

Ministry of Tourism, Government of India participates in World Travel Market (WTM) 2023, London from 6 - 8 November 2023.

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Ministry of Tourism, along with various stakeholders including tour operators and state tourism departments is participating in WTM London from 6 - 8 November 2023. The Ministry of Tourism has taken a space of 650 square meters for the Incredible India Pavilion at WTM 2023, London to showcase varied tourism products and series of transformative experiences for travellers to India under the theme 'Incredible India! Visit India Year 2023'.



The formal inauguration of the Indian Pavilion was done by Ms. V. Vidyavathi, Secretary, Ministry of Tourism, Government of India and H.E. Vikram Doraiswami, High Commissioner of India to the UK in the presence of Shri Rohan Khaunte, Minister of Tourism, Government of Goa. The inauguration of the India Pavilion was done with ribbon cutting, lamp lighting, Ganesh Vandana and welcome remarks by Secretary, Ministry of Tourism and by High Commissioner of India to the UK.

After the inauguration, the Indian delegation and participants went around the Indian Pavilion and booths of various participating states and other stakeholders. Throughout the day, Incredible India organized various Cultural Performances, henna and Yoga Sessions. The Secretary, Ministry of Tourism attended the UNWTO –WTC Tourism Ministers Summit on 'Transforming Tourism through Youth and Education' held at Elevate Stage. Throughout the day, the Secretary Tourism met important tour operators, media and important stakeholders in the UK market.



In WTM 2023, 47 participants including tour operating companies / DMCs, State Tourism Departments from Delhi, Uttarakhand, Jammu & Kashmir, Bihar, Meghalaya, Arunachal Pradesh, Odisha, Assam and Indian Railways Catering and Tourism Corporation (IRCTC) are participating in the Incredible India Pavilion whereas States Tourism Departments of Kerala, Karnataka, Ladakh, Rajasthan, Madhya Pradesh, Goa, Uttar Pradesh, Maharashtra, Gujarat, have taken their own pavilions to showcase their products and services and connect with potential clients and partners.



During its participation the Ministry of Tourism would like to use WTM 2023, London as a platform to bring together professionals from various sectors of the travel and tourism industry. The platform would be used for networking, business opportunities, and the exchange of ideas and information as the event attracts a diverse range of attendees, including travel agencies, tour operators, airlines, hoteliers, cruise lines, travel technology providers, tourism boards, and other professionals in the travel and hospitality sector.



Besides showcasing varied tourism products and series of transformative experiences for travellers to India under the theme 'Incredible India! Visit India Year 2023' the focus of Ministry of Tourism would be on promoting sustainable tourism. The Ministry of Tourism has launched the 'Travel for LiFE' program on 27th September 2023 on the occasion of World Tourism Day. The initiative is based on Mission LiFE (Lifestyle for Environment) envisioned by Prime Minister Shri Narendra Modi, as a global mass movement led by India urging individuals and communities to act for the protection of the environment against the effects of the climate change.

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