

## Tour Report

### SATTE – DELHI (29-31<sup>ST</sup> JAN)

Delhi trade fare was organized by SATTE. It was one of the biggest event organized by UBM at Pragati Maidan, Delhi from 29 Jan to 31<sup>st</sup> Jan 2016.

The Government of Punjab, Punjab Tourism also participated in SATTE, Delhi. Punjab Tourism also placed a stall there. It was two side opened stall. There were stalls placed by other State Tourism also like Madhya Pradesh, Orissa, Himachal Pradesh, Karnataka, West Bengal, Goa etc. There were 10 private participants with Punjab, some of the hoteliers were from Amritsar, Private farm owner and Travel operator from Delhi. 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 Amritsar heritage walk and Patiala Heritage walk. More queries were related to Virasat-e-Khalsa, Anandpur Sahib.

There were participations from all over the world, international buyers and tour operators were present there. A conference hall was also set up they all gave their presentations there. Meetings were scheduled by DMM with the international buyers and tour operators. Discussed regarding the famous places of Punjab. Discussed about the ideas that how we can attract tourists to come to Punjab. Make them aware of the other famous places of Punjab. Got proposals from some of the famous companies for promotion of Punjab, like La India magazine, Interface International media and others magazines.

The purpose of placing the stall was to showcase tourism in states. As per the expectation that international tour operators will come to the stall, that was happened and Punjab got good response from them. There was lot of interaction with many visitors. Our purpose was to interact with more and more buyers and international tour operators and we got good response from all of them. Overall it was very beneficial to place a stall in SATTE. In future also Punjab will like to participate in these kind of big events.









