

Travel Responsibly & Sustainably Publication Distribution in WTM 2016

The Travel Responsibly and Sustainably publication was compiled with accompanying CD of India Tourism eCatalog that was given to almost all the delegates who were present in various conferences, forums and events in WTM for responsible tourism.

More than 2000 copies of the publication were distributed.

Massive distributions were done in Platinum Suite 1, Platinum Suite 2, Hall 19, Responsible tourism stage. Some copies were also distributed in the media lounge.

Some of the important conferences, networking events, awards were targetted to get important invitees to get a copy of the publication.

Several dignitaries including UNWTO Secy General, WTTC President, President IIPT, etc. were provided a copy of the publication.

Some of the distribution was done to dignitaries and high officials from the UNWTO, Ministries, embassies.

A lot of appreciation and good feedback was received from the receivers.

Direct meetings were held with 2-3 tour operators and there was considerable interest in sustainable tours to India.



Distribution from the Media Lounge

WTM 2016 Distribution Report



RT publication display at SKAL pavilion



RT publication handed over to Dr Venu,
Principal Secy, Kerala

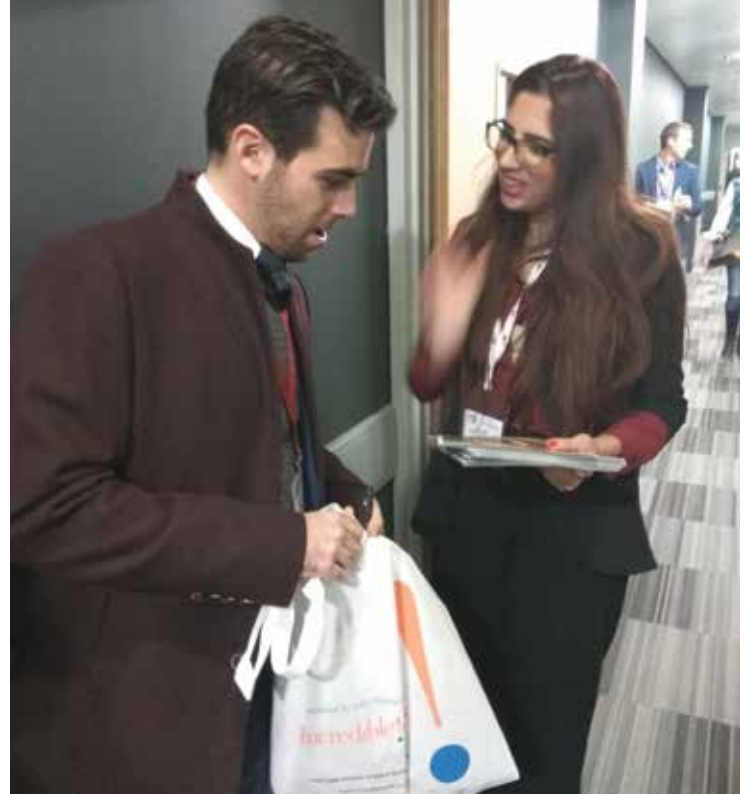


SKAL booth with President and Board of Directors

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Discussion with travel industry professional



People showing interest in RT publication



Explaining about RT publication

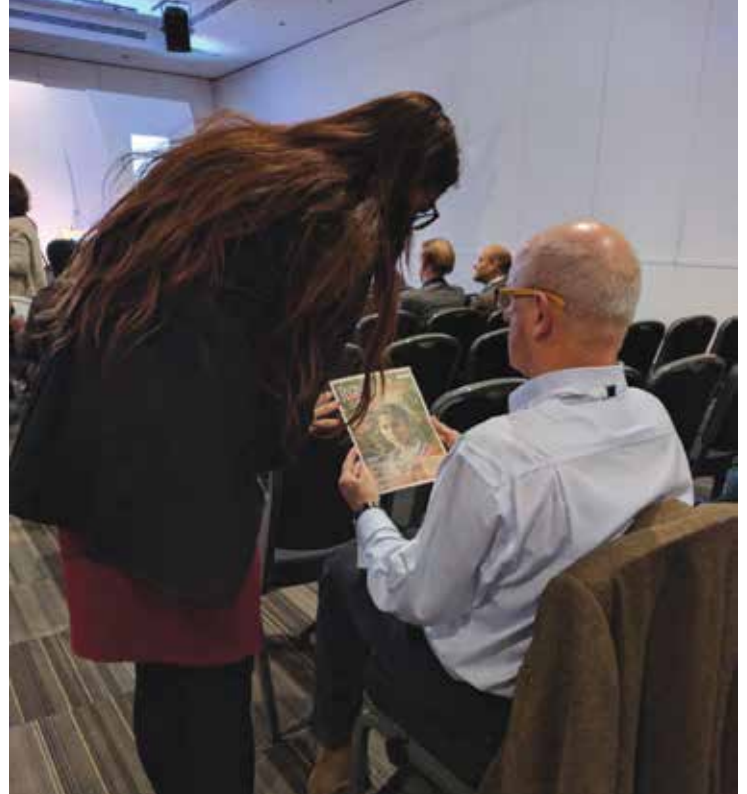


Distribution of RT publication

WTM 2016 Distribution Report



Distribution in the Hall



Distribution in the RT event



Discussion about RT publication



People reading and discussing the articles