets in distribution