

WTM 2016 Status Report

Greetings from India Tourism eCatalog!

India Tourism eCatalog was splashed everywhere in India Pavilion in recently held WTM 2016.

India Tourism eCatalog Distribution:

Few facts:

- Several major meetings were held to foster the growth for sustainable 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.
- 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 Indian pavilion and the states (IN 300, IN 120 and other state stalls, Gate 7). Over 4000 eCatalog CDs was distributed in the first 3 days.

India Tourism eCatalogs was distributed everywhere from all the states who were present: Karnataka, Gujarat, Puducherry, Uttar Pradesh 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 Gujarat Tourism Booth



Distribution from Haryana Tourism Booth



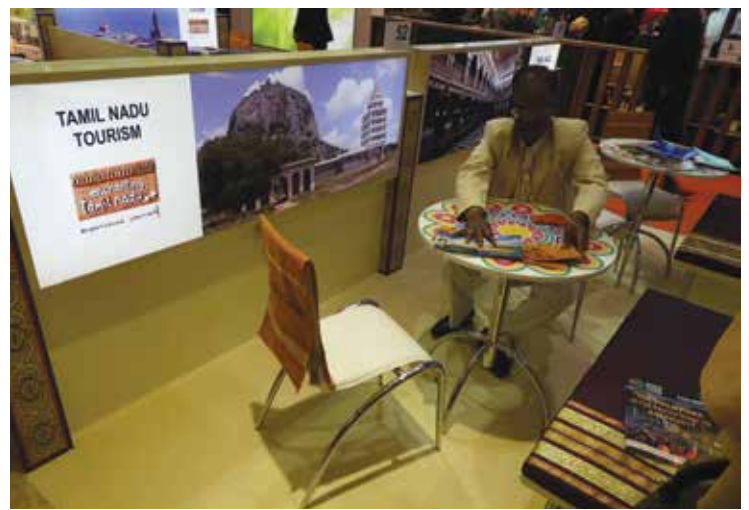
Distribution from Karnataka Tourism Booth



Distribution from Odisha Tourism Booth



Distribution from Puducherry Tourism Booth



Distribution from Tamil Nadu Tourism Booth

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India's *only* B2B eCatalog

It's all about

India!

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Distribution from UP Tourism Booth



Briefing hostesses



Hostess distributing



Distribution by hostess



Hostess talking to visitors and distribution



Hostess distributed to the buyers