

India's participation in IFTM Top Resa 2024 at Paris expected to boost Inbound Tourism

Incredible India Pavilion Promoting Diverse Tourism Offerings to Travelers from around the World

Display of Yoga Practices a major attraction for visitors

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The Ministry of Tourism, Government of India, is participating in the prestigious tourism trade fair IFTM Top Resa 2024 which is one of the prominent travel exhibitions, held in Paris, France, from September 17th to 19th, 2024.

The Incredible India Pavilion was inaugurated by H.E. Mr. Jawed Ashraf, Ambassador of India to France in the presence of officials from the Ministry of Tourism, the state tourism departments of Meghalaya and Jammu and Kashmir along with the prominent travel trade stakeholders of the country.



Incredible India Pavilion, is a vibrant representation of our nation's unique blend of culture, heritage, practices and modern travel opportunities. The Incredible India Pavilion aims to highlight diverse tourism products and destinations while offering a venue for private tour operators to engage with their international counterparts. The India Pavilion also includes showcasing of the country's rich Yoga Practices which is

drawing significant attention from visitors.

This participation underscores India's strategic intent to strengthen its presence in key international markets, with the goal of significantly increasing inbound tourism.



In 2023, India received 9.24 million foreign tourists, including 0.18 million from France. France is the 11th largest source market in terms of foreign tourist arrivals to India.

The event draws a wide array of participants, such as travel agencies, tour operators, airlines, hoteliers, cruise lines, travel technology providers, tourism boards, and other industry professionals from the travel and hospitality sector.

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