

## Union Tourism Minister Meets Tour Operators at Itb Berlin



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Union Tourism Minister Shri K. Chiranjeevi has said that the recent decision of the Government of India to lift the restriction of the two month gap on re-entry of foreign nationals coming to India on a tourist visa will encourage more tourists to visit India. Addressing a gathering of tour operators at International Tourism Bourse at Berlin, Germany today he said Germany is one of India's most important tourist markets. Chiranjeevi said the number of tourist arrivals from Germany has witnessed a substantial increase over the last few years. The number of German tourists visiting India in the year 2009 was 1,91,616, which rose to 2,27,720 in the year 2010 and 2,40,235 in the year 2011. Shri Chiranjeevi said most of the German tourists travel to India during winter months and South India, Rajasthan, Goa and Himalayas have emerged as favourite destinations for them. He said growing awareness about Ayurveda, Yoga and wellness has created great interest about India in Germany.

The Minister is currently on a Five day visit to Germany. During his stay he will have extensive meetings with Tour and Travel operators, Travel writers and other stakeholders. The ITB is one of the premier international travel related events, which provides an effective platform for networking and meetings with executives and leaders from all segments of the Tourism Industry worldwide.

ITB is one of the largest international events in which the Ministry of Tourism participates on a very large scale. This year an area of 870 sq. mtrs. has been taken for the India Pavilion. The theme of the creative's being used in the India Pavilion at ITB Berlin 2013 is "Find what you Seek" which highlights the fact that India as a tourist destination has something to offer for everybody. "Find What You Seek" is the second phase of the Incredible India campaign.

A total of 58 participants from India are attending ITB. These include 12 State Governments and 46 Travel Agents / Tour Operators / Hotels / Airlines. The States of Andhra Pradesh, Jammu and Kashmir, Tamil Nadu, Maharashtra and West Bengal will be represented by their Tourism Ministers at ITB Berlin 2013. As in previous years, complementary space is being provided to the North-Eastern states within India Pavilion for showcasing their tourism potential.

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