



Confederation of Indian Industry



Ministry of Tourism
Government of India



Incredible India
**GLOBAL
TOURISM
MART**



1-4 February 2017
Pragati Maidan, New Delhi



India has enormous and interminable potential in tourism.
With heritage sites, archeological treasures of ancient forts and palaces, bio-geographical zones of national parks and sanctuaries, a distinct landscape encompassing the incredible beauty of the mighty Himalaya and the limpid coastlines, rivers and estuaries, India has something to offer to every kind of traveler.

The total contribution of tourism to India's GDP was 125.2 billion USD in 2014 (6.7%) in 2014; by 2025 it is expected to contribute 7.6 %.

In India, Foreign Tourist Arrivals during the period January-September 2016 grew by 10.5% viz-a viz 2015.

International tourists are open to move away from mature tourist markets and visit new exotic locations like India.

In India, 1432 million domestic tourist visits were recorded in the country in 2015.

There is immense scope for tourism in a country of one billion plus.



Given the increasing vitality of Indian Tourism in terms of its' unparalleled ability to cut across sectors bringing in ancillary revenues in its trail through strong links to the other economic sectors along with this sector giving a big thrust to employment generation in the country; further positions it as an efficient multiplier in national and global development strategies.



In consideration to this, Ministry of Tourism (MOT), Government of India (GOI) in association with Confederation of Indian Industry (CII) and Federation of Associations in Indian Tourism and Hospitality (FAITH) will organize the first ever state-of the-art tourism marketplace and platform - Incredible India Global Tourism Mart (IIGTM) from 1 – 4 February, 2017 at Pragati Maidan, New Delhi.



Incredible India Global Tourism Mart (IIGTM)–Key Objectives

- The objective of IIGTM is to promote and unveil all products of Indian tourism, and establish India as a must visit' and must revisit destination globally
- Indian states to showcase their destinations, tours and promotional films to foreign tour operators on a grand scale at par with similar international marts
- Engage all stakeholders of tourism ecosystem by inviting tour operators, investors and buyers, travel writers, bloggers and media from all over the world
- Key focus on inbound tour operators
- Promote all niche products of Indian Tourism under the umbrella of IIGTM

Incredible India Global Tourism Mart (IIGTM) Proposed Structure



MICE Tourism

Meetings, incentives, conferences and exhibitions
Amidst the countless ways that India can capture world attention as a tourist paradise, there also exists a dynamic business opportunity as a splendid venue for international conferences and conventions of no less than global standards. India is undoubtedly a unique Conference Destination as it offers cultural and heritage sites, the exotic and mystical, excellent facilities of beach and adventure holidays which can be combined as pre and post conference tours.



Eco-Tourism

The Ministry of Tourism has the specific agenda to promote tourism in the country in a responsible and sustainable manner and as per this mandate promotion of eco-tourism assumes larger importance. Eco-Tourism has been broadly defined as tourism which is ecologically sustainable. The concept of ecological sustainability subsumes the environmental carrying capacity of a given area. Our plethora of wildlife sanctuaries and national parks such as Kanha, Ranthambore, Bandhavgarh, Kaziranga, Bandipur, Nagarhole, Jim Corbett are on-going strong attractions on a global level at large which can be showcased and developed further in an ecologically sustainable manner.



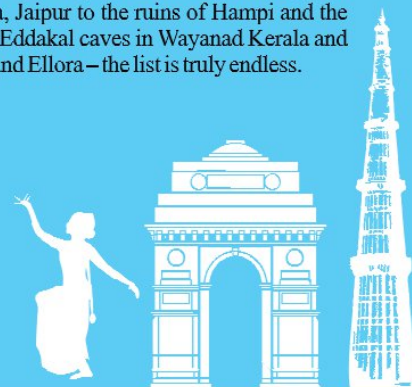
Medical/ Wellness Tourism

India is emerging as a premiere Medical & wellness Tourism Destination. This sector is growing at the rate of 24% every year. Several steps have been taken to promote India as a Medical and Wellness tourism destination. The number of medical visas issued in 2015 increased by 77% compared to 2014. Between January June 2016, 96,856 Medical Visas were issued highlighting the continued growth in this space. A National Medical & Wellness Tourism Board, was constituted on October 5, 2015 to help foreign tourists get better access to Indian healthcare. The Board works as an umbrella organization that governs and promotes this segment of tourism in an organized manner. Special Visas are being offered for Yoga trainings etc.



Heritage and Culture Tourism

With 35 World Heritage sites India has a truly remarkable history and heritage. Every state has archaeological treasures to offer – from Mehrangarh fort in the west to the Sun Temple of Konark in the east past the Golden Triangle of Delhi, Agra, Jaipur to the ruins of Hampi and the prehistoric Eddakal caves in Wayanad Kerala and the Ajanta and Ellora – the list is truly endless.



Rural Tourism

Development of Rural Tourism has been a focus area under Ministry of Tourism. The Rural Tourism Circuit has been identified as one of the thirteen thematic circuits for development under the Swadesh Darshan scheme. The Ministry of Tourism promotes Rural Tourism with an aim to showcase rural life, art, culture and heritage in villages, which have core competence in art and craft, handloom, textiles, natural environment etc.



Ministry of Tourism Government of India (MOT)

Incredible India Global Tourism Mart (IIGTM) is an event being organized by Ministry of Tourism (MOT), Government of India with Confederation of Indian Industry (CII) and Federation of Associations in Indian Tourism & Hospitality (FAITH) as Partners. Ministry of Tourism (MOT) is the nodal agency for the formulation of national policies and programmes for the development and promotion of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments for developing tourism infrastructure, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources. The functions of the Ministry in this regard mainly consist of all Policy Matters, including Development Policies, Incentives, External Assistance, Manpower Development, Promotion & Marketing and Investment Facilitation.

The Ministry of Tourism has a field formation of 20 offices within the country and 14 offices in 13 countries overseas viz. namely Australia, Canada, China, France, Germany, Italy, Japan, Netherlands, Singapore, South Africa, USA, UK & UAE.

The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas and the field offices in India are responsible for providing information service and facilitating tourists and monitoring the progress of field projects.

The Incredible India campaign, a successful Destination Branding initiative to position India as an incredible world-class tourist destination is the initiative of the Ministry of Tourism. This campaign today spans across various media including Print, Television, Online and Outdoor etc. covering all important source markets across the world.

A recent initiative of the Ministry is the operation of a 24x7 toll-free multi-lingual helpline 1800111363 (short code 1363) to facilitate our tourists and provide support and information relating to travel in India. The helpline has been made available in English, Hindi and 10 international languages (Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish) to help both domestic and international tourists.

Websites:

www.tourism.gov.in

www.incredibleindia.org

Federation of Associations in Indian Tourism & Hospitality (FAITH)

To give a collective voice to the Tourism & Hospitality Industry and to promote tourism all the national associations in the Tourism Sector that includes Travel, Tour Operation, Transport, Adventure, Hotels, Restaurants, Exhibitions & Conventions etc. have come together and formed Federation of Associations in Indian Tourism and Hospitality (FAITH).

All member associations were propagating issues of their concern with the Central & State Governments whereas, FAITH encompasses all and takes up issues cutting across all segments which has been taken very positively by the authorities. It has also made things easier for the Government to tackle the contentious issues which will help unlocking tourism potential in the country.

Confederation of Indian Industry (CII)

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 240 national and regional sectoral industry bodies.

The CII theme for 2016-17, Building National Competitiveness, emphasizes Industry's role in partnering Government to accelerate competitiveness across sectors, with sustained global competitiveness as the goal. The focus is on six key enablers: Human Development; Corporate Integrity and Good Citizenship; Ease of Doing Business; Innovation and Technical Capability; Sustainability; and Integration with the World.

With 66 offices, including 9 Centres of Excellence, in India, and 9 overseas offices in Australia, Bahrain, China, Egypt, France, Germany, Singapore, UK, and USA, as well as institutional partnerships with 320 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

FOR MORE INFORMATION PLEASE CONTACT:

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