

IITM – Hyderabad

4-6 December 2015

Hyderabad trade fair was organised on 4-6 december 2015 at people plaza ground necklace road Hyderabad .The event is being organized in association with 'Telangana Tourism'. The event has than 8 state tourism departments participating making it one of the highlights of the travel industry in the country. Telangana Tourism is the 'Partner State' at the Event. Other state tourism departments participating include Uttarakhand, Madhya Pradesh Tourism, Kerala Tourism, Himachal Tourism, Gujrat tourism , Andhra Pradesh etc. Other important participants include Thomas Cook & Star Cruises, Make my Trip, Chariot Holidays, Singapore The Government of Punjab, Punjab Tourism also participated in IITM Hyderabad . Punjab tourism placed a stall there. It was two side opened stall. The stall was covered by local media. The tour operators visited our stall and asked about the places related to Punjab and the places that they can visit in Punjab. Most of the queries were related to Golden temple,Wagah Border, Amritsar heritage walk and Patiala Heritage walk. Punjab Tourism promoted key products like **Virasat-e-Khalsa, Farm Tourism** and nature trail of Ropar and Ranjit Singh Panorama to trade visitors like travel agents, tour operators and handlers. Interaction with travel trade visitors was quite informative to understand the travel pattern of travellers . The tour operators were overwhelmed with the products on offering in Punjab for tourism and wished to explore more and create itineraries for their potential clients. As per the Expectation that international tour operators will come to the stall and Punjab got good response from them.There was lot of interaction with many visitors. Overall it was very beneficial to place a stall in IITM. In future also Punjab will like to participate in these kind of big events.













