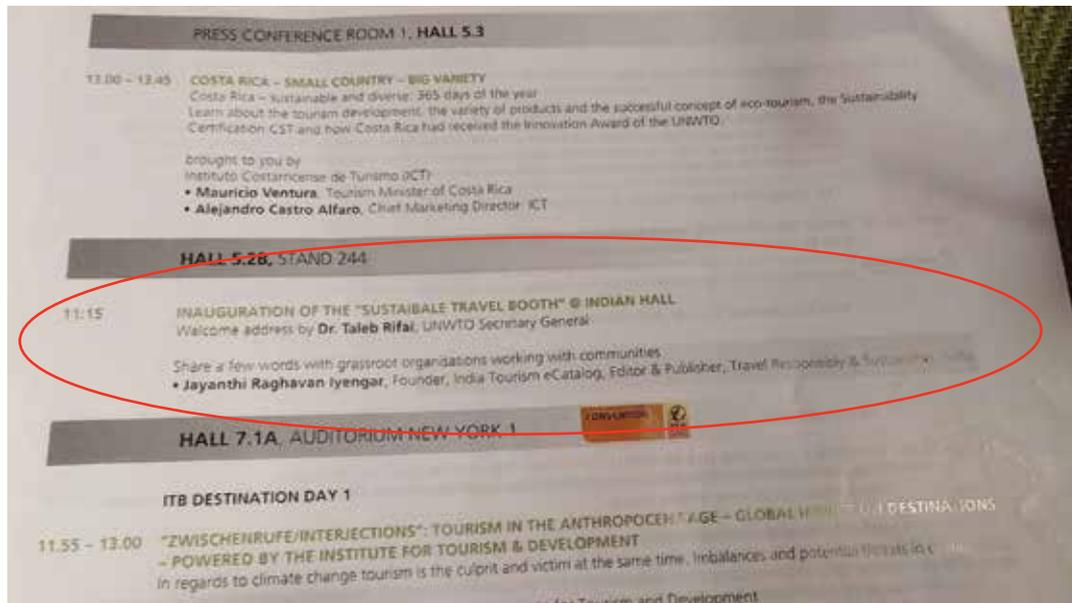


## ITB BERLIN 2017

A sustainable tourism pavilion was set up in ITB BERLIN Hall 5.2 B for the first time. The pavilion was widely publicised by us and by ITB.



The pavilion was inaugurated by Mr Taleb Rifai, UNWTO Secretary General in the august presence of several industry leaders:

- Mr Suman Billa, Joint Secretary, Tourism, Government of India.
- The President and Vice president of SKAL international.
- Minister of Tourism, Government of Maharashtra.
- Secretaries, Directors of Government tourism departments.
- UNWTO Directors, Consultants.
- Media personnel.



## Inauguration



Mr Taleb Rifai, UNWTO Secretary General even posed with our publication for several minutes. It was indeed a great and proud moment for us. Also seen with him, Government of India Tourism Joint Secretary, Mr Billa.



Some of the industry leaders who visited our booth and were also given a copy of the Responsible tourism publication were: SKAL President and CEO; President of Studiosus Foundation (one of the largest travel agencies of German); Ms Anita Mendiratta : Advisor to CNN, UNWTO; Some top UNWTO advisors, directors, consultants; Ms Petra, President of Forum Anders Reisen (Tour operators association in Germany); President of Tourism Watch; President of Tourism Concern; Delegation from Korea; And several other leaders.

**Top Industry Leaders**



The Responsible tourism publication was also given to Indian industry leaders such as Mr Haksar (COO, ITC Hotels) and Mr Dominic (CGH Earth).



More than 2000 copies of the booklet were distributed in the first 3 days and about 650 copies were distributed in the last 2 days.

Impressive distribution of Responsible tourism publication from various halls and from our booth in ITB BERLIN 2017. Over 3000 copies were personally handed over to various officials attending key events related to sustainable and responsible tourism.

Massive distributions were done in Halls 4.1 (Responsible Tourism Hall), Palais and in 7.1 (specially during the ITB BERLIN CSR day).



Some copies were also distributed in the media lounge.



Distribution was also done in the German UN (DGVN) and UNWTO Sustainable tourism event in Berlin on the 7th of March.



Ms Jayanthi also presented to Sustainable travel leaders and stakeholders a short introduction on Travel Responsibly and Sustainably.

