



The Largest Travel Show in Asia-Pacific



2018.

January 18, 19 & 20

Bombay Exhibition Centre
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MEDIA COVERAGE REPORT

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| Print | | | | |
|-------|----------|-------------------------------|---------|-----------|
| Sr.No | Date | Publication | Page No | Edition |
| 1 | 19-01-18 | The Hindu | 14 | Mumbai |
| 2 | 19-01-18 | The Economic Times | 17 | Mumbai |
| 3 | 19-01-18 | Business Standard | 1 | Mumbai |
| 4 | 19-01-18 | Divya Bhaskar | 4 | Mumbai |
| 5 | 19-01-18 | Mumbai Samachar- Mumbai Metro | 06 | Mumbai |
| 6 | 19-01-18 | Loksatta | 10 | Mumbai |
| 7 | 19-01-18 | Dophar | 2 | Mumbai |
| 8 | 20-01-18 | Mumbai Lakshdeep | 2 | Mumbai |
| 9 | 20-01-18 | Yashobhumi | 2 | Mumbai |
| 10 | 20-01-18 | Navbharat | 7 | Mumbai |
| 11 | 20-01-18 | Hamara Mahanagar | 9 | Mumbai |
| 12 | 20-01-18 | Punyanagari | 7 | Mumbai |
| 13 | 20-01-18 | Janpath Samachar | 9 | Mumbai |
| 14 | 20-01-18 | NavGujarat Samay | 11 | Ahmedabad |
| 15 | 20-01-18 | Sandesh | 4 | Mumbai |
| 16 | 20-01-18 | Gujarat Samachar | 5 | Mumbai |
| 17 | 20-01-18 | Loksatta | 9 | Mumbai |
| 18 | 20-01-18 | Active Times | 2 | Mumbai |
| 19 | 21-01-18 | Divya Bhaskar | 12 | Mumbai |
| 20 | 21-01-18 | Divya Bhaskar | 12 | Ahmedabad |
| 21 | 21-01-18 | Pudhari | 2 | Mumbai |
| 22 | 21-01-18 | Mumbai Choufer | 19 | Mumbai |
| 23 | 21-01-18 | Sandesh | 4 | Mumbai |
| 24 | 22-01-18 | The Economic Times (Gujarati) | 2 | Ahmedabad |
| 25 | 22-01-18 | The Economic Times (Gujarati) | 2 | Mumbai |
| 26 | 22-01-18 | Afternoon D&C | 20 | Mumbai |
| 27 | 22-01-18 | Supremacy | 7 | Mumbai |
| 28 | 22-01-18 | Janmabhoomi Pravesi | 8 | Mumbai |



| Online Coverage | | | |
|-----------------|------------|-------------------------|---|
| Sr. No | Date | Portal | Links |
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|------------|----------------------|---|
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| 2 | DD Sahyadri | https://we.tl/2s6qfMYkPx |
| 3 | DD Sahyadri | https://we.tl/9uKzURMx52 |
| 4 | SAMACHAR DARPAN NEWS | https://www.youtube.com/watch?v=muKpJ_TsuPM&feature=youtu.be |
| 5 | SNI NEWS | https://www.youtube.com/watch?v=V5GCVIY-8Qw&feature=youtu.be |
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| 12 | G News 18 | https://www.youtube.com/watch?v=VtOJDrG14eg&feature=youtu.be |
| 13 | The Star News | https://www.youtube.com/watch?v=yDhvl4hb61w |
| 14 | Brand Turks | https://youtu.be/AAj2rlv7eFI |
| 15 | Brand Turks | https://youtu.be/J1esuJHN3Sg |



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THE HINDU
INDIA'S NATIONAL NEWSPAPER SINCE 1878

'India aims to boost tourist arrivals'

SPECIAL CORRESPONDENT
MUMBAI

The Union Tourism Ministry aims to double the number of foreign tourist arrivals in three years, said K.J. Alphons, Minister of State for Tourism.

"India has done well on the tourism front in 2017," Mr. Alphons said at the OTM Mumbai 2018 travel show here on Thursday.

"We crossed the mark of over 10 million foreign tourists and it is time to celebrate that. Along with the international tourist arrivals, including NRIs, we have crossed over 17 million tourists within the last year," he said.

"These are very encouraging numbers and the government is working towards doubling both foreign tourist arrivals and foreign exchange earnings in the next three years."



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THE ECONOMIC TIMES

India Targets 20 million Foreign Tourists by 2020

MUMBAI India, which saw a record number of foreign tourist arrivals (FTA) of 10 million in 2017, is targeting to double this number in next three years, minister of state tourism K J Alphons on Thursday said. "We crossed 10 million FTAs in 2017 and if we include non-resident Indians visiting the country then the number went up to over 17 million. In dollar terms our earnings have gone up by 20.2%, which is a very good growth compared to the world tourism that grew by less than 5%," the minister said on sidelines of OTM 2018.



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Center : Mumbai
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Page No : 04
Center : Mumbai
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मुंबई समाचार जूथनुं
 रमाई जिअनस
मेट्रो
 मंगणवार, २४, ऑक्टोबर, २०१७
जुडशुन
 P.A.I. No. 1186709

वर्ष २०२० सुधीमां देशमां विदेशी पर्यटकोनी संख्या बे करोड आसपास पळोयशे

मुंबई: वर्ष २०१७मां भारतनी मुवाकत लेनारा विदेशी पर्यटकोनी संख्या (इंटेन टुरिस्ट अेराईवल्स-अेडिअे) विक्रम अेक करोडनी सपाटीअे रडी लती. जेके, आगामा नी नए वर्षमां आ संख्या वधीअे बे करोडना रतेर पळोयावामो लक्ष्यांक राभवामां आख्यो होवानुं राज्यक्षामा प्रवासन भाताना प्रधान डे जे ओलखो-सअे जणायुं लतुं. गत डेसंउर वर्षमां देशमां विदेशी पर्यटकोनी संख्या अेक करोडनो आंक वटावी गळी लती अने जे तेमां विन रडीश लारनीयोनी उमेरो करवामां आवे तो संख्या १.७ करोड करतीं वधु घाय अने रोलरना भूख्यमां इंडियामणनी आकडमां २०.२ टडानी वृद्धि नोधळी लती, जे वेबिक ट्रिअिमना पांच टका करता नीवेना आंकनी सरमामणनीमां धणी सारी वृद्धि गणी शक्य, अेम अने योजयेल ओडीअेम (आईटआईन-ट्रावेल मार्ट) २०१८ना अेक कर्षकम पथान तेमणे जणायुं लतुं.

वर्ष २०१७मां आंकडआो प्रोत्साहक छे अने सरकार तथा उद्योग अेकटीअे अने विदेशी इंडियामणनी आवकनी हएिअे वृद्धि बमणो करवानी दिशामां कर्ष करी रखा होवानुं तेमणे जणायवतां उमेरुं लतुं डे वृद्धि बमणो करवानुं शक्य यनाववा अमे राज्य सरकारो अने उद्योग सारे कर्ष करीअे छीअे डेम डे तेनी लूबिका महत्तनी छे.

आंतरराष्ट्रीय स्तर लारतनी कम्पनीरी अेकडरे सारी रडी छे. विदेशी पर्यटकोनी संख्या अर्धानुं अेकटीअेनी हएिअे लारतनी कर्मांक १ उमे अने जे शिया रे विडिक मां लारतनो कर्मांक सतमो रबी लती.

वधु मां आगामा प्रवासन नीति वेची नए महिनामां जेअेर करवामां आवरो जे मां नवां विचारोनी समावेश करवामां आवशे, अेम तेमणे उमेरुं लतुं.



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पुणे, मुंबई, नागपूर, अहमदनगर, औरंगाबाद आणि दिल्ली येथून प्रसिद्ध

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केंद्राचे नवीन पर्यटन धोरण लवकरच - अल्फॉन्स विदेशी पर्यटकांचा ओघ आणि महसुलात दुप्पट वाढीचे लक्ष्य

व्यापार प्रतिनिधी, मुंबई

सरलेल्या २०१७ सालात भारतात विक्रमी संख्येने म्हणजे एक कोटीच्या घरात विदेशी पर्यटक आल्याची उत्साहदायी आकडेवारी पाहता, आगामी तीन वर्षात ही संख्या दुपटीने वाढून २०२० पर्यंत दोन कोटींवर नेता येणे शक्य आहे, असा विश्वास केंद्रीय पर्यटन राज्यमंत्री के. जे. अल्फॉन्स यांनी येथे व्यक्त केला.

वर्ष २०१७ मध्ये आपण विदेशातून एक कोटी पर्यटकांचा ओघ अनुभवला, त्यात जर अनिवासी भारतीयांचा समावेश केल्यास ही संख्या १.७ कोटींवर जाईल. या पर्यटकांकडून आलेल्या महसुलात डॉलरच्या परिमाणात २०.२ टक्क्यांची वाढ दिसून आली. जागतिक पर्यटन उद्योगाच्या साधारण पाच टक्क्यांच्या वाढीच्या तुलनेत ही खूपच लक्षणीय कामगिरी ठरते, असे अल्फॉन्स यांनी स्पष्ट केले. फेअरफेस्ट मीडियाद्वारे गोरेगावस्थित मुंबई प्रदर्शन संकुलात आयोजित 'ओटीएम २०१८' या तीन दिवसांच्या आंतरराष्ट्रीय पर्यटन प्रदर्शनाचे गुरुवारी सकाळी अल्फॉन्स यांच्या हस्ते उद्घाटन झाले. या महाकाय प्रदर्शनात भारतातील २१ राज्ये आणि विदेशातून ४५ देशांतील सहल आयोजक, पर्यटन मालमत्ता आणि सेवा पुरवठादारांची १,१०० दालने थाटली गेली आहेत.

सध्याच्या घडीला विदेशी पर्यटकांच्या आगमनाच्या प्रमाणात भारताचे स्थान आंतरराष्ट्रीय स्तरावर १३व्या क्रमांकावर, तर आशिया पॅसिफिक क्षेत्रात ते सातव्या क्रमांकावर आहे. तथापि राज्य

मुंबईतील कूझ टर्मिनलचे तीन वर्षात कार्यान्वयन

जगातील सर्वोत्तम आंतरराष्ट्रीय विमानतळ असलेल्या मुंबईत आता माझगाव बंदरानजीक मोठे आंतरराष्ट्रीय कूझ टर्मिनलही उभारले जात असून, ते देशात समुद्री पर्यटनाला चालना देईल, असे महाराष्ट्राचे पर्यटनमंत्री जयकुमार रावल यांनी सांगितले. ५,००० कोटी रुपयांच्या गुंतवणुकीतून उभारले जात असलेले हे टर्मिनल २०२० पासून कार्यान्वित होणे अपेक्षित असल्याचे त्यांनी सांगितले.

सरकार आणि उद्योग क्षेत्राकडून मोलाची भूमिका बजावली गेली आणि या घटकांची भागीदारी वाढल्यास विदेशी पर्यटकांचा ओघ आणि त्यांच्याकडून विदेशी चलनातून उत्पन्न या दोहोमध्ये दुप्पट वाढीचे महत्वाकांक्षी लक्ष्य गाठता येणे शक्य आहे आणि सरकाराने त्या संबंधाने नियोजन आखले असल्याचे त्यांनी सांगितले. आगामी दोन ते तीन महिन्यांत प्रस्तुत होणाऱ्या पर्यटन धोरणातून त्याचा प्रत्यय येईल, असे अल्फॉन्स म्हणाले. भारताच्या पर्यटन उद्योगाच्या देशाच्या सकल राष्ट्रीय उत्पादनात ६.८८ टक्के तर रोजगार निर्मितीत १२.६ टक्के वाटा असून, फेब्रुवारीतील केंद्रीय अर्थसंकल्पातून हे लक्षात घेऊन पर्यटन क्षेत्रासाठी सरकारकडून चांगली आर्थिक तरतूद केली जाईल, असा त्यांनी विश्वास व्यक्त केला.



Date : 19 - January - 2018
Publication : Dopfar
Page No : 02
Center : Mumbai
Client Name : OTM 2018



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Page No : 02
Center : Mumbai
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 Page No : Just Mumbai - II
 Center : Mumbai
 Client Name : OTM 2018



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Publication : Navbharat
Page No : 07
Center : Mumbai
Client Name : OTM 2018



नवभारत

ट्रेवल ट्रेड प्रदर्शनी शुरु



मुंबई. गोंयांव (पूर्व) में एशिया पॅसिफिक की सबसे बडी ट्रेवल ट्रेड प्रदर्शनी 'ओटीएम' की शुरुआत करते हुए केन्द्रीय पर्यटन राज्मन्त्री (स्वतंत्र प्रभार) के. जे. अल्पन्स एवं महाराष्ट्र के पर्यटन मंत्री जयकुमार रावेल, तीन दिवसीय इस की 2बी लैड्क प्रदर्शनी में दुनिया भर के 1,200 प्रदर्शनकर्ता और 15,000 से अधिक ट्रेड आगन्तुक एवं क्रेता हिस्सा ले रहे हैं.



Date : 20 - January - 2018
Publication : Hamara Mahanagar
Page No : 09
Center : Mumbai
Client Name : OTM 2018



Date : 20 - January - 2018
Publication : Punyanagari
Page No : 07
Center : Mumbai
Client Name : OTM 2018



पुण्य नगरी

ओटीएम पर्यटन

व्यापार शोला सुरुवात

■ मुंबई : ओटीएम हा संपूर्ण आशिया-पॅसिफिक खंडातला सर्वात मोठा पर्यटन व्यापार शो आहे. हा तीन दिवसीय उपक्रम मुंबईतील बॉम्बे एक्झिबिशन सेंटर येथे आयोजित करण्यात आला आहे. या शोचे उद्घाटन केंद्रीय पर्यटन राज्यमंत्री के. जे. अल्फोन्स यांच्या हस्ते झाले. या वेळी पर्यटन विकास मंत्री जयकुमार रावळ प्रमुख अतिथी म्हणून उपस्थित होते. यंदाच्या ओटीएममध्ये ५० हून अधिक देश आणि २५ हून अधिक राज्ये सहभागी झाले आहेत. या तीनदिवसीय शोमध्ये १२०० हून अधिक प्रदर्शक आणि १५ हजारांहून अधिक ग्राहक-व्हिजिटर्स यांच्यातील बी२बी-परस्पर व्यवहारांवर लक्ष केंद्रित करण्यात येत आहे. तुर्कस्थान, ग्रीस, इंडोनेशिया, थायलंड, इजिप्त, नेपाळ, चीन, केनिया, मालदीव, वॉडा, मकाव, बांगलादेश, कोरिया, जपान, भूतान, टांझानिया, रुमानिया, कंबोडिया, पॅलेस्टाईन, सिप्रस, क्रोएशिया, न्यूझीलंड, फिजी, बोट्सवाना, फोनलॅण्ड, इस्टोनिया, लिथ्युनिया आदी देशांतील राष्ट्रीय पर्यटन संघटनांनी आपापल्या देशांतील मुख्य आकर्षणे, हॉटेल्स आणि प्रत्येक ठिकाणातील पर्यटन कंपन्या यांची माहिती देणारे कक्ष (पॅव्हेलियन्स) तयार केले आहेत.



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 Page No : 09
 Center : Mumbai
 Client Name : OTM 2018



Date : 20 - January - 2018
Publication : NavGujarat Samay
Page No : 11
Center : Ahmedabad
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નવગુજરાત સમય

સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો ઓટીએમ મુંબઈમાં શરૂ

મુંબઈ: ઓટીએમ આખા એશિયા પેસિફિક પ્રદેશમાં સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો છે. આ ગ્રાહ દિવસનું પ્રદર્શન મુંબઈના ઓગ્ને એક્સિબિશન સેન્ટર ખાતે આવથી શરૂ થયું હતું. આ પ્રદર્શનનું ઉદઘાટન ભારત સરકારના પર્યટન મંત્રાલયના રાજ્ય મંત્રી શ્રી કે જે આલ્ડોન્ક અને મહારાષ્ટ્રના પર્યટન મંત્રી શ્રી જયકુમાર રાવલની હાજરીમાં થયું હતું. ઓટીએમ 2018માં લગભગ 1200 વિક્રેતાઓ, 50થી વધુ દેશો અને 25થી વધુ રાજ્યો પ્રતિનિધિત્વ કરી રહ્યાં છે.



Date : 20 - January - 2018
Publication : Sandesh
Page No : 04
Center : Mumbai
Client Name : OTM 2018



સંદેશ

મુંબઈ, ભાંગાલા, વાઘોરા, સુરત, રાજકોટ, ભાવનગર અને ગુજાી પ્રદેશ માં દેશી

એશિયા-પેસિફિકનો સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો OTM મુંબઈમાં શરૂ



મુંબઈ,તા.૧૯

ઓટીએમ આખા એશિયા પેસિફિક પ્રદેશમાં સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો છે. આ ત્રણ દિવસનું પ્રદર્શન મુંબઈના બોમ્બે એકિઝિબિશન સેન્ટર ખાતે શરૂ થયું હતું. આ પ્રદર્શનનું ઉદ્ઘાટન ભારત સરકારના પર્યટન મંત્રાલયના રાજ્ય મંત્રી કે જે આલ્ફોન્સ અને મહારાષ્ટ્રના પર્યટન મંત્રી જયકુમાર રાવલની હાજરીમાં થયું હતું.

આ ઉદ્ઘાટનના અવસરે બોલતાં કે જે આલ્ફોન્સે જણાવ્યું હતું કે ઓટીએમ એશિયા પેસિફિક પ્રદેશમાં અવ્વલ ટ્રાવેલ ટ્રેડ શો તરીકે ઊભરી આવ્યો તે જાણીને મને ખુશી થાય છે ભારતની ૫૦૦ વર્ષ જૂની સિવિલાઈઝેશનની પરંપરા છે અને દુનિયા માટે અહીં ભરપૂર વારસો જોવા જેવો છે. આ દેશમાં ઉત્તરમાં હિમાલય પવંતમાળાથી દક્ષિણમાં નદીઓ સુધી ઘણાં બધાં પર્યટન સ્થળો જોવા જેવાં છે.

ભારતીય પર્યટન આધ્યાત્મિક પર્યટન અને સાંસ્કૃતિક વારસો પણ ઓફર કરે છે. જે ઉપખંડમાં વ્યાપક ફેલાયેલી સંસ્કૃતિ છે.

ભારત સરકાર અને વડા પ્રધાન નરેન્દ્ર મોદી વેશ્વિક સમુદાયો અને ભારતીય ક્ષિતિજો સુધી નિયમિત પહોંચવા માટે અસરકારક પ્રયાસો કરી રહ્યા છે તે બદલ તેમનો આભારી છું. આને કારણે દેશમાં પર્યટન માટે ભારતનો દષ્ટિબિંદુ હકારાત્મક રીતે બદલાઈ ગયો છે. પર્યટન મંત્રાલય ભારતને શાંતિપૂર્ણ અને સુરક્ષિત સ્થળ તરીકે સ્થાપિત કરવા માટે યંત્રણા નિર્માણ કરવા માટે આત્મવિશ્વાસ લાવવા પર કામ કરી રહ્યું છે, એમ પણ તેમણે ઉમેર્યું હતું. દાયકાઓથી ઓટીએમ ભાડાની જગ્યાની દષ્ટિથી એશિયા પેસિફિક પ્રદેશમાં સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો તરીકે ઊભરી આવ્યો છે. ભારતમાં આ સૌથી મોટો આંતરરાષ્ટ્રીય ટ્રાવેલ ટ્રેડ શો છે, જેમાં ૫૦થી વધુ દેશો અને ૨૫ રાજ્યો આ વર્ષે ભાગ લઈ રહ્યા છે. આ ત્રણ દિવસના ટ્રાવેલ ટ્રેડ શોમાં ૧૨૦૦ પ્રદર્શનકારીઓ અને ૧૫,૦૦૦થી વધુ મુલાકાતીઓ અને ખરીદદારો વચ્ચે નિકટતાથી બીટૂબી લેણદણ પર ધ્યાન કેન્દ્રિત કરાશે.



Date : 20 - January - 2018
 Publication : Gujarat Samachar
 Page No : 05
 Center : Mumbai
 Client Name : OTM 2018



ગુજરાત સમાચાર

પર્યટન ઉદ્યોગમાં રોકાણ માટે સૌથી ઉત્તમ તક: પ્રવાસન પ્રધાન

મુંબઈ: વર્ષ ૨૦૧૭માં ભારતમાં આવનારા વિદેશી પર્યટકોની સંખ્યા એક કોટિના વિક્રમી સ્તરે પહોંચી હતી. પર્યટન વિભાગ આગામી ત્રણ વર્ષમાં, ૨૦૨૦ સુધીમાં આ સંખ્યાને બે કોટિ સુધી પહોંચાવાનો લક્ષ્યાંક ધરાવે છે. એમ પર્યટન ખાતાના પ્રધાન કે જે આલ્ફોન્સો જણાવ્યું હતું. ઓટીએમ ૨૦૧૮ના ઉદ્ઘાટન સમયે પત્રકારો સામેની વાતચીતમાં તેમણે કહ્યું હતું કે જો ભારત આવતા એનઆરઆઈની સંખ્યા ધોવામાં આવે તો ૨૦૧૭માં પર્યટકોની સંખ્યા ૧.૭૦ કોટિ જેવી થાય. તેમણે એરિયા પેસિફિકના સૌથી વિશાળ ટ્રાવેલ ડાયેલ ડોર્ન ઉદ્ઘાટન કરતાં કહ્યું હતું કે, હવે વિશ્વભરના લગભગ દરેક પર્યટનને માણનારા દેશના પ્રતિનિધિઓ મુલાકાત લે છે અને આપણે વિદેશમાં જતાં પહેલાં આપણા પોતાના દેશમાં પણ નજર દેવવી જોઈએ. પર્યટન ઉદ્યોગનો છટકીમાં ફાવો દર્શાવવા સાથે તેની સમાજના દરેક સ્તરના લોકોને મોટાપાયે રોજગાર આપવાની લાભના વર્ણવતા કહ્યું હતું કે રોકાણ માટે પર્યટન ઉદ્યોગ સૌથી શ્રેષ્ઠ છે. એ નોંધવું રહ્યું કે, ઓટીએમ ૨૦૧૮માં લગભગ ૧૨૦૦ વિકેતઓ, ૫૦થી વધુ દેશો અને ૨૫થી વધુ રાજ્યો પ્રતિનિધિત્વ કરી રહ્યાં છે. ઓટીએમ એરિયા પેસિફિકનો સૌથી વિશાળ ટ્રાવેલ શો છે. પ્રવાસ

ઉદ્યોગના લોકો મોટી સંખ્યામાં તેમાં ભાગ લે છે, જેને લીધે પર્યટન ઉદ્યોગને પ્રોત્સાહન મેળવવામાં મદદ મળે છે. આ પ્રદર્શન ૨૮ વર્ષનો વારસો છે અને લાંબા તથા જર્મની પરથી ઓટીએમ મુંબઈ વૈશ્વિક સ્તરે સૌથી વિશાળ ટ્રાવેલ શો રોમાંગી એક બન્યો છે. આ મંચની મદદથી એમ મુંબઈ, મદરાસ અને દેશના બાકીના ભાગોમાં પર્યટનનો ખજાનો ખાત્તવાનો પ્રયાસ કરી રહ્યાં છે. એમ શ્રી જયકુમાર રાવલે આ સમયે જણાવ્યું હતું. ૨૦૧૭માં ૨૦૮ અબજ ડોલરના ખર્ચ સાથે ભારતનો પર્યટન ઉદ્યોગ દુનિયામાં સાતમો સૌથી વિશાળ છે. તે છટકી અને રોજગારીમાં એકદમથી યોગદાન આપે છે. હાલમાં એન્ટ અને રાજ્ય દ્વારા જોડેર નીતિઓ પર આપવામાં આવેલા ભારને લીધે ઓટીએમ આગામી વર્ષમાં એરિયા પેસિફિક પ્રદેશમાં સૌથી વિશાળ ટ્રાવેલ શો શો તરીકે અલગેલની લેશે એવી અરજ છે. ટર્કી, ગ્રીસ, ઈન્ડોનેશિયા, થાઈલેન્ડ, ઈજિપ્ત, નેપાળ, ચીન, કેનિયા, માલ્ડીવ્સ, રુઆંડા, મકાઉ, બંલાલેટો, કોરિયા, જાપાન, ભુતાન, તાન્ઝાનિયા, રોમાનિયા, કમ્બોડિયા, પેલેસ્ટીન, સાઉદી અરબ, ક્રોએશિયા, ન્યૂ ઝીલેન્ડ, ક્વિજ, થોટ સવાના, ફ્રાન્સ, ઈન્ડોનેશિયા, લિયુક્સમ્બર્ગની રાષ્ટ્રીય ટુરિસ્ટ સંસ્થાઓ તેમાં સહભાગી થઈ છે.



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Page No : 09
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पुणे, मुंबई, नागपूर, अहमदनगर, औरंगाबाद आणि दिल्ली येथून प्रसिद्ध

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भारतीय पर्यटकांच्या ओघात १५ टक्के वाढीचे केनियाचे लक्ष्य

व्यापार प्रतिनिधी, मुंबई

जंगल सफारी आणि साहसी पर्यटनासाठी प्रसिद्ध केनिया या आफ्रिकी देशात भारतीयांचा ओघ निरंतर वाढता राहिला असून, २०१८ सालात भारतातून दाखल होणाऱ्या पर्यटकांच्या संख्येत १२ ते १५ टक्के वाढ अपेक्षित असल्याचे केनियाचे पर्यटन मंडळ 'केटीबी' ने स्पष्ट केले आहे.

केनियामध्ये दाखल होणाऱ्या परदेशी पर्यटकांमध्ये भारतीयांचा वाटा अमेरिका आणि ब्रिटननंतर सर्वाधिक तिसऱ्या क्रमांकाचा असून, एकूण पर्यटकांच्या तुलनेत तो ६.५ टक्के इतका आहे. ऑक्टोबर २०१७ पर्यंत १० महिन्यांत दाखल झालेले ६४,११६ भारतीय पर्यटक भारत ही आपल्यासाठी निश्चितच महत्त्वाची बाजारपेठ ठरते, असे केटीबीच्या मुख्याधिकारी बेट्टी अडेरो राडियर यांनी 'लोकसत्ता'ला सांगितले. केनिया

पर्यटन उद्योगाशी निगडित १० भागीदारांसह 'केटीबीने मुंबईत आयोजित 'ओटीएम २०१८' या तीन दिवसांच्या आंतरराष्ट्रीय पर्यटनविषयक प्रदर्शनात सहभाग केला असल्याचे त्यांनी स्पष्ट केले. साहसी आणि ऐषारामी सहल प्रकारांव्यतिरिक्त, व्यावसायिक परिषद, विवाह सोहळे, मधुचंद्र तसेच बॉलीवूड सिनेमांच्या चित्रीकरणासाठी केनियाचे आकर्षण वाढले, असा प्रयत्न आहे. त्या संबंधाने आवश्यक त्या सर्वोत्तम पायाभूत सुविधा सज्ज केल्या गेल्या असून, बॉलीवूडसाठी अनेकांगी सोयी-सवलतीही बहाल केल्या जात असल्याचे त्यांनी सांगितले.

बेट्टी यांनी दिलेल्या माहितीनुसार, केनियामधील सहलीदरम्यान खर्च करण्यात अव्वल चार देशांमध्ये भारतीय पर्यटक आहेत. भारतीयांकडून दरडोई सरासरी ५०० ते ७०० अमेरिकी डॉलरचा दिवसाला खर्च केला जात असल्याचे दिसले आहे.



Date : 20 - January - 2018
 Publication : Active Times
 Page No : 02
 Center : Mumbai
 Client Name : OTM 2018



ACTIVE TIMES

Asia-Pacific's largest travel trade show, OTM begins in Mumbai



Mumbai : OTM is the largest travel trade show in the entire Asia Pacific region. The three day event is being held at Bombay Exhibition Centre in Mumbai beginning from today. The event was inaugurated in the presence of the Chief Guest Shri. K J Alphons, Minister of State for Tourism (IC), Government of India and Guest of Honour, Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra. Speaking at the inauguration, Shri. K J Alphons, Minister of State for Tourism (IC), Government of India remarked, "I am happy to know that OTM has

emerged as the leading travel trade show in the Asia Pacific region. India has 5000 years old civilisation and a huge heritage for the world to explore. The country has innumerable tourist destinations from The Himalaya Mountains in the North to the backwaters in the South. Indian tourism also offers spiritual tourism and cultural heritage with its widely spread civilisation in the sub-continent. I am grateful to the Government of India and Prime Minister Narendra Modi for their effective efforts,

regular outreach to the world community and the Indian Diaspora, which has positively changed the outlook of India for tourism in the country. The Ministry of Tourism is working to bring in confidence building mechanisms to establish India as a peaceful and safe destination," he further added.

India is one of the largest markets of travel and tourism in the world. Indians take some 22 million trips abroad and more than a billion within the country. Mumbai is the largest source market of domestic and outbound travel for Leisure, Business,

Meetings, Incentive, Conventions and Events (MICE) and Weddings. It serves literally as the 'gateway of India' to the largest number of travellers going abroad from other cities and towns in Western and Southern India. OTM is Asia Pacific's Largest Travel Show. People from across the travel industry participate in this event which helps in promoting the tourism industry. This event has a legacy of 28 years and after Germany

and London, OTM Mumbai is one of the largest travel trade shows globally. With the help of this platform, our efforts are to showcase the treasure of tourism that we possess in Mumbai, Maharashtra and the rest of the country, said Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra.



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Page No : 07
Center : Mumbai
Client Name : OTM 2018



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अशिया-पेसिफिकनो विशाण
ट्रावेल ट्रेड शो OTM मुंबईमां
मुंबई-ओटीएम आण अशिया पेसिफिक प्रदेसमां
सोथी विशाण ट्रावेल ट्रेड शोनुं त्रस दिवसनुं प्रदर्शन
भोम्मे अडिगिभशन सेन्टर भात पोअयुं सतुं, ओटीएम
अशिया पेसिफिकनो सोथी विशाण ट्रावेल शो छे. प्रवास
उबोगना लोको मोटी संभामां तेमां भाग ले छे. बंडन
तथा जर्मनी पछी ओटीएम मुंबई वैश्विक स्तरें सोथी
विशाण ट्रावेल ट्रेड शोमांथी अेक भन्मो छे, जेमां 50थी
वधु देसो अने 25 राज्यां आ वर्षे भाग लई रखा छे.



Date : 21 - January - 2018
Publication : Divya Bhaskar
Page No : 12
Center : Ahmedabad
Client Name : OTM 2018



દિવ્ય ભાસ્કર
એશિયા-પેસિફિકનો વિશાળ
ટ્રાવેલ ટ્રેડ શો OTM મુંબઈમાં
મુંબઈ ઓટીએમ આખા એશિયા પેસિફિક પ્રદેશમાં
સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શોનું ત્રણ દિવસનું પ્રદર્શન
બોમ્બે એકિઝિબિશન સેન્ટર ખાતે યોજાયું હતું. ઓટીએમ
એશિયા પેસિફિકનો સૌથી વિશાળ ટ્રાવેલ શો છે. પ્રવાસ
ઉદ્યોગના લોકો મોટી સંખ્યામાં તેમાં ભાગ લે છે. લંડન
તથા જર્મની પછી ઓટીએમ મુંબઈ વૈશ્વિક સ્તરે સૌથી
વિશાળ ટ્રાવેલ ટ્રેડ શોમાંથી એક બન્યો છે. જેમાં 50થી
વધુ દેશો અને 25 રાજ્યો આ વર્ષે ભાગ લઈ રહ્યા છે.



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Page No : My Mumbai - 02
Center : Mumbai
Client Name : OTM 2018


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पुढारी

ग्रॅंड एन्वेल्व्हे एन्वेल्व्हे रि.एच. व रि.व्हीड टॅरिफ

आशिया - पॅसिफिक पर्यटन व्यापार शो मुंबईमध्ये सुरू गोरेगाव येथे आयोजन



मुंबई : केंद्रीय पर्यटन राज्यमंत्री के. जे. अल्फोन्स यांच्या उपस्थितीत ओटीएम आशिया पॅसिफिक पर्यटन व्यापार शोचे उद्घाटन गोरेगावमध्ये करण्यात आले.

मुंबई : वार्ताहर
ओटीएम या आशिया - पॅसिफिक खंडातील सर्वात मोठ्या तीन दिवसीय पर्यटन व्यापार शोचे गोरेगावच्या बॉम्बे एन्वेल्व्हे सेंटर येथे सुरुवात झाली आहे. केंद्रीय पर्यटन राज्यमंत्री के. जे. अल्फोन्स यांच्या हस्ते या शोचे उद्घाटन करण्यात आले असून याप्रसंगी महाराष्ट्र राज्याचे पर्यटन विकास मंत्री जयकुमार रावळ उपस्थित होते.

भारताला मानवी संस्कृतीचा ५ हजार वर्षांचा इतिहास लाभला असून जगभरातील पर्यटकांना जवळून पाहता येईल असा भव्य वारसा आपल्याकडे आहे. हिमालयाच्या ते दक्षिणेकडच्या बॅकवॉटर्स पर्यंत भारतात असंख्य पर्यटन स्थळे पसरली आहेत. भारतीय पर्यटनाला अध्यात्मिक पर्यटन आणि सांस्कृतिक वारसा दाखवणारे पर्यटन असे दोन भिन्न आयाम लाभले आहेत.
- के. जे. अल्फोन्स, केंद्रीय पर्यटन राज्यमंत्री

भारतातला आंतरराष्ट्रीय व्यासपीठावर पोहचलेला हा सर्वात मोठ्या पर्यटन क्षेत्रातील व्यापार शो असून या यामध्ये यामध्ये ५० हून अधिक देश भारतातील २५ राज्ये सहभागी झाले आहेत. या तीन दिवसांच्या शो मध्ये पर्यटन क्षेत्रातील बाराशे पदर्शक कंपन्यांनी स्टॉल लावले आहेत तर पंधरा



Date : 21 - January - 2018
Publication : Mumbai Choufer
Page No : 19
Center : Mumbai
Client Name : OTM 2018


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पाने 24 • डिसेंबर १३

मुंबई चौफेर

• मुंबई •

जगभरातील पर्यटकांमध्ये भारताबाबत सकारात्मक प्रतिमा निर्माण झाली - केंद्रीय पर्यटन राज्यमंत्री

मुंबई - केंद्र सरकार व पंतप्रधान नरेंद्र मोदी यांच्या अथक प्रयत्नांमुळे जगभरातील लोकांमध्ये तसेच भारतीय पर्यटकांमध्येही भारताबाबत सकारात्मक प्रतिमा निर्माण झाली आहे. भारताला शांततापूर्ण आणि सुरक्षित पर्यटन स्थळ बनवण्यासाठी आत्मविश्वास व भक्कम संज्ञा तयार करण्यासाठी पर्यटन मंत्रालय प्रयत्नशील आहे, असे वक्तव्य केंद्रीय पर्यटन राज्यमंत्री के. जे. अल्पोन्स यानी मुंबईत केले.

वॉशिंग्टन एंजिनायरिंग सेंटर येथे 'ओटीएम' हा संयुक्त आशिया-पॅसिफिक खंडातील सर्वांत मोठा पर्यटन व्यापार सो

आयोजित करण्यात आला होता. १८ जानेवारीपासून तीन दिवस चाललेल्या शोचे उद्घाटन के. जे. अल्पोन्स यांच्या हस्ते झाले. यावेळी ते बोलत होते. या व्यापार शोला महाराष्ट्र सरकारचे पर्यटन विकास मंत्री जयकुमार रावळ प्रमुख अतिथी म्हणून उपस्थित होते. यावेळी जयकुमार रावळ म्हणाले, या व्यासपीठाच्या माध्यमातून मुंबई, महाराष्ट्र आणि भारतातील अन्य भागांत पर्यटनासाठी असलेला अमूल्य खजिना जगासमोर आणण्याचे आमचे प्रयत्न आहेत. भाडे तत्त्वावर घेतल्या जाणाऱ्या जागेचा एकूण परिसर पाहता, गेल्या काही वर्षांत ओटीएम हा आशिया व पॅसिफिक

खंडातला सर्वांत मोठा पर्यटन व्यापार शो बनला असून, यात सहभागी झालेल्या देश आणि भारतातील राज्यांना शुभेच्छा दिल्या. यांच्या ओटीएममध्ये ५० हून अधिक देश आणि २५ हून अधिक राज्ये सहभागी होत आहेत. या तीन दिवसीय शोमध्ये १२०० हून अधिक प्रदर्शक आणि १५ हजारांहून अधिक प्रारंभक-किर्तीर्ष यांच्यातील वीरवी- परस्पर व्यवहारांबद्दल लक्ष केंद्रित करण्यात आले.



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સંદેશ

મુંબઈ, રાજકોટ, વલોડા, સુરત, રાવલપીંડી, ભાવનગર અને ભુવનગર ખાતે પ્રકાશ પામે છે

કેનિયા ટુરીઝમ બોર્ડ OTM ૨૦૧૮માં હાજરી આપશે

મુંબઈ, તા. ૨૦

કેનિયા ટુરીઝમ બોર્ડ (કેટીબી) દ્વારા કેનિયા ટ્રાવેલ ટ્રેડના ૧૦ સભ્યો સાથે ભાગીદારી સાથે ભારતમાં મુંબઈ ખાતે આઉટબાઉન્ડ ટ્રાવેલ માર્ટ (ઓટીએમ) ૨૦૧૮માં ભાગ લેવાની નેચારી કરી છે. કેટીબી કેનિયામાં પ્રવાસીઓને આકર્ષવા માટે જાગૃતિ લાવવા આઉટબાઉન્ડ ટુર ઓપરેટરો સુધી મોટે પાયે પહોંચી વળવા માટે ઓટીએમ મંચનો ઉપયોગ કરશે.

કેટીબી વિવિધ પ્રસ્તુતિકરણ અને રાઉન્ડ ટેબલ ચર્ચા સાથે ભારતમાંથી વેપારીઓને કેનિયાનો અસલ અનુભવ કરાશે.

કેટીબી વિવિધ પ્રસ્તુતિકરણ અને રાઉન્ડ ટેબલ ચર્ચા સાથે ભારતમાંથી વેપારીઓને કેનિયાનો અસલ અનુભવ કરાવશે. આ પ્રદર્શન કેનિયા ટ્રાવેલ ટ્રેડ માટે નેમના ભારતીય સમોવડિયાઓને સહભાગી કરવા માટે વેપાર નેટવર્કિંગ મંચ પૂરું પાડશે.

કેનિયા ટ્રાવેલ ટ્રેડના સભ્યોમાં ઓટીએમ ૨૦૧૮માં વાઈલ્ડટ્રેક સફારીઝ, સફારી ટ્રેઈલ્સ, ગોલ્ડન હોલીટેલ એન્ડ ટ્રાવેલ કંપની અને ગોલ્ડન હોલીડે ટ્રાવેલ, વિંટેજ આફ્રિકા, સિલ્વરબર્ડ સફારીઝ, શિયાન ટુર્સ, આફ્રિકન ટ્રોટર અને સેરેન હોટેલ્સ ભાગ લેવા માટે સમર્થન આપ્યું છે.

કેટીબીના ચીફ એક્ઝિક્યુટિવ ઓફિસર ડૉ. બેટ્ટી રેડિયરે જણાવ્યું હતું કે આ પ્રદર્શન કેનિયાને ઉચ્ચ ખર્ચ કરતા ૨૨



મિલિયન આઉટબાઉન્ડ સાહસિક ભારતીય પ્રવાસીઓ, માર્કેટિંગ સુપ્સ, સફારી ચાહનારા અને લગ્ન તથા હનીમૂન કેનિયામાં કરવા માગનારને પ્રવેશદ્વાર આપે છે.

ડૉ. રેડિયરે નોંધ્યું હતું કે સાહસિક પર્યટન એક એવું સેગમેન્ટ છે, જે ભારતમાં અત્યંત ઝડપથી વૃદ્ધિ પામી રહ્યું છે અને કેનિયા માટે તે મુખ્ય વૃદ્ધિ પ્રેરક છે.

ભારત કેનિયાની તૃતીય સૌથી વિશાળ પર્યટન સ્રોત બજાર છે, જે ઓક્ટોબર ૨૦૧૭ સુધી કેનિયામાં આગમન કરનાર પર્યટકોની સંખ્યાના ૬.૫ ટકા છે.

ભારતીય પ્રવાસ અને પર્યટન બજાર દુનિયામાં ઝડપથી વૃદ્ધિ પામનારમાંથી એક બનશે. યુનાઈટેડ નેશન્સ વર્લ્ડ ટુરીઝમ ઓર્ગનાઈઝેશન (યુએનડબ્લ્યુટીઓ)ના વરતારો કહે છે કે ૨૦૨૦ સુધી ભારતમાંથી ૫૦ મિલિયનથી વધુ આઉટબાઉન્ડ પ્રવાસીઓ હશે. આમ, આ બજાર આઉટબાઉન્ડ આઉટબાઉન્ડ પ્રવાસમાં ભાવિ વૃદ્ધિ માટે ભરપૂર સંભાવના ઓફર કરે છે.



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ઈકોનોમિક ટાઈમ્સ

એશિયા પેસિફિકનો સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો યોજાયો

મુંબઈ: એશિયા પેસિફિકમાં સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો ઓટીએમ મુંબઈમાં યોજાયો હતો. આ ત્રણ દિવસનું પ્રદર્શન મુંબઈના ઓબ્લે એક્સિબિશન સેન્ટર ખાતે ગયા સપ્તાહમાં પૂરું થયું હતું. લીઝર, વેપાર, મિલિંગ, ઈન્સ્ટિટ્યુટ, કન્વેન્શન્સ અને ઈવેન્ટ્સ (MICE) અને લગ્ન માટે ભારતમાં સ્થાનિક અને વિદેશીઓ માટે પ્રવાસનું સૌથી વિશાળ બજાર છે. ઓટીએમ એશિયા પેસિફિક પ્રદેશમાં સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો તરીકે ઊભરી આવ્યો છે. ભારતમાં આ સૌથી મોટો આંતરરાષ્ટ્રીય ટ્રાવેલ ટ્રેડ શો છે, જેમાં આ વર્ષે ૫૦થી વધુ દેશો અને ૨૫ રાજ્યોએ ભાગ લીધો હતો. આ ત્રણ દિવસના ટ્રાવેલ ટ્રેડ શોમાં ૧,૨૦૦ પ્રદર્શકો, અને ૧૫,૦૦૦થી વધુ વધુ મુલાકાતીઓએ હાજરી આપી હતી. તુર્કી, ગ્રીસ, ઈન્ડોનેશિયા, થાઈલેન્ડ, ઈજિપ્ત, નેપાળ, ચીન, કેનિયા, માલ્ડીવ્ઝ, રવાન્ડા, મકાઉ, બાંગ્લાદેશ, કીરિયા, જાપાન, ભૂતાન, તાન્ઝાનિયા, રોમાનિયા, કમ્બોડિયા, પેલેસ્ટાઈન, સાઈપ્રસ, ક્રોએશિયા, ન્યૂઝીલેન્ડ, ફિજી, બોટ્સવાના, ફિનલેન્ડ, એસ્ટોનિયા, લિથુઆનિયા વગેરે દેશોએ આ પ્રદર્શનમાં ભાગ લીધો હતો.



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ઈકોનોમિક ટાઈમ્સ

એશિયા પેસિફિકનો સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો યોજાયો

મુંબઈ: એશિયા પેસિફિકમાં સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો ઓટીએમ મુંબઈમાં યોજાયો હતો. આ ત્રણ દિવસનું પ્રદર્શન મુંબઈના બોમ્બે એક્સિબિશન સેન્ટર ખાતે ગયા સપ્તાહમાં પુરું થયું હતું. લીઝર, વેપાર, મિડિયા, ઈ-સેન્ટિવ, કન્વેન્શન્સ અને ઈવેન્ટ્સ (MICE) અને લગ્ન માટે ભારતમાં સ્થાનિક અને વિદેશીઓ માટે પ્રવાસનું સૌથી વિશાળ બજાર છે. ઓટીએમ એશિયા પેસિફિક પ્રદેશમાં સૌથી વિશાળ ટ્રાવેલ ટ્રેડ શો તરીકે ઊભરી આવ્યો છે. ભારતમાં આ સૌથી મોટો આંતરરાષ્ટ્રીય ટ્રાવેલ ટ્રેડ શો છે, જેમાં આ વર્ષે ૫૦થી વધુ દેશો અને ૨૫ રાજ્યોએ ભાગ લીધો હતો. આ ત્રણ દિવસના ટ્રાવેલ ટ્રેડ શોમાં ૧,૨૦૦ પ્રદર્શકો, અને ૧૫,૦૦૦થી વધુ વધુ મુલાકાતીઓએ હાજરી આપી હતી. તુર્કી, ગ્રીસ, ઈન્ડોનેશિયા, થાઈલેન્ડ, ઈજિપ્ત, નેપાળ, ચીન, કેનિયા, માલ્ડીવ્સ, રવાન્ડા, મકાઉ, બાંગ્લાદેશ, કોરિયા, જાપાન, ભૂતાન, તાન્ઝાનિયા, રોમાનિયા, કમ્બોડિયા, પેલેસ્ટાઈન, સાર્ડિનિયા, ક્રોએશિયા, ન્યૂઝીલેન્ડ, ફિજી, બોટ્સવાના, સ્વિલેન્ડ, એસ્ટોનિયા, લિથુઆનિયા વગેરે દેશોએ આ પ્રદર્શનમાં ભાગ લીધો હતો.



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Afternoon

DESPATCH & COURIER

Govt eyes 20 m foreign tourists by 2020, to double Fx earnings

Government has set a target of doubling the number of foreign tourist arrivals (FTAs) at 20 million as well as earnings from the sector by 2020, Union tourism minister KJ Alphonso said last week at the inauguration of OTM, which was attended by over 45 countries, 21 states and Union territories and over 1,100 exhibitors.

With \$ 209 billion spend in 2017, India's tourism industry was ranked 7th largest in the world. It contributes about one-tenth to the GDP and employment. The public policy thrust of the present government in the centre and the state, OTM hopes to consolidate its lead as the largest travel trade show in the Asia Pacific region in the coming years.

In 2017, for the first time, foreign tourist arrivals touched 10 million, up from 8.9 million in 2016, when it had grown by 9.7% over the previous year. "We have crossed 10 million FTAs in 2017 and if we include non-resident Indians visiting the country, the number went up to over 17 million," the minister said.

On the revenue side, without sharing the absolute numbers the minister said, "in dollar terms our earnings have gone up by 20.2%, which is a very good growth compared to the world tourism that grew by less than 5%." In 2016, the World Travel and Tourism Council had ranked the country at the seventh slot in terms of its size as a tourism economy with fore earnings of close to USD 209 billion or Rs 14.1 trillion. This was equivalent to 9.6% of GDP.

Addressing the media on the sidelines of the annual tourism event OTM 2018, here he said, "these are very encouraging numbers and government is working towards doubling both the arrivals and forex exchange earnings in the next three years." Underlining the role of the states in tourism development, Alphonso said his ministry is working with the states and with the industry, "as they have a big role to play. So, we are all working together to make this possible."

The country is ranked 13th in terms of foreign tourist arrivals globally and seventh in Asia Pacific, he said.

"We are getting good spenders who are contributing 6.8% to GDP and we are also contributing 12.6% to overall employment," he added. On the upcoming tourism policy, Alphonso said, it should be out in two-three months, as "we are incorporating new ideas".

On his expectation from the Budget for his ministry, he said, "we are hoping to get more than last year...I hope they will be generous in the budget allocation." Addressing the event, Maharashtra tourism minister Jaykumar Rawal said Mumbai has one of the best airports in the world and is also building a world-class cruise port.


"We are building an international cruise port with an investment of Rs 5,000 crore at Mazagon Dock. It will be operational by 2020 and is fully funded by government," the state minister said.

India's leading tour operator Cox & Kings conducted destination workshops, as the Knowledge Partner. "OTM is the premier show in Western India that is growing faster and it gives us an opportunity to engage with the B2B market," said Karan Anand, Head of Relationships, Cox & Kings.

"Turkish exhibitors wait for OTM. Western India is a very promising source market for Turkey, contributing 35% of all Indian arrivals, most of it through the gateway city of Mumbai. This makes our participation in OTM Mumbai all the more important," says Ozgur Ayturk, Coordinator of Asia and Pacific in the Turkish Ministry of Culture and Tourism.

Union tourism minister KJ Alphonso, Maharashtra tourism minister Jaykumar Rawal along with other dignitaries at the inauguration of OTM in Mumbai last week.



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| Date : 22 - 28 - January - 2018 |  www.mutualpr.com |
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Asia-Pacific's largest travel trade show, OTM begins in Mumbai



By Our News Bureau

OTM is the largest travel trade show in the entire Asia Pacific region. The three day event is being held at Bombay Exhibition Centre in Mumbai beginning from today. The event was inaugurated in the presence of the Chief Guest Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India and Guest of Honour, Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra. Speaking at the inauguration, Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India remarked, "I am happy to know that OTM has emerged as the leading travel trade show in the Asia Pacific region. India has 5000 years old civilisation and a huge heritage for the world to explore. The country has innumerable tourist destinations from The Himalaya Mountains in the North to the backwaters in the South.



Date : 22 - January - 2018
Publication : Janmabhoomi Pravesi
Page No : 08
Center : Mumbai
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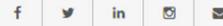
ONLINE COVERAGE



Date : 18 - January - 2018
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THE HINDU



BUSINESS

'India aims to boost tourist arrivals'



SPECIAL CORRESPONDENT

MUMBAI , JANUARY 18, 2018 22:33 IST
UPDATED: JANUARY 18, 2018 22:33 IST

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The Union Tourism Ministry aims to double the number of foreign tourist arrivals in three years, said K.J. Alphons, Minister of State for Tourism.

"India has done well on the tourism front in 2017," Mr. Alphons said at the OTM Mumbai 2018 travel show here on Thursday.

"We crossed the mark of over 10 million foreign tourists and it is time to celebrate that. Along with the international tourist arrivals, including NRIs, we have crossed over 17 million tourists within the last year," he said.

"These are very encouraging numbers and the government is working towards doubling both foreign tourist arrivals and foreign exchange earnings in the next three years," he added.

"To make this possible, we are working with the State governments and with the industry since they have a big role to play. So we are all working together and to make this possible," he added.

The Minister said in dollar terms, foreign exchange earnings from tourism sector increased 22.2% which was very high as compared with the global growth rate of less than 5%.

"We have contributed greatly to the economy in India through tourism which is 6.4% of the total GDP. The travel and tourism industry also employs over 12.6% of the total population in the country. With the biggest multiplier effect, it creates jobs for all segments of the society and thus, the Government of India is keen on promoting it," he added.

The Minister said the government would come up with a tourism policy within two to three months for holistic development of the sector and ensure that more foreign tourists visit India.



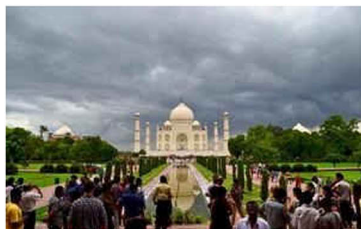
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THE ECONOMIC TIMES | Politics and Nation

India eyes doubling of foreign tourists to 20m by 2020

PTI | Updated: Jan 18, 2018, 03:54 PM IST



Minister of State for Tourism KJ Alphonso has touted India's record inflow of foreign tourists and pointed to the beneficial impact on GDP and employment...

India, which saw a record 10 million Foreign Tourist Arrivals (FTAs) in 2017, is aiming to double this number in the next three years, Minister of State for Tourism KJ Alphonso said today.

"We crossed 10 million FTAs in 2017, and if we include non-resident Indians visiting the country then the number went up to over 17 million. In dollar terms, our earnings have gone up by 20.2 per cent, which is a very good growth compared to the world tourism

that grew by less than five per cent," the minister said on the sidelines of OTM 2018.

These are very encouraging numbers and the government is working towards doubling both the FTAs and foreign exchange earnings in the next three years, he added.

"To make this possible we are working with the state governments and with the industry, as they have a big role to play. So we are all working together and make this possible," he said.

India is doing very well internationally - it is 13th in the world and 7th in the Asia-Pacific in terms of FTAs, the minister said. He also pointed to the beneficial economic impact of this. "We are getting good spenders who are contributing 6.88 per cent to the GDP, and we are also contributing 12.6 per cent to the employment."


Alphonso said the upcoming Tourism Policy should be out in two or three months as "we are incorporating new ideas", and expressed hope that Budget 2018 would allocate more funds to tourism than last year.

Maharashtra Tourism Minister Jaykumar Rawal, who was also present at the event, said Mumbai has one of the best airports in the world and is also building a world-class cruise port.

"We are building an international cruise port with an investment of Rs 5,000 crore, which funded by the government at Mazagon Dock. It will be operational by 2020," Rawal added.

In the 3-day OTM 2018, which is organised by Fairfest Media, over 45 countries, over 21 states and Union Territories and over 1,100 exhibitors are participating.



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India eyes doubling of foreign tourists to 20 million by 2020

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Tourism Minister Alphons Kannanthanam

MUMBAI, JAN 18: India, which saw a record number of Foreign Tourist Arrivals (FTA) of 10 million in 2017, is targeting to double this number in next three years, Minister of State Tourism K J Alphons today said.

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India is doing very well internationally and is 13th in terms of foreign tourists arrival and 7th in Asia-Pacific, the minister said. “We are getting good spenders who are contributing 6.88 per cent to the GDP and we are also contributing 12.6 per cent to the employment,” he added.

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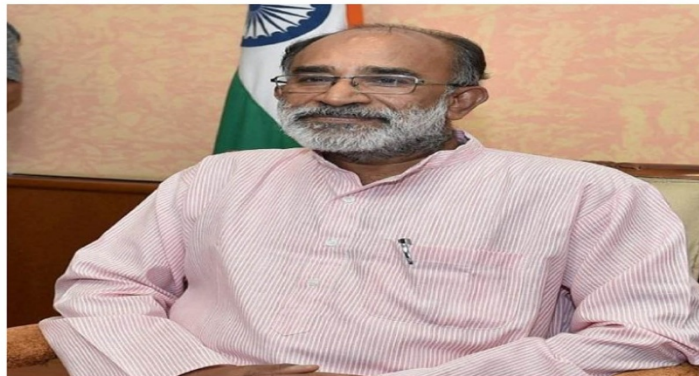


Business Standard

Budget 2018: India eyes doubling of foreign tourists to 20 mn by 2020: Alphans

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Press Trust of India | Mumbai
Last Updated at January 18, 2018 15:13 IST



Alphonso Kannanthanam, the new Minister of State (Independent charge) before taking charge of his office in New Delhi. Photo: PTI

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By: PTI | Mumbai | Published: January 18, 2018 4:30 pm

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Govt eyes 20 m foreign tourists by '20, to double Fx earnings

By PTI , Thursday, 18 January 2018

City: New Delhi

Government has set a target of doubling the number of foreign tourist arrivals (FTAs) at 20 million as well as earnings from the sector by 2020, Union tourism minister KJ Alphons said today.

In 2017, for the first time, foreign tourist arrivals touched 10 million, up from 8.8 million in 2016, when it had grown by 9.7 per cent over the previous year.

"We have crossed 10 million FTAs in 2017 and if we include non-resident Indians visiting the country, the number went up to over 17 million," the minister said.

On the revenue side, without sharing the absolute numbers the minister said, "in dollar terms our earnings have gone up by 20.2 per cent, which is a very good growth compared to the world tourism that grew by less than 5 per cent."

In 2016, the World Travel and Tourism Council had ranked the country at the seventh slot in terms of its size as a tourism economy with forex earnings of close to USD 209 billion or Rs 14.1 trillion. This was equivalent to 9.6 per cent of GDP.

Addressing the media on the sidelines of the annual tourism event OTM 2018, here he said "these are very encouraging numbers and government is working towards doubling both the arrivals and forex exchange earnings in the next three years."

Underlining the role of the states in tourism development, Alphons said his ministry is working with the states and with the industry, "as they have a big role to play. So, we are all working together to make this possible." The country is ranked 13th in terms of foreign tourist arrivals globally, and seventh in Asia Pacific, he said.

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India eyes doubling of foreign tourists to 20 mn by 2020

Thursday, January 18, 2018, 2:04 PM

India, which saw a record number of Foreign Tourist Arrivals of 10-million in 2017, is targeting to double this number in next three years, Minister of State Tourism K J Alphons today said. "We crossed 10-million FTAs in 2017 and if we include non-resident Indians visiting the country then the number went up to over 17-million," the minister said on the sidelines of OTM-2018.



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Outlook

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18 JANUARY 2018 Last Updated at 7:07 PM

Govt eyes 20 m foreign tourists by '20, to double Fx earnings



(Eds: Rehashing copy throughout, adding more data)

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India Eyes Doubling Of Foreign Tourists To 20 Million By 2020

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Government is going to work towards doubling both the FTAs and foreign exchange earnings. (File)

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DECCAN Chronicle

Friday, Jan 19, 2018 | Last Update : 12:32 PM IST

NATION, CURRENT AFFAIRS

Foreign tourist arrivals record high in 2017, eyeing to double number by '20: Alphons

PTI Published Jan 18, 2018, 4:02 pm IST Updated Jan 18, 2018, 4:02 pm IST

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India, which saw a record number of Foreign Tourist Arrivals of 10 million in 2017, is targeting to double this number in next three years, tourism minister KJ Alphons said. (Photo: File)

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By: PTI | Published: January 18, 2018 2:32 PM

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India eyes doubling of foreign tourists to 20 million by 2020



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India eyes doubling of foreign tourists to 20m by 2020



PTI

January 18, 2018
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Mumbai, Jan 18 (PTI) India, which saw a record number of Foreign Tourist Arrivals (FTA) of 10 million in 2017, is targeting to double this number in next three years, Minister of State Tourism K J Alphons today said.

"We crossed 10 million FTAs in 2017 and if we include non-resident Indians visiting the country then the number went up to over 17 million. In dollar terms our earnings have gone up by 20.2 per cent, which is a very good growth compared to the world tourism that grew by less than five per cent," the minister said on the sidelines of OTM 2018.

These are very encouraging numbers and the government is working towards doubling both the FTAs and foreign exchange earnings in the next three years, he added.

"To make this possible we are working with the state governments and with the industry, as they have a big role to play. So we are all working together and make this possible," he said.

India is doing very well internationally and is 13th in terms of foreign tourists arrival and 7th in Asia Pacific, the minister said.

"We are getting good spenders who are contributing 6.88 per cent to the GDP and we are also contributing 12.6 per cent to the employment," he added.

On the upcoming Tourism Policy, Alphons said, it should be out in two or three months, as "we are incorporating new ideas".

When asked about expectation in Budget 2018, he said "We are hoping to get more than last year...I hope they will be generous in the budget allocation."

Maharashtra Tourism Minister Jaykumar Rawal, who was also present at the event, said Mumbai has one of the best airports in the world and is also building a world-class cruise port.

"We are building an international cruise port with an investment of Rs 5,000 crore, which funded by the government at Mazagon Dock. It will be operational by 2020," Rawal added.

In the 3-day OTM 2018, which is organised by Fairfest Media, over 45 countries, over 21 states and Union Territories and over 1,100 exhibitors are participating. PTI SM DSK DSK BAS



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India eyes doubling of foreign tourists to 20 mn by 2020

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Efforts on to make India peaceful, safe destination for tourists:

Mumbai, Jan 18 (UNI) The Union Ministry of Tourism is working to establish India as a peaceful and safe destination for tourists, K J Alphons, Union Minister of State for Tourism, said on Thursday.

Speaking after inaugurating the largest three-day travel trade show, OTM, along with Jaykumar Rawal, Minister of Tourism, Government of Maharashtra, at the Bombay Exhibition Centre, Goregaon in north Mumbai, he said, "India has 5,000-year-old civilisation and a huge heritage for the world to explore.

The country has innumerable tourist destinations from the Himalaya Mountains in the north to the backwaters in the south.

"Indian tourism also offers spiritual tourism and cultural heritage with its widely spread civilisation in the sub-continent," he said.

India is the largest market of travel and tourism in the world, as Indians make some 22 million trips abroad and more than a billion within the country, Mr Alphons said.

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India Aims to Attract 20 Million Tourists in 2020



New Delhi, Jan 18 (Prensa Latina) After exceeding tourist arrivals by 10 million last year, India is now working to double the figure in 2020, today announced the minister of the sector, K.J. Alphons.

If that amount is added to the seven million non-resident Indians in the country, then we will surpass 17 million visitors in 2017, Alphons told the press during the World Tourism Organization Fair, which opened on Thursday in the western city of Mumbai.

In terms of revenues, 27 billion dollars came into the country, an increase of 20,2 percent compared to 2016, which is a very good growth with respect to world tourism that grew less than five percent, said the official.

These are very encouraging figures and the government is working to double the number of arrivals and foreign exchange earnings in the next three years, he stressed.

Alphons estimated that state authorities have a key role in these plans.

We already ranked 13th internationally in terms of the number of foreign visitors and 7th in Asia, he said.

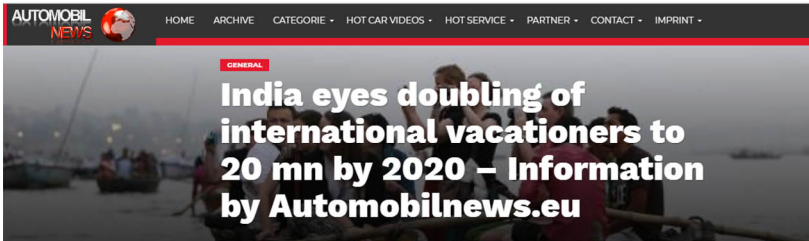
The minister revealed that the sector contributes 6,8 percent of the National Gross Domestic Product and employs 12 percent of the Indian workforce.

He announced that the next Tourism Policy will be presented in two or three months in line with the new requirements and exceptions.

The most popular Indian destinations are the Taj Mahal, in Agra city; the Qutub Minar and the Red Fort in this capital; the Amber Fort in Jaipur; the beaches of the western state of Goa, and the temples of southern India, several surveys coincide.



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INDIA EYES DOUBLING OF INTERNATIONAL VACATIONERS TO 20 MN BY 2020

India, which noticed a report variety of Overseas Vacationer Arrivals (FTA) of 10 million in 2017, is concentrating on to double this quantity in subsequent three years, Minister of State Tourism Ok J Alphans as we speak mentioned.

"We crossed 10 million FTAs in 2017 and if we embrace non-resident Indians visiting the nation then the quantity went as much as over 17 million. In greenback phrases our earnings have gone up by 20.2 per cent, which is an excellent development in comparison with the world tourism that grew by lower than 5 per cent," the minister mentioned on the sidelines of OTM 2018.

These are very encouraging numbers and the federal government is working in direction of doubling each the FTAs and **international** change earnings within the subsequent three years, he added.

"To make this potential we're working with the state governments and with the trade, as they've a giant function to play. So we're all working collectively and make this potential," he mentioned.

India is doing very properly internationally and is 13th when it comes to **international** vacationers arrival and seventh in Asia Pacific, the minister mentioned.

"We're getting good spenders who're contributing 6.88 per cent to the GDP and we're **additionally** contributing 12.6 per cent to the employment," he added.

On the upcoming Tourism Coverage, Alphans mentioned, it ought to be out in two or three months, as "we're incorporating new concepts".

When requested about expectation in Price range 2018, he mentioned "We hope to get greater than final 12 months...I hope they are going to be beneficiant within the price range allocation."

Maharashtra Tourism Minister Jaykumar Rawal, who was **additionally** current on the occasion, mentioned Mumbai has top-of-the-line airports on the earth and can also be constructing a world-class cruise port.

"We're constructing a world cruise port with an funding of Rs 5,000 crore, which funded by the federal government at Mazagon Dock. It is going to be operational by 2020," Rawal added.

Within the Three-day OTM 2018, which is organised by Fairfest Media, over 45 **international** locations, over 21 states and Union Territories and over 1,100 exhibitors are collaborating.



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India Eyes Doubling Of Foreign Tourists To 20 Million By 2020

January 18, 2018 Way2News All India, India

India, which saw a record number of Foreign Tourist Arrivals (FTA) of 10 million in 2017, is targeting to double this number in next three years, Minister of State Tourism K J Alphons today said



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Home > Top News > India Eyes Doubling Of Foreign Tourists To 20 Million By 2020

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India Eyes Doubling Of Foreign Tourists To 20 Million By 2020

By Kotgari News — On Jan 18, 2018



0

Government is going to work towards doubling both the FTAs and foreign exchange earnings. (File)

Mumbai: India, which saw a record number of Foreign Tourist Arrivals (FTA) of 10 million in 2017, is targeting to double this number in next three years, Minister of State Tourism K J Alphons today said.

"We crossed 10 million FTAs in 2017 and if we include non-resident Indians visiting the country then the number went up to over 17 million. In dollar terms our earnings have gone up by 20.2 per cent, which is a very good growth compared to the world tourism that grew by less than five per cent," the minister said on the sidelines of OTM 2018.

These are very encouraging numbers and the government is working towards doubling both the FTAs and foreign exchange earnings in the next three years, he added.

"To make this possible we are working with the state governments and with the industry, as they have a big role to play. So we are all working together and make this possible," he said.

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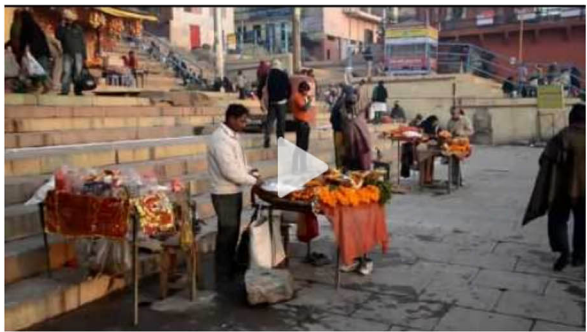
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Foreign Tourist Arrivals in India Crossed 1 Crore Mark in 2017, Brought in \$27 Billion

India's Travel and Tourism sector has been doing "extremely well" according to Union Tourism Minister Alphonso Kannanthanam.



India has captured the imagination of many a foreign tourist for years. From the magnificent Taj Mahal which stands as an epitome of Mughal architecture to the serene backwaters of Kerala that define peace and tranquility, India has loads of attractions that appeal to the sensibilities of foreign tourists. So, it should come as no surprise that foreign tourist arrivals in India have been on the rise. In 2017, India has received a record high of over 10 million (1 crore) FTAs. This has translated to earnings of over \$27 billion. This is great news for the Travel and Tourism sector which continues to grow. **ALSO SEE [India on the Look-out for Untraceable Historical Monuments](#)**

Speaking to reporters in Kochi, Union Tourism Minister Alphonso Kannanthanam stated that the tourism sector has been doing "extremely well", and in 2017 alone, there was an increase of 15.2% in the foreign tourist arrivals to the country. "And the foreign exchange earnings went up by 20.2%. So my income from tourism from foreign tourists' arrival alone last year has been \$27 billion and if we convert to rupee terms it would come to approximately Rs1,75,000 crore," said Kannanthanam. According to him, the tourism sector is contributing 6.88% to India's total GDP, besides 12.36% of the total employment in terms of jobs.

The Minister was in Kerala to chair a review meeting between Railway officials and Kerala government on the development of railways in the state. He also briefly spoke about the popular pilgrim destination Sabrimala and acknowledged that central fund should be sanctioned for the Sabari Railway project to build the Angamaly-Erumely line.



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HOSPITALITY INDIA MAGAZINE & GUIDE

ASIA-PACIFIC'S LARGEST TRAVEL SHOW OTM ALL SET FOR A RECORD EDITION IN 2018

The Largest Travel Show in Asia-Pacific



Mumbai, 18 January, 2018: Close to 1,200 sellers are confirmed as exhibitors at OTM 2018, to be held at the Bombay Exhibition Centre, Mumbai from January 18-20.

Over 45 National Tourist Organisations (NTOs) and more than 21 Indian State Tourism Boards (STBs) will be setting up country and state pavilions at OTM 2018.

The largest travel show in the Asia Pacific is on target to witness 300 hosted buyers and 15,000 trade visitors.

Turkey, Greece and Thailand are three largest Partner Country pavilions, returning to OTM.

Turkey is the Premier Partner Country at OTM 2018.

Himachal Pradesh, Uttarakhand and Jammu & Kashmir are the largest Partner State pavilions this year.

Host state Maharashtra is also putting up a large pavilion to showcase its destinations.

The leading tour operator Cox & Kings has signed up with for the next three years as the Knowledge Partner, starting OTM 2018.

OTM has partnered with TravHQ, to organise Travel Technology Track, with sessions on innovative travel tech solutions, panel discussions with industry thought-leaders and digital skill development workshops.

Phocuswright, the global travel market research company, will be also conducting a session at OTM 2018.

What makes OTM unique?

OTM Mumbai has emerged as the largest travel trade show in the Asia-Pacific region. On the two parameters – the number of participants and gross exhibition area rented by the organisers, OTM has gained an edge over ITB Asia and SATTE: the other two leading shows in the Asia Pacific region.

OTM 2017 also had participants from a larger number of countries (45) when compared to SATTE 2017 (40), as per publicly available information that can be verified.

According to a visitor survey, approximately 76% of the trade visitors at OTM 2017 did not visit any other show in India. It shows OTM is visited by unique buyers from Western India and Mumbai, not accessible through any other show.

Approximately a quarter of OTM's buyers are from outside Mumbai, out of which half are from Delhi. This data highlights that OTM is also effective in providing access to trade buyers and visitors from all over India.

Mumbai serves as a gateway city to the largest chunk of India's outbound market. It is also the largest source market in India of business, luxury, MICE and domestic travel in India. This is a great factor behind OTM's success and emergence as the largest travel trade show in the Asia-Pacific region.

India is ranked among one of the fastest emerging travel destinations in the world as Indians continue to take more than a billion domestic and 20 million international visits annually.

The advent of online technologies has enabled the travel sector to further utilise its potential. Keeping in mind the business prospects, an easy-to-use online meeting diary to fix appointment between buyers and sellers has been scheduled this year.



Exhibitors at OTM

All in all, OTM 2018 will be showcasing the National Tourist Organisations (NTOs) of India, Bahrain, Bangladesh, Bhutan, Botswana, Cambodia, China, Croatia, Cyprus, Egypt, Fiji, Greece, Indonesia, Japan, Kenya, Korea, Macau, Maldives, Nepal, New Zealand, Palestine, Romania, Rwanda, Tanzania, Thailand, Turkey.

To tap into the booming travel market of India, country representatives from Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Malaysia, Peru, Philippines, Russia, Seychelles, Singapore, Sri Lanka, United Kingdom, United States of America, Uzbekistan and Vietnam will also be making it to the Asia Pacific's largest travel show.

The Ministry of Tourism, Government of India is also expected to have a strong presence at the show. Major Indian destinations, too, are not far behind their international counterparts. The Indian State Tourism Boards of Maharashtra, Jammu and Kashmir, Gujarat, Uttarakhand, West Bengal, Himachal Pradesh, Odisha, Manipur, Karnataka, Madhya Pradesh, Andaman and Nicobar Islands, Andhra Pradesh, Jharkhand, Arunachal Pradesh, Goa, Chandigarh, Punjab, Tripura, Assam, Meghalaya and Mizoram will be ensuring their representation with a large number of sellers to showcase India at its best.

Buyer's Turnout

More than 300 corporate buyers from renowned companies have scheduled meetings. They will be visiting the show from all over India to meet the pool of exhibitors showcasing their products and services at OTM 2018.

Major companies include, DDB Mudra, Corporate Flyers, Alembic Pharmaceuticals, Gammon Infrastructure Projects, Aircel, WOV Travel Company, Crowley Accord Marine Management, Expedition 2 India, The Travel Planners, Seven Vows – A Planned Chaos, Intellect Life Sciences, Eventzinspired, Prime Connections, Wander Globe, Sterling Hospitals, Magma Fincorp, Scotch and Water Innovations, Gionee and many others.

QUOTES

I am happy to know that Fairfest Media is organising OTM, which has emerged as the leading travel trade show in the Asia Pacific region, with a large number of national and international stakeholders from the global tourism industry participating. I understand that organisers have a proven track record of pioneering and curating international tourism marts all across the country for the last 28 years. I look forward to being a part of the event and wish the upcoming edition of OTM all the very best!

– KJ Alphons, Minister of State (Independent Charge) for Tourism, Government of India

I am sure that the national and international tourism destinations and travel products will find OTM a useful platform for marketing to and transacting business with the fast growing Indian travel industry. OTM will also be a useful platform to exchange ideas and opportunities for cooperation between the various tourism stakeholders, for promoting domestic and inbound tourism. I am given to understand that exhibitors and trade visitors at the mart will be able to set up pre-fixed appointments to maximise the business opportunities. Sessions on film tourism, destination weddings, travel blogging, MICE etc planned on the sidelines will also provide additional educational and networking opportunities.

– Rashmi Verma, Secretary, Ministry of Tourism, Government of India

It is praiseworthy that Fairfest Media Ltd is organising this show since last 30 years with a view to providing a platform for the stakeholders of the travel and tourism industry to meet network and explore opportunities for tourism exchanges between countries, states and regions. I hope that this travel show will help in promoting tourism and popularising tourist destinations in the country including Maharashtra. I extend my best wishes to organisers and all participants and wish OTM a grand success.

– Devendra Fadnavis, Chief Minister, Government of Maharashtra

I understand that with over 1,100 exhibitors from 45 countries and 21 Indian states, OTM 2018 will be India's biggest-ever travel trade show. Maharashtra Tourism is happy to lend its full support as the Host State. Our big participation at OTM over the years underlines the importance of which our Government attaches to tourism as an economic driver. I wish all the exhibitors and visitors at OTM good business and a comfortable and enjoyable stay in Mumbai and Maharashtra.

– Jaykumar Rawal, Minister of Tourism, Government of Maharashtra

About Fairfest Media Ltd

OTM is organised by Fairfest Media Ltd, also the organisers of TTF and BLTM branded travel shows. It is India's oldest and the largest travel trade show network for over 25 years, spanning 9 cities. Fairfest Media is also the Publisher of the most widely distributed print and web editions of the B2B journal – Travel News Digest (TND). It also organises Municipalika, one of its kind annual event focused on urban solutions.



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OTM EMERGES AS THE LARGEST TRAVEL TRADE SHOW IN ASIA-PACIFIC



Mumbai: OTM Mumbai, which began on Thursday, has emerged as the largest travel trade show in the Asia-Pacific region. On the two parameters – the number of participants and gross exhibition area rented by the organisers, OTM has gained an edge over ITB Asia and SATTE; the other two leading shows in the region.

OTM also has participants from a larger number of countries (45) when compared to SATTE (40), as per publicly available information that can be verified. According to a visitor survey, approximately 76 per cent of the trade visitors at OTM 2017 did not visit any other show in India. It shows OTM is visited by unique buyers from Western India and Mumbai, not accessible through any other show.

Approximately a quarter of OTM's buyers are from outside Mumbai, out of which half are from Delhi. This data shows that OTM is also effective in providing access to trade buyers and visitors from all over India.

OTM 2018 is being organised from January 18-20, at the Bombay Convention and Exhibition Centre. Turkey, Greece and Thailand are three biggest country pavilions, returning to OTM in 2018.

The leading tour operator in the country – Cox & Kings has signed up with OTM for the next three years, as the Knowledge Partner. Global leader in hotel marketing technology – Google has partnered to organise CMO workshops on the sidelines of OTM 2018.

The National Tourist Organisations (NTOs) of Palestine, Japan, New Zealand, Maldives, Russia, Tanzania, Bhutan, Korea, Egypt, Bangladesh, Nepal, Zagreb and Croatia are exhibiting with large country pavilions. Himachal Pradesh, Madhya Pradesh, Andaman and Nicobar and Andhra Pradesh have also set up large state pavilions. The Ministry of Development of North Eastern Region (DoNER) is for the first time conducting a mega publicity exercise at OTM for promoting North-Eastern destinations.

TravHQ has partnered with OTM to organise Travel Technology Track, with sessions on innovative travel tech solutions, panel discussions with industry thought-leaders and digital skill development workshops. 'Destination Reporter' India Travel Magazine is media partner of the event.

OTM is organised by Fairfest Media Ltd, also the organisers of TTF and BLTM branded travel shows.

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Asia-Pacific's largest travel trade show, OTM begins in Mumbai



The largest Asia Pacific travel show was inaugurated by Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India.

- The event will be witnessing 300 hosted buyers and more than 15,000 trade visitors
- Host State Maharashtra has a powerful presence led by Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra
- Close to 1200 sellers, 50 plus countries and 25 plus states represented at OTM 2018

Mumbai, 18 January, 2018: OTM is the largest travel trade show in the entire Asia Pacific region. The three day event is being held at Bombay Exhibition Centre in Mumbai beginning from today. The event was inaugurated in the presence of the Chief Guest Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India and Guest of Honour, Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra.

Speaking at the inauguration, **Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India** remarked, "I am happy to know that OTM has emerged as the leading travel trade show in the Asia Pacific region, India has 5000 years old civilization and a huge heritage for the world to explore. The country has innumerable tourist destinations from The Himalaya Mountains in the North to the backwaters in the South.

Indian tourism also offers spiritual tourism and cultural heritage with its widely spread civilisation in the sub-continent. I am grateful to the Government of India and Prime Minister Narendra Modi for their effective efforts, regular outreach to the world community and the Indian Diaspora, which has positively changed the outlook of India for tourism in the country. The Ministry of Tourism is working to bring in confidence building mechanisms to establish India as a peaceful and safe destination," he further added.

India is one of the largest markets of travel and tourism in the world. Indians take some 22 million trips abroad and more than a billion within the country. Mumbai is the largest source market of domestic and outbound travel for Leisure, Business, Meetings, Incentive, Conventions and Events (MICE) and Weddings. It serves literally as the "gateway of India" to the largest number of travellers going abroad from other cities and towns in Western and Southern India.

OTM is Asia Pacific's Largest Travel Show. People from across the travel industry participate in this event which helps in promoting the tourism industry. This event has a legacy of 28 years and after Germany and London, OTM Mumbai is one of the largest travel trade shows globally. With the help of this platform, our efforts are to showcase the treasure of tourism that we possess in Mumbai, Maharashtra and the rest of the country, said **Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra**.

Over the decades, OTM has emerged as the largest travel trade show in Asia Pacific region, in terms of rented area. It is also the most international travel trade show in India, with more than 50 countries and over 25 states being represented in OTM this year. The three-day travel trade show is focused on B2B transactions between close to 1200 exhibitors and 15,000 plus trade visitors and buyers.

With \$ 209 Billion spend in 2017, India's tourism industry was ranked 7th largest in the world. It contributes about one-tenth to the GDP and employment. The public policy thrust of the present government in the centre and the state, OTM hopes to consolidate its lead as the largest travel trade show in the Asia Pacific region in the coming years.

India's leading tour operator Cox & Kings is conducting destination workshops, as the Knowledge Partner. "OTM is the premier show in Western India that is growing faster and it gives us an opportunity to engage with the B2B market," said **Karan Anand, Head-Relationships, Cox & Kings**.

"Turkish exhibitors wait for OTM. Western India is a very promising source market for Turkey, contributing 35% of all Indian arrivals, most of it through the gateway city of Mumbai. This makes our participation in OTM Mumbai all the more important," says **Ozgur Ayutik, Coordinator of Asia and Pacific in the Turkish Ministry of Culture and Tourism**.

National Tourist Organisations of Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives, Rwanda, Macao, Bangladesh, Korea, Japan, Bhutan, Tanzania, Romania, Cambodia, Palestine, Cyprus, Croatia, New Zealand, Fiji, Botswana, Finland, Estonia, Lithuania have set up colourful country pavilions, along with a large number of their hotels, attractions and operators from every destination.

"This year we are promoting ourselves as MICE as well as a Wedding and Film destination and OTM is a right platform for us to do so," said **Dimitrios A Theophylactou, High Commissioner of Cyprus in Mumbai**.

"We participate at OTM every year and consider this to be very important event. Special workshops on Wedding and Films are good signs that the show is evolving every year," remarked **Ismail A Hamid, Egyptian Tourism Counsellor in Egyptian Tourism Office, based in Mumbai**.

Technology is driving disruptive changes in the travel industry. OTM is also hosting travel technology tracks, with sessions on innovative travel tech solutions, panel discussions with industry's thought-leaders, innovation showcase, and digital skill development, in collaboration with TravHQ.

Australia, Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Laos, Latvia, Malaysia, Oman, Peru, Philippines, Qatar, Russia, Seychelles, Singapore, Sri Lanka, Ukraine, United Kingdom, USA, Uzbekistan and Vietnam are represented through private operators at OTM 2018.

Greece is returning to OTM 2018 in a much bigger way after its debut last year. "Tourism Ministry of Greece is extremely delighted to be a part of this beautiful and big exhibition," said **Elena Kountoura the Greek Tourism Minister**.

Indian destinations have as much strong a presence in OTM as their international counterparts. Tourism departments of Himachal Pradesh, Uttarakhand, Jammu & Kashmir, Maharashtra, West Bengal, Goa, Gujarat, Odisha, Arunachal Pradesh, Andhra Pradesh, Karnataka, Punjab, Andaman & Nicobar, Jharkhand, Madhya Pradesh, Chandigarh, Tripura have set up enchanting state pavilions, with operators from their respective states present.

"J&K gets the maximum number of domestic tourists from the states of Gujarat followed by Mumbai, both in Western India. Therefore both the tourism board and the private suppliers in the region eagerly wait for the OTM," remarked **Mahmood Shah, Director, Kashmir Tourism**.

In addition to buying and selling activities on the OTM showfloor, hundreds of crores of business leads would be generated, there are a number of meeting sessions, workshops and panel discussions on the sides. These are enriching and thought provoking meeting sessions, with leaders and professional experts from India and abroad.

65% of the travel show is all about India. About 22 mn Indians travel abroad, but there is immense scope to boost the inbound travel in India. We should also look forward to bring more tourists from the rest of the world to India and serve this an opportunity to explore the exotic tourists destinations in the country, said **Sanjiv Agarwal, CEO, Fairfest Media Ltd.**

"For the stakeholders in the travel trade who are looking for serious business and networking opportunities, OTM is a must-visit," remarked **Mahendra Vaikaria, President, Outbound Tour Operators Association of India (OTOAI)**.

Promoting tourism through film shoots is an attractive strategy adopted by many countries and states. For example, Cyprus offers 35% cash rebate and a host of other benefits to producers. Cine Locales @ OTM is a session aimed at connecting film and television fraternity with international and domestic destinations interested in catering to the lucrative market of film and TV producers.

Phocuswright, the global travel market research company, will be conducting a session on understanding the Millennial Travellers, whose needs may be very different from the previous generation.

To promote relatively unexplored North-East region of India, a special session is being organised, under the aegis of Ministry of Development of North East Region and NETDC.

"For adventure tour from the region," added **Captain Swadesh Kumar, President, Adventure Tour Operators Association of India (ATOAI)**. Western India is the strongest market. OTM is indispensable in connecting to the tourism stakeholders.

Buyer-seller speed networking sessions add a new dimension to the show, where selected hosted buyers are seated in a smaller hall and the exhibitors go around to meet them, reversing the normal process of buyers going around in the exhibition to meet the sellers, for a limited time on the first day.

India's Ministry of Tourism is flying in international buyers, to buy from OTM, which also boasts of the largest display of Indian destinations under one roof.

OTM is supported by leading travel trade associations like TAAI, OTOAI, NIMA, TAFI, IATO, ADTOI, ATOAI, LAAL, TAAF, MTOA, TAAAN, SAA, SKAL, ETAA, UTA and Titanz.

"OTM has reached an international level where the whole industry comes down. It is one of the most sought after travel mats," opined **PP Khanna, President, Association of Domestic Tour Operators of India (ADTOI)**.

OTM is the best travel trade fair in India. It is of international standards and is way better than any other travel show in the country," remarked **Gajesh Girdhar, Founder and National Coordinator, Network of Indian MICE Agents (NIMA)**.

Over the decades, OTM has emerged as the largest travel trade show in Asia Pacific region on couple of parameters. One is the number of participants and the other is the gross exhibition area rented by the organisers. It is also the most preferred international travel trade show in India, with more than 50 countries participating in OTM 2018. The three-day show is focused on B2B transactions between 1200+ exhibitors and 15,000+ trade visitors and buyers.



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Efforts at OTM' are to showcase the treasure of tourism that we possess in Mumbai, Maharashtra and the rest of the country



OTM is the largest travel trade show in the entire Asia Pacific region. The three day event is being held at Bombay Exhibition Centre in Mumbai beginning from today. The event was inaugurated in the presence of the Chief Guest Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India and Guest of Honour, Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra.

Speaking at the inauguration, Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India remarked, "I am happy to know that OTM has emerged as the leading travel trade show in the Asia Pacific region, India has 5000 years old civilisation and a huge heritage for the world to explore. The country has innumerable tourist destinations from The Himalaya Mountains in the North to the backwaters in the South.

Indian tourism also offers spiritual tourism and cultural heritage with its widely spread civilisation in the sub-continent. I am grateful to the Government of India and Prime Minister Narendra Modi for their effective efforts, regular outreach to the world community and the Indian Diaspora, which has positively changed the outlook of India for tourism in the country. The Ministry of Tourism is working to bring in confidence building mechanisms to establish India as a peaceful and safe destination," he further added.



India is one of the largest markets of travel and tourism in the world. Indians take some 22 million trips abroad and more than a billion within the country. Mumbai is the largest source market of domestic and outbound travel for Leisure, Business, Meetings, Incentive, Conventions and Events (MICE) and Weddings. It serves literally as the 'gateway of India' to the largest number of travellers going abroad from other cities and towns in Western and Southern India.

OTM is Asia Pacific's Largest Travel Show. People from across the travel industry participate in this event which helps in promoting the tourism industry. This event has a legacy of 28 years and after Germany and London, OTM Mumbai is one of the largest travel trade shows globally. With the help of this platform, our efforts are to showcase the treasure of tourism that we possess in Mumbai, Maharashtra and the rest of the country, said Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra.



Over the decades, OTM has emerged as the largest travel trade show in Asia Pacific region, in terms of rented area. It is also the most international travel trade show in India, with more than 50 countries and over 25 states being represented in OTM this year. The three-day travel show is focused on B2B transactions between close to 1200 exhibitors and 15,000 plus trade visitors and buyers.

With \$ 209 Billion spend in 2017, India's tourism industry was ranked 7th largest in the world. It contributes about one-tenth to the GDP and employment. The public policy thrust of the present government in the centre and the state, OTM hopes to consolidate its lead as the largest travel trade show in the Asia Pacific region in the coming years.

India's leading tour operator Cox & Kings is conducting destination workshops, as the Knowledge Partner. "OTM is the premier show in Western India that is growing faster and it gives us an opportunity to engage with the B2B market," said Karan Anand, Head-Relationships, Cox & Kings.

"Turkish exhibitors wait for OTM. Western India is a very promising source market for Turkey, contributing 35% of all Indian arrivals, most of it through the gateway city of Mumbai. This makes our participation in OTM Mumbai all the more important," says Oguz Ayurk, Coordinator of Asia and Pacific in the Turkish Ministry of Culture and Tourism.



National Tourist Organisations of Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives, Rwanda, Macao, Bangladesh, Korea, Japan, Bhutan, Tanzania, Romania, Cambodia, Palestine, Cyprus, Croatia, New Zealand, Fiji, Botswana, Finland, Estonia, Lithuania have set up colourful country pavilions, along with a large number of their hotels, attractions and operators from every destination.

"This year we are promoting ourselves as MICE as well as a Wedding and Film destination and OTM is a right platform for us to do so," said Demetrios A Theophylactou, High Commissioner of Cyprus in Mumbai.



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Asia-Pacific's largest travel trade show, OTM begins in Mumbai



Left to Right - Sanjiv Agarwal, Chairman and CEO, Fairfest Media Limited, Shri. K. J. Alphons, Minister of State (I/C) for Tourism, Government of India, & Jaykumar Rawal, Minister of Tourism, Government of Maharashtra - Photo By Sachin Murdeshwar GPN / 18.01.18

- The largest Asia Pacific travel show was inaugurated by Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India
- The event will be witnessing 300 hosted buyers and more than 15,000 trade visitors
- Host State Maharashtra has a powerful presence led by Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra
- Close to 1200 sellers, 50 plus countries and 25 plus states represented at OTM 2018

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Over the decades, OTM has emerged as the largest travel trade show in Asia Pacific region, in terms of rented area. It is also the most international travel trade show in India, with more than 50 countries and over 25 states being represented in OTM this year. The three-day travel show is focused on B2B transactions between close to 1200 exhibitors and 15,000 plus trade visitors and buyers.

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"This year we are promoting ourselves as MICE as well as a Wedding and Film destination and OTM is a right platform for us to do so," said Demetrios A Theophylactou, High Commissioner of Cyprus in Mumbai.



“We participate at OTM every year and consider this to be very important event. Special workshops on Wedding and Films are good signs that the show is evolving every year,” remarked Ismail A Hamid, Egyptian Tourism Counsellor in Egyptian Tourism Office, based in Mumbai.

Technology is driving disruptive changes in the travel industry. OTM is also hosting travel technology tracks, with sessions on innovative travel tech solutions, panel discussions with industry’s thought-leaders, innovation showcase, and digital skill development, in collaboration with TravHQ.

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60% of the travel show is all about India. About 22 mn Indians travel abroad, but there is immense scope to boost the inbound travel in India. We should also look forward to bring more tourists from the rest of the world to India and serve this an opportunity to explore the exotic tourists destinations in the country, said Sanjiv Agarwal, CEO, Fairfest Media Ltd..

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Efforts on to make India peaceful, safe destination for tourists:

The Union Ministry of Tourism is working to establish India as a peaceful and safe destination for tourists, K J Alphonso, Union Minister of State for Tourism, said on Thursday. Speaking after inaugurating the largest three-day travel trade show, OTM, along with Jaykumar Rawal, Minister of Tourism, Government of Maharashtra, at the Bombay Exhibition Centre, Goregaon in north Mumbai, he said, "India has 5,000-year-old civilisation and a huge heritage for the world to explore. The country has innumerable tourist destinations from the Himalaya Mountains in the north to the backwaters in the south. "Indian tourism also offers spiritual tourism and cultural heritage with its widely spread civilisation in the sub-continent," he said. India is the largest market of travel and tourism in the world, as Indians make some 22 million trips abroad and more than a billion within the country, Mr Alphonso said. He added that OTM has emerged as the leading travel trade show in the Asia-Pacific region. Speaking on the occasion, state Tourism Minister Mr Rawal said, "With the help of OTM platform, efforts are on to showcase the treasure of tourism that we possess in Mumbai, Maharashtra and the rest of the country." With 209 billion US dollars spent in the year 2017, India's tourism industry was ranked seventh largest in the world. It contributes about one-tenth to the GDP and employment. OTM is the most international travel trade show in India, with more than 50 countries and over 25 states being represented this year in the travel show, which is focused on business-to-business (B2B) transactions between close to 1,200 exhibitors and 15,000-plus trade visitors and buyers. UNI JM SS NP2040



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Government eyes 20 million foreign tourists by 2020, to double earnings

Government has set a target of doubling the number of foreign tourist arrivals (FTAs) at 20 million as well as earnings from the sector by 2020, Union tourism minister KJ Alphons said.



Representative Image

Mumbai: In 2017, for the first time, foreign tourist arrivals touched 10 million, up from 8.8 million in 2016, when it had grown by 9.7 per cent over the previous year.

"We have crossed 10 million FTAs in 2017 and if we include non-resident Indians visiting the country, the number went up to over 17 million," the minister said. On the revenue side, without sharing the absolute numbers the minister said, "in dollar terms our earnings have gone up by 20.2 per cent, which is a very good growth compared to the world tourism that grew by less than 5 per cent."

In 2016, the World Travel and Tourism Council had ranked the country at the seventh slot in terms of its size as a tourism economy with forex earnings of close to USD 209 billion or Rs 14.1 trillion. This was equivalent to 9.6 per cent of GDP. Addressing the media on the sidelines

of the annual tourism event OTM 2018 here, he said, "These are very encouraging numbers and government is working towards doubling both the arrivals and forex exchange earnings in the next three years."

Underlining the role of the states in tourism development, Alphons said his ministry is working with the states and with the industry, "as they have a big role to play. So, we are all working together to make this possible." The country is ranked 13th in terms of foreign tourist arrivals globally, and seventh in Asia Pacific, he said.

"We are getting good spenders who are contributing 6.88 per cent to GDP and we are also contributing 12.6 per cent to overall employment," he added.

On the upcoming tourism policy, Alphons said, it should be out in two-three months, as "we are incorporating new ideas". On his expectation from the Budget for his ministry, he said, "we are hoping to get more than last year...I hope they will be generous in the budget allocation."

Addressing the event, Maharashtra tourism minister Jaykumar Rawal said Mumbai has one of the best airports in the world and is also building a world-class cruise port.

"We are building an international cruise port with an investment of Rs 5,000 crore at Mazagaon Dock. It will be operational by 2020 and is fully funded by government," the state minister said.

The three-day OTM is being attended by over 45 countries, 21 states and Union territories and over 1,100 exhibitors.



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Asia-Pacific's largest travel show OTM all set for a record edition in 2018

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Close to 1,200 sellers are confirmed as exhibitors at OTM 2018, to be held at the Bombay Exhibition Centre, Mumbai from January 18-20. Over 45 National Tourist Organisations (NTOs) and more than 21 Indian State Tourism Boards (STBs) will be setting up country and state pavilions at OTM 2018.

The largest travel show in the Asia Pacific is on target to witness 300 hosted buyers and 15,000 trade visitors. Turkey, Greece and Thailand are the three largest Partner Country pavilions, returning to OTM. Turkey is the Premier Partner Country at OTM 2018.

Himachal Pradesh, Uttarakhand and Jammu & Kashmir are the largest Partner State pavilions this year. Host state Maharashtra is also putting up a large pavilion to showcase its destinations. The leading tour operator Cox & Kings has signed up with for the next three years as the Knowledge Partner, starting OTM 2018.

OTM has partnered with TravHQ, to organise Travel Technology Track, with sessions on innovative traveltech solutions, panel discussions with industry thought-leaders and digital skill development workshops.

Phocuswright, the global travel market research company, will be also conducting a session at OTM 2018.

What makes OTM unique?

OTM Mumbai has emerged as the largest travel trade show in the Asia-Pacific region. On the two parameters - the number of participants and gross exhibition area rented by the organisers, OTM has gained an edge over ITB Asia and SATTE; the other two leading shows in the Asia Pacific region.

OTM 2017 also had participants from a larger number of countries (45) when compared to SATTE 2017(40), as per publicly available information that can be verified. According to a visitor survey, approximately 76% of the trade visitors at OTM 2017 did not visit any other show in India. It shows OTM is visited by unique buyers from Western India and Mumbai, not accessible through any other show.

Approximately a quarter of OTM's buyers are from outside Mumbai, out of which half are from Delhi. This data highlights that OTM is also effective in providing access to trade buyers and visitors from all over India.

Mumbai serves as a gateway city to the largest chunk of India's outbound market. It is also the largest source market in India of business, luxury, MICE and domestic travel in India. This is a great factor behind OTM's success and emergence as the largest travel trade show in the Asia-Pacific region.

India is ranked among one of the fastest emerging travel destinations in the world as Indians continue to take more than a billion domestic and 20 million international visits annually. The advent of online technologies has enabled the travel sector to further utilise its potential. Keeping in mind the business prospects, an easy-to-use online meeting diary to fix appointment between buyers and sellers has been scheduled this year.



Exhibitors at OTM

All in all, OTM 2018 will be showcasing the National Tourist Organisations (NTOs) of India, Bahrain, Bangladesh, Bhutan, Botswana, Cambodia, China, Croatia, Cyprus, Egypt, Fiji, Greece, Indonesia, Japan, Kenya, Korea, Macau, Maldives, Nepal, New Zealand, Palestine, Romania, Rwanda, Tanzania, Thailand, Turkey.

To tap into the booming travel market of India, country representatives from Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Malaysia, Peru, Philippines, Russia, Seychelles, Singapore, Sri Lanka, United Kingdom, United States of America, Uzbekistan and Vietnam will also be making it to the Asia Pacific's largest travel show.

The Ministry of Tourism, Government of India is also expected to have a strong presence at the show. Major Indian destinations, too, are not far behind their international counterparts. The Indian State Tourism Boards of Maharashtra, Jammu and Kashmir, Gujarat, Uttarakhand, West Bengal, Himachal Pradesh, Odisha, Manipur, Karnataka, Madhya Pradesh, Andaman and Nicobar Islands, Andhra Pradesh, Jharkhand, Arunachal Pradesh, Goa, Chandigarh, Punjab, Tripura, Assam, Meghalaya and Mizoram will be ensuring their representation with a large number of sellers to showcase India at its best.

Buyer's Turnout

More than 300 corporate buyers from renowned companies have scheduled meetings. They will be visiting the show from all over India to meet the pool of exhibitors showcasing their products and services at OTM 2018.

Major companies include, DDB Mudra, Corporate Flyers, Alembic Pharmaceuticals, Gammon Infrastructure Projects, Aircel, WOV Travel Company, Crowley Accord Marine Management, Expedition 2 India, The Travel Planners, Seven Vows - A Planned Chaos, Intellect Life Sciences, Eventz inspired, Prime Connections, Wander Globe, Sterling Hospitals, Magma Fincorp, Scotch and Water Innovations, Gionee and many others.

QUOTES

I am happy to know that Fairfest Media is organising OTM, which has emerged as the leading travel tradeshow in the Asia Pacific region, with a large number of national and international stakeholders from the global tourism industry participating. I understand that organisers have a proven track record of pioneering and curating international tourism markets all across the country for the last 28 years. I look forward to being a part of the event and wish the upcoming edition of OTM all the very best!

- KJ Alphons, Minister of State (Independent Charge) for Tourism, Government of India

I am sure that the national and international tourism destinations and travel products will find OTM a useful platform for marketing to and transacting business with the fast growing Indian travel industry. OTM will also be a useful platform to exchange ideas and opportunities for cooperation between the various tourism stakeholders, for promoting domestic and inbound tourism. I am given to understand that exhibitors and trade visitors at the mart will be able to set up pre-fixed appointments to maximise the business opportunities. Sessions on film tourism, destination weddings, travel blogging, MICE etc planned on the sidelines will also provide additional educational and networking opportunities.

- Rashmi Verma, Secretary, Ministry of Tourism, Government of India

It is praiseworthy that Fairfest Media Ltd is organising this show since last 30 years with a view to providing a platform for the stakeholders of the travel and tourism industry to meet, network and explore opportunities for tourism exchanges between countries, states and regions. I hope that this travel show will help in promoting tourism and popularising tourist destinations in the country including Maharashtra. I extend my best wishes to organisers and all participants and wish OTM a grand success.

- Devendra Fadnis, Chief Minister, Government of Maharashtra

I understand that with over 1,100 exhibitors from 45 countries and 21 Indian states, OTM 2018 will be India's biggest-ever travel trade show. Maharashtra Tourism is happy to lend its full support as the Host State. Our big participation at OTM over the years underlines the importance of which our Government attaches to tourism as an economic driver. I wish all the exhibitors and visitors at OTM good business and a comfortable and enjoyable stay in Mumbai and Maharashtra.

- Jaykumar Rawal, Minister of Tourism, Government of Maharashtra

Fairfest Media Ltd

OTM is organised by Fairfest Media Ltd, also the organisers of TTF and BLTM branded travel shows. It is India's oldest and the largest travel trade show network for over 25 years, spanning 9 cities. Fairfest Media is also the Publisher of the most widely distributed print and web editions of the B2B journal - Travel News Digest (TND). It also organises Municipalika, one of its kind annual event focused on urban solutions.



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India aims to boost tourist arrivals in next three years

Minister of State for Tourism KJ Alphons has said that the government is working towards doubling the number of Foreign Tourist Arrivals and foreign exchange earnings in the next three years.

Speaking to reporters on the sidelines of OTM 2018, which is the largest gathering of travel trade buyers and professionals in India, Mr. Alphons said India saw a record number of Foreign Tourist Arrivals of 10 million in 2017.

The minister informed that India is doing very well internationally and is 13th in terms of foreign tourists' arrival and 7th in Asia Pacific. He added that the earnings have gone up by 20.2 percent, a very good growth compared to the world tourism which grew by less than five percent.



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Speaking to reporters on the sidelines of OTM 2018 (largest gathering of travel trade buyers and professionals in India), in Mumbai yesterday, Mr. Alphons said India saw a record number of Foreign Tourist Arrivals of 10 million in 2017.

The minister informed that India is doing very well internationally and is 13th in terms of foreign tourists' arrival and 7th in Asia Pacific. He added that the earnings have gone up by 20.2 percent, a very good growth compared to the world tourism that grew by less than five percent. On the upcoming Tourism Policy, Mr Alphons said, it should be out in two or three months.

Maharashtra Tourism Minister Jaykumar Rawal, who was also present at the event, said Mumbai has one of the best airports in the world and is also building a world-class cruise port. The 3-day OTM 2018, organised by Fairfest Media will see participation of over 45 countries, 21 states and Union Territories and over 1,100 exhibitors.

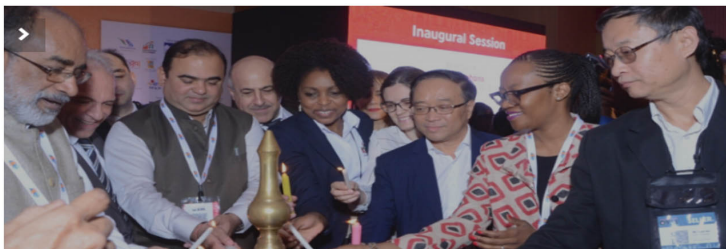


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Asia-Pacific's largest travel trade show, OTM begins in Mumbai

- The largest Asia Pacific travel show was inaugurated by K J Alphons, Minister of State for Tourism (I/C), Government of India
- The event will be witnessing 300 hosted buyers and more than 15,000 trade visitors
- Host State Maharashtra has a powerful presence led by Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra
- Close to 1200 sellers, 50 plus countries and 25 plus states represented at OTM 2018

OTM is the largest travel trade show in the entire Asia Pacific region. The three day event is being held at Bombay Exhibition Centre in Mumbai. The event was inaugurated in the presence of the Chief Guest K J Alphons, Minister of State for Tourism (I/C), Government of India and Guest of Honour, Jaykumar Rawal, Minister of Tourism, Government of Maharashtra.

Speaking at the inauguration, **K J Alphons, Minister of State for Tourism (I/C), Government of India** remarked, "I am happy to know that OTM has emerged as the leading travel trade show in the Asia Pacific region, India has 5000 years old civilization and a huge heritage for the world to explore. The country has innumerable tourist destinations from The Himalaya Mountains in the North to the backwaters in the South.

Indian tourism also offers spiritual tourism and cultural heritage with its widely spread civilisation in the sub-continent. I am grateful to the Government of India and Prime Minister Narendra Modi for their effective efforts, regular outreach to the world community and the Indian Diaspora, which has positively changed the outlook of India for tourism in the country. The Ministry of Tourism is working to bring in confidence building mechanisms to establish India as a peaceful and safe destination," he further added.

India is one of the largest markets of travel and tourism in the world. Indians take some 22 million trips abroad and more than a billion within the country, Mumbai is the largest source market of domestic and outbound travel for Leisure, Business, Meetings, Incentive, Conventions and Events (MICE) and Weddings. It serves literally as the 'gateway of India' to the largest number of travellers going abroad from other cities and towns in Western and Southern India.

OTM is Asia Pacific's Largest Travel Show. People from across the travel industry participate in this event which helps in promoting the tourism industry. This event has a legacy of 28 years and after Germany and London, OTM Mumbai is one of the largest travel trade shows globally. With the help of this platform, our efforts are to showcase the treasure of tourism that we possess in Mumbai, Maharashtra and the rest of the country, said Jaykumar Rawal, Minister of Tourism, Government of Maharashtra.

Over the decades, OTM has emerged as the largest travel trade show in Asia Pacific region, in terms of rented area. It is also the most international travel trade show in India, with more than 50 countries and over 25 states being represented in OTM this year. The three-day travel show is focused on B2B transactions between close to 1200 exhibitors and 15,000 plus trade visitors and buyers.

With \$ 209 Billion spend in 2017, India's tourism industry was ranked 7th largest in the world. It contributes about one-tenth to the GDP and employment. The public policy thrust of the present government in the centre and the state, OTM hopes to consolidate its lead as the largest travel trade show in the Asia Pacific region in the coming years.



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TRADE NEWS

Friday, 19 January, 2018, 13 : 00 PM [IST]

India aims to boost tourist arrivals: Alphons

The Union Tourism Ministry aims to double the number of foreign tourist arrivals in three years, said K.J. Alphons, Minister of State for Tourism, Govt of India. "India has done well on the tourism front in 2017," said Alphons at the OTM in Mumbai.

"We crossed the mark of over 10 million foreign tourists and it is time to celebrate that. Along with the international tourist arrivals, including NRIs, we have crossed over 17 million tourists within the last year," he said.

"These are very encouraging numbers and the government is working towards doubling both foreign tourist arrivals and foreign exchange earnings in the next three years."



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SACHIN MURDESHWAR

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"This year we are promoting ourselves as MICE as well as a Wedding and Film destination and OTM is a right platform for us to do so," said Demetrios A Theophylactou, High Commissioner of Cyprus in Mumbai.

"We participate at OTM every year and consider this to be very important event. Special workshops on Wedding and Films are good signs that the show is evolving every year," remarked Ismail A Hamid, Egyptian Tourism Counsellor in Egyptian Tourism Office, based in Mumbai.

Technology is driving disruptive changes in the travel industry. OTM is also hosting travel technology tracks, with sessions on innovative travel tech solutions, panel discussions with industry's thought-leaders, innovation showcase, and digital skill development, in collaboration with TravHQ.

Australia, Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Laos, Latvia, Malaysia, Oman, Peru, Philippines, Qatar, Russia, Seychelles, Singapore, Sri Lanka, Ukraine, United Kingdom, USA, Uzbekistan and Vietnam are represented through private operators at OTM 2018.

Greece is returning to OTM 2018 in a much bigger way after its debut last year. "Tourism Ministry of Greece is extremely delighted to be a part of this beautiful and big exhibition," said Elena Kountoura the Greek Tourism Minister.

Indian destinations have as much strong a presence in OTM as their international counterparts. Tourism departments of Himachal Pradesh, Uttarakhand, Jammu & Kashmir, Maharashtra, West Bengal, Goa, Gujarat, Odisha, Arunachal Pradesh, Andhra Pradesh, Karnataka, Punjab, Andaman & Nicobar, Jharkhand, Madhya Pradesh, Chandigarh, Tripura have set up enchanting state pavilions, with operators from their respective states present.

"J&K gets the maximum number of domestic tourists from the states of Gujarat followed by Mumbai, both in Western India. Therefore both- the tourism board and the private suppliers in the region eagerly wait for the OTM," remarked Mahmood Shah, Director, Kashmir Tourism.

In addition to buying and selling activities on the OTM showfloor, hundreds of crores of business leads would be generated, there are a number of meeting sessions, workshops and panel discussions on the sides. These are enriching and thought provoking meeting sessions, with leaders and professional experts from India and abroad.

60% of the travel show is all about India. About 22 mn Indians travel abroad, but there is immense scope to boost the inbound travel in India. We should also look forward to bring more tourists from the rest of the world to India and serve this an opportunity to explore the exotic tourists destinations in the country, said Sanjiv Agarwal, CEO, Fairfest Media Ltd..

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APAC's largest travel trade show OTM begins in Mumbai

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ASIA-PACIFIC'S LARGEST TRAVEL TRADE SHOW, OTM BEGINS IN MUMBAI

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by Suman Gupta



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Indian tourism also offers spiritual tourism and cultural heritage with its widely spread civilisation in the sub-continent. I am grateful to the Government of India and Prime Minister Narendra Modi for their effective efforts, regular outreach to the world community and the Indian Diaspora, which has positively changed the outlook of India for tourism in the country. The Ministry of Tourism is working to bring in confidence building mechanisms to establish India as a peaceful and safe destination," he further added.

India is one of the largest markets of travel and tourism in the world. Indians take some 22 million trips abroad and more than a billion within the country. Mumbai is the largest source market of domestic and outbound travel for Leisure, Business, Meetings, Incentive, Conventions and Events (MICE) and Weddings. It serves literally as the 'gateway of India' to the largest number of travellers going abroad from other cities and towns in Western and Southern India.

OTM is Asia Pacific's Largest Travel Show. People from across the travel industry participate in this event which helps in promoting the tourism industry. This event has a legacy of 28 years and after Germany and London, OTM Mumbai is one of the largest travel trade shows globally. With the help of this platform, our efforts are to showcase the treasure of tourism that we possess in Mumbai, Maharashtra and the rest of the country, said **Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra.**



Over the decades, OTM has emerged as the largest travel trade show in Asia Pacific region, in terms of rented area. It is also the most international travel trade show in India, with more than 50 countries and over 25 states being represented in OTM this year. The three-day travel show is focused on B2B transactions between close to 1200 exhibitors and 15,000 plus trade visitors and buyers.

With \$ 209 Billion spend in 2017, India's tourism industry was ranked 7th largest in the world. It contributes about one-tenth to the GDP and employment. The public policy thrust of the present government in the centre and the state, OTM hopes to consolidate its lead as the largest travel trade show in the Asia Pacific region in the coming years.

India's leading tour operator Cox & Kings is conducting destination workshops, as the Knowledge Partner. "OTM is the premier show in Western India that is growing faster and it gives us an opportunity to engage with the B2B market," said Karan Anand, Head-Relationships, Cox & Kings.

"Turkish exhibitors wait for OTM. Western India is a very promising source market for Turkey, contributing 35% of all Indian arrivals, most of it through the gateway city of Mumbai. This makes our participation in OTM Mumbai all the more important," says Ozgur Ayurk, Coordinator of Asia and Pacific in the Turkish Ministry of Culture and Tourism.

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Hamid, Egyptian Tourism Counsellor in Egyptian Tourism Office, based in Mumbai.

"This year we are promoting ourselves as MICE as well as a Wedding and Film destination and OTM is a right platform for us to do so," said Demetrios A Theophylactou, High Commissioner of Cyprus in Mumbai.

"We participate at OTM every year and consider this to be very important event. Special workshops on Wedding and Films are good signs that the show is evolving every year," remarked Ismail A

Technology is driving disruptive changes in the travel industry. OTM is also hosting travel technology tracks, with sessions on innovative travel tech solutions, panel discussions with industry's thought-leaders, innovation showcase, and digital skill development, in collaboration with TravHQ.

Australia, Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Laos, Latvia, Malaysia, Oman, Peru, Philippines, Qatar, Russia, Seychelles, Singapore, Sri Lanka, Ukraine, United Kingdom, USA, Uzbekistan and Vietnam are represented through private operators at OTM 2018.

Greece is returning to OTM 2018 in a much bigger way after its debut last year. "Tourism Ministry of Greece is extremely delighted to be a part of this beautiful and big exhibition," said Elena Kountoura the Greek Tourism Minister.

Indian destinations have as much strong a presence in OTM as their international counterparts. Tourism departments of Himachal Pradesh, Uttarakhand, Jammu & Kashmir, Maharashtra, West Bengal, Goa, Gujarat, Odisha, Arunachal Pradesh, Andhra Pradesh, Karnataka, Punjab, Andaman & Nicobar, Jharkhand, Madhya Pradesh, Chandigarh, Tripura have set up enchanting state pavilions, with operators from their respective states present.

"J&K gets the maximum number of domestic tourists from the states of Gujarat followed by Mumbai, both in Western India. Therefore both- the tourism board and the private suppliers in the region eagerly wait for the OTM," remarked Mahmood Shah, Director, Kashmir Tourism.

In addition to buying and selling activities on the OTM showfloor, hundreds of crores of business leads would be generated, there are a number of meeting sessions, workshops and panel discussions on the sides. These are enriching and thought provoking meeting sessions, with leaders and professional experts from India and abroad.

60% of the travel show is all about India. About 22 mn Indians travel abroad, but there is immense scope to boost the inbound travel in India. We should also look forward to bring more tourists from the rest of the world to India and serve this an opportunity to explore the exotic tourists destinations in the country, said Sanjiv Agarwal, CEO, Fairfest Media Ltd..

"For the stakeholders in the travel trade who are looking for serious business and networking opportunities, OTM is a must-visit," remarked Mahendra Vakharia, President, Outbound Tour Operators Association of India (OTOAI).

Promoting tourism through film shoots is an attractive strategy adopted by many countries and states. For example, Cyprus offers 35% cash rebate and a host of other benefits to producers. Cine Locales @ OTM is a session aimed at connecting film and television fraternity with international and domestic destinations interested in catering to the lucrative market of film and TV producers.

Phocuswright, the global travel market research company, will be conducting a session on understanding the Millennial Travellers, whose needs may be very different from the previous generation.

To promote relatively unexplored North-East region of India, a special session is being organised, under the aegis of Ministry of Development of North East Region and NETDC.

"For adventure tour from the region," added Captain Swadesh Kumar, President, Adventure Tour Operators Association of India (ATOAI), Western India is the strongest market. OTM is indispensable in connecting to the tourism stakeholders.

Buyer-seller speed networking sessions add a new dimension to the show, where selected hosted buyers are seated in a smaller hall and the exhibitors go around to meet them, reversing the normal process of buyers going around in the exhibition to meet the sellers, for a limited time on the first day.

India's Ministry of Tourism is flying in international buyers, to buy from OTM, which also boasts of the largest display of Indian destinations under one roof.

OTM is supported by leading travel trade associations like TAAI, OTOAI, NIMA, TAFI, IATO, ADTOI, ATOAI, IAAI, TAAP, MTOA, TAAN, SATA, SKAL, ETAA, UTA and Titanz.

"OTM has reached an international level where the whole industry comes down. It is one of the most sought after travel marts," opined PP Khanna, President, Association of Domestic Tour Operators of India (ADTOI).

OTM is the best travel trade fair in India. It is of international standards and is way better than any other travel show in the country," remarked Gajesh Girdhar, Founder and National Coordinator, Network of Indian MICE Agents (NIMA).

Over the decades, OTM has emerged as the largest travel trade show in Asia Pacific region on couple of parameters. One is the number of participants and the other is the gross exhibition area rented by the organisers. It is also the most preferred international travel trade show in India, with more than 50 countries participating in OTM 2018. The three-day show is focused on B2B transactions between 1200+ exhibitors and 15,000+ trade visitors and buyers.



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Tourism deptt participates in OTM, Mumbai



'Showcases tourism products of state among domestic, international buyers'

22/01/2018

MUMBAI, Jan 21: Department of tourism participated in the 3-day OTM Travel Exhibition which began on January 18 at Bombay Convention and Exhibition Centre in which over 45 countries, 21 states and Union Territories and over 1,100 exhibitors participated. Union Minister of State Tourism K J Alphons in presence of Maharashtra Tourism Minister Jaykumar Rawal inaugurated the exhibition. The J&K tourism department has put up a beautifully decorated pavilion to present state's tourism products and attract visitors.

The J&K tourism was represented by Vice Chairman J&K Tourism Development Corporation Rafi Mir, Director Tourism Jammu Smita Sethi, Deputy Director Tourism Jammu (Publicity), Deputy Director Tourism Kashmir (Publicity), GM JKTDC Jammu, Deputy Manager Operations Delhi, Assistant Director Tourism Jammu also attended OTM.

Besides, large strength of the members from travel and hotel association from Jammu, Kashmir and Ladakh participated in the exhibition to promote J&K as one of the choicest tourism destinations in India.

Large number of international and domestic travel trade buyers visited the J&K Pavilion to enquire about state's tourism attractions and infrastructure put in place for the comfortable stay of the tourists. The tourism officials informed the visitors about the various destinations in all the three regions of the state. At the pavilion, J&K tourism department distributed publicity material among the visitors. The department also screened short movies on various destinations which mesmerized the visitors.



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Indian tourism chants new mantra for growth

Dominick Rodrigues | January 22, 2018



“Reform, perform, transform” is the new mantra in Indian tourism to promote India as a 365 days destination, even as the Central Government brings out its tourism policy within the next few months, besides its focus on adequate budget allocation for growth of tourism-supporting infrastructure in which private industry has a big role to play, Union Minister of State for Tourism K J Alphonso said here recently during Asia-Pacific’s largest travel trade show – OTM Mumbai.

Describing 2017 as a record-breaking year with 9.0 million foreign tourist arrivals and tourism contributing 6.88% of India’s GDP and 12.36% employment, the Minister said the Government is eyeing public/private partnerships in its role as +facilitator+ for promoting tourism and jobs. “Indians are among the world’s biggest spenders and we have around 23 to 24 million Indian tourists — among them very few backpackers — going abroad,” he said.



“India is a 5,000-year-old civilization and has the largest number of monuments in the world, 7,500 kms of sea coast and 70% of the mighty Himalayan mountain ranges, besides Maharashtra itself having over 300 forts but we need to create infrastructure also in the North-East. We are an emerging destination for foreign tourists with 15.6% growth in visitors last year, despite world tourism dropping by 5%, and we are expecting this to double – judging from the 52 global tourism participants at the OTM Mumbai tourism show,” the minister said, adding “We see a huge potential in adventure tourism.”

He said domestic tourism remained robust with 2016 witnessing 1,613.6 million tourists at a 12.68% growth rate over 2015, and the Ministry of Tourism had launched ‘Incredible India 2.0’ campaign with a shift to market-specific, focused promotional plans and content creation. However, while the tourism and hospitality sector is witnessing healthy growth, tourism is inter-dependent on sectors like road transport, aviation, shipping, rural development, environment etc, alongside facing challenges in high taxation, complex regulatory environment and inadequate tourism infrastructure, he said while stating that policy announcement for these sectors in the 2018-19 union budget will impact the tourism sector.

Where MICE travel is concerned, the Ministry of Tourism has developed guidelines for extending benefits under Market Development Assistance scheme to ‘Active Members’ of the India Convention Promotion Bureau for bidding in international conventions. This scheme has financial support for associations winning second and third places in the bidding process, he said, adding that for establishing India as a Film Tourism destination, the ministries of Tourism and I&B signed an MOU on February 16, 2012 to promote Cinema of India as a sub-brand of Incredible India and, in 2016-17 the Tourism Ministry provided Rs 204.76 lakh to NFDC as financial assistance for organizing Film Bazar 2015.



Maharashtra Minister for Tourism Jay Kumar Rawal said the state is highlighting its “Mumbai Mela Shopping Festival” (Like the Dubai Shopping Festival) with perfect convergence of attractions like jewellery, Bollywood, music alongside a symphony of events across the city – where everything is half-price. Describing global travel as becoming easier and the OTM Mumbai as the perfect +gateway+ to the Indian tourism market, he said “We are tapping niche segments including cruise tourism, especially in view of rising disposable income increasing related purchasing power. We are highlighting partnerships and tieups at OTM 2018, alongside the proposed +Seaworld+ project in Sindhurg in the Rs 5,000-crore plan for tourism development along Maharashtra’s 720 kms coastline.”

Meanwhile, other countries too are eyeing the massive Indian tourism pie with a variety of attractive schemes being introduced at the three-day OTM 2018 in Mumbai. Cyprus is promoting itself as an All-in-One Filming Destination by offering a 35% cash rebate – with the per project cap at Euro 650,000 – for the Indian film industry to shoot their films there. Demetrios A. Theophylactou, Cyprus High Commissioner in Mumbai, said, adding “We are also promoting Cyprus as a MICE and Weddings destination.”

“Turkish exhibitors await this OTM as Western India remains a prime source market for 35% of Turkish arrivals through the gateway city of Mumbai,” said Ozgur Ayturk of Turkish Tourism.

With a \$209 billion spend in 2017, India’s tourism industry was ranked 7th largest in the world and it contributes about one-tenth to the GDP and employment. With the public policy thrust of the present government in the Centre and Maharashtra, OTM is looking at consolidating its lead as the largest travel show in the Asia-Pacific region in the coming years. “OTM has reached an international level where the whole industry comes down and it is one of the most sought-after travel marts,” said P P Khanna, President, Association of Domestic Tour Operators of India (ADTO).

“For adventure tour operators, Western India is the strongest market and OTM is indispensable in connecting to the tourism stakeholders from the region,” according to Captain Swadesh Kumar, President, Adventure Tour Association of India (ATOAI).



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SPRIT OF MUMBAI

Uber Cool, Hot & Happening in Mumbai

Tuesday, January 23, 2018

OTM 2018 the largest travel show in Asia Pacific receives overwhelming response



OTM Mumbai, deemed as one of the largest travel trade show, witnessed a heavy footfall this year. The trade show hosted over 1,000 sellers from more than 50 countries and 27 states who networked with over 10,000 trade visitors, at Bombay Exhibition Centre, between January 18 to 20.

The show was inaugurated by **KJ Alphons**, Minister of State for Tourism (I/C), Government of India. In his inaugural address he expressed his delight seeing the turnout of the global participants. He also expressed satisfaction about the mix of international and national participants at the show floor - approximately 400 and 600 respectively.

Jaykumar Rawal, Minister of Tourism, Government of Maharashtra remarked that Mumbai was proud to host the leading travel show in the Asia Pacific region. He also marvelled at the long history of OTM as an offshoot of the oldest travel trade show in the country.

In an exit survey, 98% of the participants confirmed they are likely to return to OTM 2019. More than 90% opined that participation in OTM was a must. The organisers are found to be humble and were applauded for excellent client servicing.

Many sellers appreciated the quality and value addition ensured by Fairfest Media, the organisers of OTM. As per the feedback received by Fairfest, OTM is the best in class travel show globally and has assisted them in generating a large number of business enquiries from the Indian market.

Visitors included hosted buyers from Delhi, Bengaluru, Ahmedabad, Chennai, Hyderabad, Kolkata, Pune, Bhubaneswar, Visakhapatnam, Kochi, Nagpur, Rajkot, Surat, Coimbatore, Indore, Lucknow, Haryana, Allahabad and Chandigarh. The highest numbers of hosted buyers were from Delhi.

Several hosted buyers confirmed that they have been ensuring their presence at OTM for many years now. A number of them exclaimed that they had graduated from visitors to hosted buyers. The access to online meeting diary has assisted them to plan in advance and spend quality time with decision makers one on one.

Hosted Buyer Quotes

Fairfest Media is the best in what they do, said **Datta Sukre**, Hosted Buyer from TTAGAC. He called OTM a great platform with a quality presence of exhibitors and corporate. The online meeting diary and sessions arranged were well executed and served as an ideal platform for business networking, he felt.

The global participation of the who's who in the travel trade differentiates OTM from run of the mill travel shows, stated **Mahip Agarwal**, Hosted Buyer from Shreejee Holidays has been associated with OTM for a very long time now. The online meeting diary feature enabled him to garner good contacts and information about the new products in the travel domain.

Dhruv Saxena, Hosted Buyer, Gionee also participated for the first-time in OTM and he found it at par with the global standards. It was a great place to meet all suppliers under one roof and this is what makes OTM unique, he added. He liked the exhibitor mix the most and confessed that he is eager to come back next year as well.

National Tourist Organisations of Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives, Rwanda, Macao, Bangladesh, Korea, Japan, Bhutan, Tanzania, Romania, Cambodia, Palestine, Cyprus, Croatia, New Zealand, Fiji, Botswana, Finland, Estonia and Lithuania displayed colourful country pavilions, along with a large number of local hotels, attractions and operators.

Australia, Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Laos, Latvia, Malaysia, Oman, Peru, Philippines, Qatar, Russia, Seychelles, Singapore, Sri Lanka, Ukraine, United Kingdom, USA, Uzbekistan and Vietnam were represented through private operators at OTM 2018.

At OTM, Knowledge Partner - Cox & Kings introduced the Baltic States comprising Estonia, Latvia, Lithuania and Finland. It also introduced Indo-China package showcasing Vietnam, Laos and Cambodia.

OTM has emerged as the largest travel trade show in the Asia Pacific region, on the basis of number of participants and gross exhibition area rented.

In addition to buying and selling travel products and services on the OTM show floor, hundreds of crores of business leads are generated, along with number of meeting sessions, workshops and panel discussions on the sides. Enriching and thought-provoking meeting sessions bring together industry leaders and professional experts from India and abroad.

Business Sessions at OTM

Dignitaries at the panel discussion - Cine Locales by Film Tourism Consortium brought to the fore the permits involved and the reasons why film producers find it easier to shoot a film abroad.

Jaykumar Rawal, Minister of Tourism, Government of Maharashtra thanked the panelists for bringing up the concerns at OTM 2018 and assured the producers that by OTM 2019, the said issues will get resolved as far as shooting in Maharashtra was concerned. He also asserted that Mumbai is home to Bollywood and all should work at selling Mumbai first and then the rest of India.

"We are happy to play a bridge between the film fraternity and the government to identify and address the roadblocks," said Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd.



They also brought up various issues and obstacles regarding permissions and infrastructure that restrained them from shooting in the North Eastern destinations.

Travel Technology Track, an initiative by TravHQ and OTM was a knowledge sharing platform to showcase innovative technologies in the travel segment. It decoded the Indian traveller and outlined that customer experience was one aspect which was observed as being missing nowadays.

Major focus on customer experience was termed as the highlight of 2018 where technology will be playing a key role, remarked speakers. The session also brought to notice that we still have a long way to go as far as technology is concerned and called it the way forward.

The session **Millennials are the next frontier** by Phocuswright observed that one cannot understand a millennial (travellers below 35 years) completely as their wants and desires keep changing time and again. Hence it is difficult to be 100% ready for a millennial traveller.

During the session what came to notice was that millennials value experience more than the price. Millennials are the driving aspect of experiencing a destination. Hence, the industry needs to personalise as per their desires to win over a millennial traveller. 20% of development in tourism can be seen if the personalisation is enhanced.

OTM 2018 AWARDEE LIST

Group Participation Award

Himachal Pradesh Tourism
Jammu & Kashmir Tourism
Tourism Corporation of Gujarat Limited
Tourism Council of Bhutan

Best Print Promotional Material Award

Air India

Most Popular Filming Destination Award

Maharashtra Tourism Development Corporation

Most Promising New Destination Award (International)

Palestine Ministry of Tourism & Antiquities
Rwanda High Commission
Croatian National Tourist Board
Travel Designer & Horizon Manor (Qatar)
ACF Tourism (Iran)

Most Promising New Destination Award (Domestic)

Arunachal Pradesh Tourism
The Enjoy City

Best Information Dissemination & Education Award

Cox & Kings Ltd.

Best Decoration Award - Small Pavilion (International)

Korea Tourism Organization
Japan National Tourism Organization
Tanzania Tourist Board

Best Decoration Award - Medium Pavilion (Domestic)

Andhra Pradesh Tourism
Karnataka Tourism
Goa Tourism
The Leela Palaces, Hotels & Resorts
The Indian Hotels Company Limited (Taj Hotels)

Best Decoration Award - Medium Pavilion (International)

China National Tourist Office
Nepal Tourism Board
Bangladesh Tourism Board
Kenya Tourist Board
Maldives Marketing & PR Corporation

Best Decoration Award - Big Pavilion (Domestic)

Uttarakhand Tourism Development Board

Best Decoration Award - Big Pavilion (International)

Turkish Culture & Tourism Office
Ministry of Tourism Republic of Indonesia
Egyptian Consulate Tourism Office
Tourism Authority of Thailand
Greek National Tourism Organisation

Most Promising Destination Award

National Tourist Union, Russia

Most Promising Film Promotion Tourism Award

Cyprus Tourism

Certificate of Appreciation



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Pocket News Alert

OTM, the largest travel show in Asia Pacific receives overwhelming response

Posted by: Clara Fernandes at 1/23/2018 11:18:00 pm

Home - Asia Pacific - OTM - Travelshow -

98% of the participants likely to return in 2019



OTM Mumbai, the largest travel trade show in the Asia Pacific region concluded on an optimistic note. 1000+ sellers from 50+ countries and 27 states networked with 10,000+ trade visitors, at Bombay Exhibition Centre, between 18th to 20th January.

The show was inaugurated by Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India. In his inaugural address he expressed his delight seeing the turnout of the global participants. He also expressed satisfaction about the mix of international and national participants at the show floor - approximately 400 and 600 respectively.

Guest of Honour Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra remarked that Mumbai was proud to host the leading travel show in the Asia Pacific region. He also marvelled at the long history of OTM as an offshoot of the oldest travel trade show in the country.

In an exit survey, 98% of the participants confirmed they are likely to return to OTM 2019. More than 90% opined that participation in OTM was a must. They also found the organisers humble and applauded them for best client servicing.

Many sellers appreciated the quality and value addition ensured by Fairfest Media, the organisers of OTM. According to their feedback, OTM is the best in class travel show globally and has assisted them in generating a large number of business enquiries from the Indian market.

Visitors included hosted buyers from Delhi, Bengaluru, Ahmedabad, Chennai, Hyderabad, Kolkata, Pune, Bhubaneswar, Visakhapatnam, Kochi, Nagpur, Rajkot, Surat, Coimbatore, Indore, Lucknow, Haryana, Allahabad and Chandigarh. The highest number of hosted buyers were from Delhi.

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Dhruv Saxena, Hosted Buyer, Gionee also participated for the first-time in OTM and he found it at par with the global standards. It was a great place to meet all suppliers under one roof and this is what makes OTM unique, he added. He liked the exhibitor mix the most and confessed that he is eager to come back next year as well.

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At OTM, Knowledge Partner - Cox & Kings introduced the Baltic States comprising Estonia, Latvia, Lithuania and Finland. It also introduced Indo-China package showcasing Vietnam, Laos and Cambodia.

Outbound Sellers Speak

Egypt Tourism had a fantastic experience at OTM this year. Ismail A Hamid Amer, Regional Director, Egyptian Tourism Counsellor said he always believes that OTM is their partner. We have started our year by participating in OTM and are looking forward to good business ahead. He added, "OTM was a great opportunity as it helped us in knowing the Indian travel trends and their travel expectations. We want to congratulate the organisers on such a successful show."

The China Tourism delegation ensured their attendance in a big way at OTM 2018. Tian Xin, Director, China National Tourist Office, New Delhi termed OTM as a very effective platform. OTM has undoubtedly helped us understand the travel needs of the Indian market as well as the requirements of the travel trade, he said.

Participation from India included Tourism Departments along with private operators from Himachal Pradesh, Uttarakhand, Jammu & Kashmir, Maharashtra, West Bengal, Goa, Gujarat, Odisha, Arunachal Pradesh, Andhra Pradesh, Karnataka, Punjab, Andaman & Nicobar, Jharkhand, Madhya Pradesh, Chandigarh, Tripura, etc. which had set up enchanting state pavilions, with local suppliers.

Indian Delegates Speak

OTM 2018 had a balanced mix of participants from outbound and inbound, outlined Smt. Neela Lad, Regional Director (West), India Tourism Mumbai Office. Driving an enhanced response from the travel show, she added OTM assisted in creating awareness on destinations in North East. Through OTM, the North Eastern travel destinations in India initiated a dialogue with Indian film producers.

Tater Mize, District Tourist Officer from Government of Arunachal Pradesh appreciated the efforts of Fairfest



Business Sessions at OTM

Dignitaries at the panel discussion - Cine Locales by Film Tourism Consortium brought to the fore the permits involved and the reasons why film producers find it easier to shoot a film abroad.

Jaykumar Rawal, Minister of Tourism, Government of Maharashtra thanked the panelists for bringing up the concerns at OTM 2018 and assured the producers that by OTM 2019, the said issues will get resolved as far as shooting in Maharashtra was concerned. He also asserted that Mumbai is home to Bollywood and all should work at selling Mumbai first and then the rest of India.

"We are happy to play a bridge between the film fraternity and the government to identify and address the roadblocks," said Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd.

Promoting Tourism to North East by DoNER session comprised a presentation on the eight breathtakingly beautiful and scenic landscapes of the North East - Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The presentation was followed by an official release of the Report on Film Tourism in the North East.

The panel discussion was graced by government officials of DoNER and members of the film fraternity. After viewing the presentation, film fraternity members expressed their desire to come and shoot in the North East.

They also brought up various issues and obstacles regarding permissions and infrastructure that restrained them from shooting in the North Eastern destinations.

Travel Technology Track, an initiative by TravHQ and OTM was a knowledge sharing platform to showcase innovative technologies in the travel segment. It decoded the Indian traveller and outlined that customer experience was one aspect which was observed as being missing nowadays.

Major focus on customer experience was termed as the highlight of 2018 where technology will be playing a key role, remarked speakers. The session also brought to notice that we still have a long way to go as far as technology is concerned and called it the way forward.

The session Millennials are the next frontier by Phocuswright observed that one cannot understand a millennial (travellers below 35 years) completely as their wants and desires keep changing time and again. Hence it is difficult to be 100% ready for a millennial traveller.

During the session what came to notice was that millennials value experience more than the price. Millennials are the driving aspect of experiencing a destination. Hence, the industry needs to personalise as per their desires to win over a millennial traveller. 20% of development in tourism can be seen if the personalisation is enhanced.

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Group Participation Award
Himachal Pradesh Tourism
Jammu & Kashmir Tourism
Tourism Corporation of Gujarat Limited
Tourism Council of Bhutan

Best Print Promotional Material Award
Air India

Most Popular Filming Destination Award
Maharashtra Tourism Development Corporation

Most Promising New Destination Award (International)
Palestine Ministry of Tourism & Antiquities
Rwanda High Commission
Croatian National Tourist Board
Travel Designer & Horizon Manor (Qatar)
ACF Tourism (Iran)

Most Promising New Destination Award (Domestic)
Arunachal Pradesh Tourism
The Enjoy City

Best Information Dissemination & Education Award
Cox & Kings Ltd.

Best Decoration Award - Small Pavilion (International)
Korea Tourism Organization
Japan National Tourism Organization
Tanzania Tourist Board

Best Decoration Award - Medium Pavilion (Domestic)
Andhra Pradesh Tourism
Karnataka Tourism
Goa Tourism
The Leela Palaces, Hotels & Resorts
The Indian Hotels Company Limited (Taj Hotels)

Best Decoration Award - Medium Pavilion (International)
China National Tourist Office
Nepal Tourism Board
Bangladesh Tourism Board
Kenya Tourist Board
Maldives Marketing & PR Corporation

Best Decoration Award - Big Pavilion (Domestic)
Uttarakhand Tourism Development Board


Best Decoration Award - Big Pavilion (International)
Turkish Culture & Tourism Office
Ministry of Tourism Republic of Indonesia
Egyptian Consulate Tourism Office
Tourism Authority of Thailand
Greek National Tourism Organisation

Most Promising Destination Award
National Tourist Union, Russia

Most Promising Film Promotion Tourism Award
Cyprus Tourism

Certificate of Appreciation
All Kargil Travel Trade Association



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Bright News

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posted by Alka Swami on January 24, 2018



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The show was inaugurated by **Shri. K J Alphons**, Minister of State for Tourism (I/C), Government of India. In his inaugural address he expressed his delight seeing the turnout of the global participants. He also expressed satisfaction about the mix of international and national participants at the show floor - approximately 400 and 600 respectively.

Guest of Honour **Shri. Jaykumar Rawal**, Minister of Tourism, Government of Maharashtra remarked that Mumbai was proud to host the leading travel show in the Asia Pacific region. He also marvelled at the long history of OTM as an offshoot of the oldest travel trade show in the country.

In an exit survey, 98% of the participants confirmed they are likely to return to OTM 2019. More than 90% opined that participation in OTM was a must. They also found the organisers humble and applauded them for best client servicing.

Many sellers appreciated the quality and value addition ensured by Fairfest Media, the organisers of OTM. According to their feedback, OTM is the best in class travel show globally and has assisted them in generating a large number of business enquiries from the Indian market.

Visitors included hosted buyers from Delhi, Bengaluru, Ahmedabad, Chennai, Hyderabad, Kolkata, Pune, Bhubaneswar, Visakhapatnam, Kochi, Nagpur, Rajkot, Surat, Coimbatore, Indore, Lucknow, Haryana, Allahabad and Chandigarh. The highest number of hosted buyers were from Delhi.

Several hosted buyers confirmed that they have been ensuring their presence at OTM for many years now. A number of them exclaimed that they had graduated from visitors to hosted buyers. The access to online meeting diary has assisted them to plan in advance and spend quality time with decision makers one on one.



Hosted Buyer Quotes

Fairfest Media is the best in what they do, said **Datta Sukre**, Hosted Buyer from TTAGAC. He called OTM a great platform with a quality presence of exhibitors and corporates. The online meeting diary and sessions arranged were well executed and served as an ideal platform for business networking, he felt.

The global participation of the who's who in the travel trade differentiates OTM from run of the mill travel shows, stated **Mahip Agarwal**, Hosted Buyer from Shreejee Holidays has been associated with OTM for a very long time now. The online meeting diary feature enabled him to garner good contacts and information about the new products in the travel domain.

Dhruv Saxena, Hosted Buyer, Glonee also participated for the first-time in OTM and he found it at par with the global standards. It was a great place to meet all suppliers under one roof and this is what makes OTM unique, he added. He liked the exhibitor mix the most and confessed that he is eager to come back next year as well.

National Tourist Organisations of Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives, Rwanda, Macao, Bangladesh, Korea, Japan, Bhutan, Tanzania, Romania, Cambodia, Palestine, Cyprus, Croatia, New Zealand, Fiji, Botswana, Finland, Estonia and Lithuania displayed colourful country pavilions, along with a large number of local hotels, attractions and operators.

Australia, Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Laos, Latvia, Malaysia, Oman, Peru, Philippines, Qatar, Russia, Seychelles, Singapore, Sri Lanka, Ukraine, United Kingdom, USA, Uzbekistan and Vietnam were represented through private operators at OTM 2018.

At OTM, Knowledge Partner - Cox & Kings introduced the Baltic States comprising Estonia, Latvia, Lithuania and Finland. It also introduced Indo-China package showcasing Vietnam, Laos and Cambodia.

Outbound Sellers Speak

Egypt Tourism had a fantastic experience at OTM this year, **Ismael A Hamid Amer**, Regional Director, Egyptian Tourism Counsellor said he always believes that OTM is their partner. We have started our year by participating in OTM and are looking forward to good business ahead. He added, "OTM was a great opportunity as it helped us in knowing the Indian travel trends and their travel expectations. We want to congratulate the organisers on such a successful show."



The China Tourism delegation ensured their attendance in a big way at OTM 2018. **Tian Xin**, Director, China National Tourist Office, New Delhi termed OTM as a very effective platform. OTM has undoubtedly helped us understand the travel needs of the Indian market as well as the requirements of the travel trade, he said.

Participation from India included Tourism Departments along with private operators from Himachal Pradesh, Uttarakhand, Jammu & Kashmir, Maharashtra, West Bengal, Goa, Gujarat, Odisha, Arunachal Pradesh, Andhra Pradesh, Karnataka, Punjab, Andaman & Nicobar, Jharkhand, Madhya Pradesh, Chandigarh, Tripura, etc. which had set up enchanting state pavilions, with local suppliers.

Indian Delegates Speak

OTM 2018 had a balanced mix of participants from outbound and inbound, outlined **Smt. Neela Lad**, Regional Director (West), India Tourism Mumbai Office. Driving an enhanced response from the travel show, she added OTM assisted in creating awareness on destinations in North East. Through OTM, the North Eastern travel destinations in India initiated a dialogue with Indian film producers.

Tater Mize, District Tourist Officer from Government of Arunachal Pradesh appreciated the efforts of Fairfest Media. He asserted OTM was a great platform to showcase their tourism products and a great way to attract the travellers to the North East, especially to Arunachal Pradesh. Kudos to the organising team on putting up such a great show and we are surely looking forward to attend the next OTM!

OTM is one of the key events on our calendar, agreed **Suku Verghese**, Associate Vice President - Sales, MICE India, Taj Hotels Palaces Resorts Safaris. He praised the humongous scale of the travel show and the buyer mix. We are happy to see OTM pioneering in tapping niche travel segments of wedding and film tourism.

OTM has emerged as the largest travel trade show in the Asia Pacific region, on the basis of number of participants and gross exhibition area rented.

In addition to buying and selling travel products and services on the OTM showfloor, hundreds of crores of business leads were generated, along with number of meeting sessions, workshops and panel discussions on the sides. Enriching and thought-provoking meeting sessions brought together industry leaders and professional experts from India and abroad.



Business Sessions at OTM

Dignitaries at the panel discussion - *Cine Locales by Film Tourism Consortium* brought to the fore the permits involved and the reasons why film producers find it easier to shoot a film abroad.

Jaykumar Rawal, Minister of Tourism, Government of Maharashtra thanked the panelists for bringing up the concerns at OTM 2018 and assured the producers that by OTM 2019, the said issues will get resolved as far as shooting in Maharashtra was concerned. He also asserted that Mumbai is home to Bollywood and all should work at selling Mumbai first and then the rest of India.

"We are happy to play a bridge between the film fraternity and the government to identify and address the roadblocks," said Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd.

Promoting Tourism to North East by DoNER session comprised a presentation on the eight breathtakingly beautiful and scenic landscapes of the North East - Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The presentation was followed by an official release of the Report on Film Tourism in the North East.

The panel discussion was graced by government officials of DoNER and members of the film fraternity. After viewing the presentation, film fraternity members expressed their desire to come and shoot in the North East.

They also brought up various issues and obstacles regarding permissions and infrastructure that restrained them from shooting in the North Eastern destinations.

Travel Technology Track, an initiative by TravHQ and OTM was a knowledge sharing platform to showcase innovative technologies in the travel segment. It decoded the Indian traveller and outlined that customer experience was one aspect which was observed as being missing nowadays.

Major focus on customer experience was termed as the highlight of 2018 where technology will be playing a key role, remarked speakers. The session also brought to notice that we still have a long way to go as far as technology is concerned and called it the way forward.

The session **Millennials are the next frontier by Phocuswright** observed that one cannot understand a millennial (travellers below 35 years) completely as their wants and desires keep changing time and again. Hence it is difficult to be 100% ready for a millennial traveller.

During the session what came to notice was that millennials value experience more than the price. Millennials are the driving aspect of experiencing a destination. Hence, the industry needs to personalise as per their desires to win over a millennial traveller. 20% of development in tourism can be seen if the personalisation is enhanced.

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Tourism Corporation of Gujarat Limited
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All Kargil Travel Trade Association



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Published on : Wednesday, January 24, 2018



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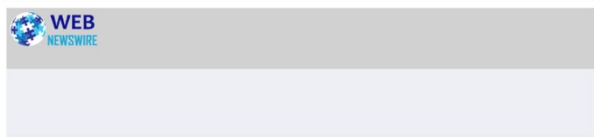
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Jan 24, 2018 | Business | 0 ● | *****

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The show was inaugurated by Shri. K J Alphons, Minister of State for Tourism (I/C), Government of India. In his inaugural address he expressed his delight seeing the turnout of the global participants. He also expressed satisfaction about the mix of international and national participants at the show floor - approximately 400 and 600 respectively.

Guest of Honour Shri. Jaykumar Rawal, Minister of Tourism, Government of Maharashtra remarked that Mumbai was proud to host the leading travel show in the Asia Pacific region. He also marvelled at the long history of OTM as an offshoot of the oldest travel trade show in the country.

In an exit survey, 98% of the participants confirmed they are likely to return to OTM 2019. More than 90% opined that participation in OTM was a must. They also found the organisers humble and applauded them for best client servicing.

Many sellers appreciated the quality and value addition ensured by Fairfest Media, the organisers of OTM. According to their feedback, OTM is the best in class travel show globally and has assisted them in generating a large number of business enquiries from the Indian market.

Visitors included hosted buyers from Delhi, Bengaluru, Ahmedabad, Chennai, Hyderabad, Kolkata, Pune, Bhubaneswar, Visakhapatnam, Kochi, Nagpur, Rajkot, Surat, Coimbatore, Indore, Lucknow, Haryana, Allahabad and Chandigarh. The highest number of hosted buyers were from Delhi.

Several hosted buyers confirmed that they have been ensuring their presence at OTM for many years now. A number of them exclaimed that they had graduated from visitors to hosted buyers. The access to online meeting diary has assisted them to plan in advance and spend quality time with decision makers one on one.

Hosted Buyer Quotes

Fairfest Media is the best in what they do, said Datta Sukre, Hosted Buyer from TTGAC. He called OTM a great platform with a quality presence of exhibitors and corporates. The online meeting diary and sessions arranged were well executed and served as an ideal platform for business networking, he felt.

The global participation of the who's who in the travel trade differentiates OTM from run of the mill travel shows, stated Mahip Agarwal, Hosted Buyer from Shreejee Holidays has been associated with OTM for a very long time now. The online meeting diary feature enabled him to garner good contacts and information about the new products in the travel domain.

Dhruv Saxena, Hosted Buyer, Gloness also participated for the first-time in OTM and he found it at par with the global standards. It was a great piece to meet all suppliers under one roof and this is what makes OTM unique, he added. He liked the exhibitor mix the most and confessed that he is eager to come back next year as well.

National Tourist Organisations of Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives, Rwanda, Macao, Bangladesh, Korea, Japan, Bhutan, Tanzania, Romania, Cambodia, Palestine, Cyprus, Croatia, New Zealand, Fiji, Botswana, Finland, Estonia and Lithuania displayed colourful country pavilions, along with a large number of local hotels, attractions and operators.

Australia, Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Laos, Latvia, Malaysia, Oman, Peru, Philippines, Qatar, Russia, Seychelles, Singapore, Sri Lanka, Ukraine, United Kingdom, USA, Uzbekistan and Vietnam were represented through private operators at OTM 2018.

At OTM, Knowledge Partner - Cox & Kings introduced the Baltic States comprising Estonia, Latvia, Lithuania and Finland. It also introduced Indo-China package showcasing Vietnam, Laos and Cambodia.

Outbound Sellers Speak

Egypt Tourism had a fantastic experience at OTM this year. Ismail A Hamid Amer, Regional Director, Egyptian Tourism Counsellor said he always believes that OTM is their partner. We have started our year by participating in OTM and are looking forward to good business ahead. He added, "OTM was a great opportunity as it helped us in knowing the Indian travel trends and their travel expectations. We want to congratulate the organisers on such a successful show."

The China Tourism delegation ensured their attendance in a big way at OTM 2018. Tian Xin, Director, China National Tourist Office, New Delhi termed OTM as a very effective platform. OTM has undoubtedly helped us understand the travel needs of the Indian market as well as the requirements of the travel trade, he said.

Participation from India included Tourism Departments along with private operators from Himachal Pradesh, Uttarakhand, Jammu & Kashmir, Maharashtra, West Bengal, Goa, Gujarat, Odisha, Arunachal Pradesh, Andhra Pradesh, Karnataka, Punjab, Andaman & Nicobar, Jharkhand, Madhya Pradesh, Chandigarh, Tripura, etc. which had set up enchanting state pavilions, with local suppliers.

Indian Delegates Speak

OTM 2018 had a balanced mix of participants from outbound and inbound, outlined Smt. Neela Lad, Regional Director (West), India Tourism Mumbai Office. Driving an enhanced response from the travel show, she added OTM assisted in creating awareness on destinations in North East. Through OTM, the North Eastern travel destinations in India initiated a dialogue with Indian film producers.

Tater Mize, District Tourist Officer from Government of Arunachal Pradesh appreciated the efforts of Fairfest Media. He asserted OTM was a great platform to showcase their tourism products and a great way to attract the travellers to the North East, especially to Arunachal Pradesh. Kudos to the organising team on putting up such a great show and we are surely looking forward to attend the next OTM!

OTM is one of the key events on our calendar, agreed Suku Verghese, Associate Vice President - Sales, MICE India, Taj Hotels Palaces Resorts Safaris. He praised the humongous scale of the travel show and the buyer mix. We are happy to see OTM pioneering in tapping niche travel segments of wedding and film tourism.

OTM has emerged as the largest travel trade show in the Asia Pacific region, on the basis of number of participants and gross exhibition area rented.

In addition to buying and selling travel products and services on the OTM showfloor, hundreds of crates of business leads were generated, along with number of meeting sessions, workshops and panel discussions on the side. Enriching and thought-provoking meeting sessions brought together industry leaders and professional experts from India and abroad.



Business Sessions at OTM

Dignitaries at the panel discussion - Cine Locates by Film Tourism Consortium brought to the fore the permits involved and the reasons why film producers find it easier to shoot a film abroad.

Jaykumar Rawal, Minister of Tourism, Government of Maharashtra thanked the panelists for bringing up the concerns at OTM 2018 and assured the producers that by OTM 2019, the said issues will get resolved as far as shooting in Maharashtra was concerned. He also asserted that Mumbai is home to Bollywood and all should work at selling Mumbai first and then the rest of India.

"We are happy to play a bridge between the film fraternity and the government to identify and address the roadblocks," said Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd.

Promoting Tourism to North East by DoNER session comprised a presentation on the eight breathtakingly beautiful and scenic landscapes of the North East - Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The presentation was followed by an official release of the Report on Film Tourism in the North East.

The panel discussion was graced by government officials of DoNER and members of the film fraternity. After viewing the presentation, film fraternity members expressed their desire to come and shoot in the North East.

They also brought up various issues and obstacles regarding permissions and infrastructure that restrained them from shooting in the North Eastern destinations.

Travel Technology Track, an initiative by TravHQ and OTM was a knowledge sharing platform to showcase innovative technologies in the travel segment. It decoded the Indian traveller and outlined that customer experience was one aspect which was observed as being missing nowadays.

Major focus on customer experience was termed as the highlight of 2018 where technology will be playing a key role, remarked speakers. The session also brought to notice that we still have a long way to go as far as technology is concerned and called it the way forward.

The session Millennials are the next frontier by Phocuswright observed that one cannot understand a millennial (travellers below 35 years) completely as their wants and desires keep changing time and again. Hence it is difficult to be 100% ready for a millennial traveller.

During the session what came to notice was that millennials value experience more than the price. Millennials are the driving aspect of experiencing a destination. Hence, the industry needs to personalise as per their desires to win over a millennial traveller. 20% of development in tourism can be seen if the personalisation is enhanced.

OTM 2018 AWARDEE LIST

Group Participation Award
Himachal Pradesh Tourism
Jammu & Kashmir Tourism
Tourism Corporation of Gujarat Limited
Tourism Council of Bhutan

Best Print Promotional Material Award
Air India

Most Popular Filming Destination Award
Maharashtra Tourism Development Corporation

Most Promising New Destination Award (International)
Palestine Ministry of Tourism & Antiquities
Rwanda High Commission
Croatian National Tourist Board
Travel Designer & Horizon Manor (Qatar)
ACF Tourism (Iran)

Most Promising New Destination Award (Domestic)
Arunachal Pradesh Tourism
The Enjoy City

Best Information Dissemination & Education Award
Cox & Kings Ltd.

Best Decoration Award - Small Pavilion (International)
Korea Tourism Organization
Japan National Tourism Organization
Tanzania Tourist Board

Best Decoration Award - Medium Pavilion (Domestic)
Andhra Pradesh Tourism
Karnataka Tourism
Goa Tourism
The Leela Palaces, Hotels & Resorts
The Indian Hotels Company Limited (Taj Hotels)

Best Decoration Award - Medium Pavilion (International)
China National Tourist Office
Nepal Tourism Board
Bangladesh Tourism Board
Kenya Tourist Board
Maldives Marketing & PR Corporation

Best Decoration Award - Big Pavilion (Domestic)
Uttarakhand Tourism Development Board

Best Decoration Award - Big Pavilion (International)
Turkish Culture & Tourism Office
Ministry of Tourism Republic of Indonesia
Egyptian Consulate Tourism Office
Tourism Authority of Thailand
Greek National Tourism Organisation

Most Promising Destination Award
National Tourist Union, Russia

Most Promising Film Promotion Tourism Award
Cyprus Tourism

Certificate of Appreciation
All Kargil Travel Trade Association



ELECTRONIC COVERAGE



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