

## WTM London 2015 Status Report

### Greetings from India Tourism eCatalog!

India Tourism eCatalog was splashed everywhere in India Pavilion in recently held WTM London 2015.

### India Tourism eCatalog Distribution:

#### Few facts:

- Meetings were fixed for Maharashtra Tourism, Sikkim Tourism, Jharkhand 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 was distributed with great vogue and received very well. More than 1500 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 were distributed in the first 3 days.

India Tourism eCatalogs were distributed everywhere from all the states who were present: Jharkhand, Odisha, Madhya Pradesh, Maharashtra, Sikkim, Chandigarh etc.

India Tourism counters also distributed majority of the eCatalogs. Photos of the distribution are pasted below.



Distribution from Jharkhand Tourism booth.



Distribution from Odisha Tourism booth.



Distribution from Madhya Pradesh Tourism booth.



Distribution from Bihar Tourism booth.



Distribution from Maharashtra Tourism booth.



Distribution from UP Tourism



Distribution from Sikkim Tourism booth



Distribution from Chandigarh Tourism booth



Distribution from Jammu & Kashmir Tourism booth.



Distribution from Karnataka Tourism booth.

**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.



Distribution by hostess



Distribution by hostess



Distribution by hostess



Distribution by hostess