

Ministry of Tourism inaugurates PATA Travel Mart 2023 in New Delhi

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Ministry of Tourism organised inaugural ceremony for the **PATA Travel Mart 2023 in New Delhi today**. The 46th edition of the Pacific Asia Travel Association (PATA) Travel Mart 2023 is being organised at the magnificent International Exhibition-cum-Convention Centre (IECC), Pragati Maidan, in New Delhi. The Mart is being organised from October 4th to 6th 2023, bringing together tourism professionals and business stakeholders from across the world. The physical version of the Travel Mart is being held after a hiatus of three years due to the pandemic.

On the occasion Chairman PATA Peter Semone thanked Ministry of Tourism to host the event. He said that PATA travel mart is an opportunity to highlight unique destinations and members to develop networks, learn and socialise for delegates from all over the world and for business to expand. He said that Travel for Life is a fantastic initiative and is worth replicating across the world.

On the occasion Secretary, Tourism Ms V. Vidyavati said that PATA travel mart has proved to be a catalyst for tourism in Asia Pacific region. She said that tourism is one of the greatest unifiers and PATA recognises that and it is an opportunity to learn from each other. She further added that Travel for life is inspired by LiFE Mission and focuses on greener, cleaner and harmonious development of all tourist destinations.

This year the event features different activities, including the prestigious PATA Gold Award, the PATA Youth Symposium, PATA Forum on Sustainability besides the B2B Mart.

India is also participating in the PATA Travel Mart in a substantial manner. A designated pavilion for India at the Mart will create an immersive experience of the gamut of destinations in India, both known and lesser known. Other State Governments such as Rajasthan, Gujarat, Delhi, Karnataka, Telangana, Uttarakhand and Madhya Pradesh and other in-line Ministries such as Handlooms Development Commissioner are also putting up stands and stalls for displaying their products. Although the Mart is an exclusively B2B Mart, it will help bring forth the diverse gamut of thematic products such as wellness, adventure, heritage, culinary and art and craft of the different States to a global audience.

The Pacific Asia Travel Association (PATA) founded in 1951, with its Head Quarters in Bangkok, is a renowned not-for-profit association recognized internationally for its role as a catalyst in the responsible development of travel and tourism in the Asia Pacific region. PATA Travel Mart is one of the important international trade exhibitions catering to the tourism sector and it serves as a platform for trade interactions between global buyers and sellers, mostly from the Pacific Asia region. The Mart brings together exhibitors and attendees from diverse sectors, offering a unique platform for networking, learning and collaboration, from across the globe and specifically from the Asia Pacific region.

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