

# Ministry of Tourism participates in global travel exhibition FITUR at Madrid, Spain

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The Ministry of Tourism, Government of India is participating in FITUR, one of the important global travel exhibitions being held from 24<sup>th</sup> – 28<sup>th</sup> January 2024 at Madrid, Spain. with a big delegation from the Union Government, State Governments and private travel stakeholders. India's participation at FITUR is a significant move aimed at increase of inbound tourism to pre-pandemic levels from the main identified source markets in the world.



The Incredible India pavilion at FITUR was inaugurated by HE Shri Dinesh K. Pattanaik, Ambassador of India to Spain in the presence of Minister of Tourism, Government of Punjab, Ms Anmol Gagan Mann and other officials from Ministry of Tourism and State Governments on 24<sup>th</sup> January. India has some aggressive promotional plans to promote India globally and major identified source markets of the world including the Latin American countries. Ministry of Tourism, Government of India is participating with a space of around 315 sq metre, which is one of the biggest pavilions at FITUR in the recent years and a substantial delegation comprised of 40 plus co exhibitors. Some of the State Governments who are marking their presence at FITUR includes Punjab, Jharkhand, Tamil Nadu, Telangana, Kerala, Madhya Pradesh and Karnataka.

- FITUR is growing as a leading international event in the tourism sector attracting over 150,000 visitors annually (from travel agents to tour operators and embassies). 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. The Incredible India Pavilion aims to showcase varied tourism products and destinations and serve as a platform for the private tour operator industry to connect with their global counterparts. The

focus at the exhibition is to highlight India`s varied tourism products specially the culture, wellness and culinary heritage. It is being promoted as one of the important MICE, wedding and wellness destination in the region. The India pavilion aims to bring forth the rich traditional, cultural, musical traditions of the country with Yoga sessions, classical dance performances and Mehendi application were organized at the Pavilion which garnered a lot of attention amongst the visitors.

Spain is an important source market for India. The foreign tourist arrivals from Spain to India is almost touching the pre pandemic levels.

| 2018  | 2019  | 2020  | 2021 | 2022  | 2023 (Provisional) |
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| 84356 | 83322 | 16335 | 6982 | 39658 | 64756              |

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