

Ministry of Tourism participates in PATA Travel Mart 2024 at Bangkok, Thailand

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In an effort to reach out to the global travel industry and stakeholders and increase inbound tourists to the country, Ministry of Tourism, Government of India participated in the PATA Travel Mart, held at Bangkok from 27th to 29th August 2024. The Incredible India Pavilion was inaugurated by H.E. Nagesh Singh, Ambassador of India to Thailand along with Ministry of Tourism officials.



PATA Travel Mart is one of the most influential travel exhibitions in the Asian subcontinent. The Indian delegation, comprising officials from the Ministry and leading private sector stakeholders in the travel industry, showcased the country's tourism offerings on this global platform and engaged in fruitful business engagements with global potential travel stakeholders. This participation underscores India's strategic intent to strengthen its presence in key international markets, with the goal of significantly increasing inbound tourism. By engaging with global industry leaders and potential travelers at PATA 2024, India aims to showcase its diverse attractions and position itself as a premier travel destination. India witnessed a total of 9.24 million Foreign Tourist Arrivals in 2023.



The India Pavilion showcased the best of India's travel experiences, from vibrant culture and heritage to breathtaking natural beauty and warm hospitality. This prominent travel trade event is a global stage where Indian tourism stakeholders got the opportunity to present the country's diverse attractions—ranging from its rich cultural heritage to its modern, innovative experiences.

BY/SKT

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