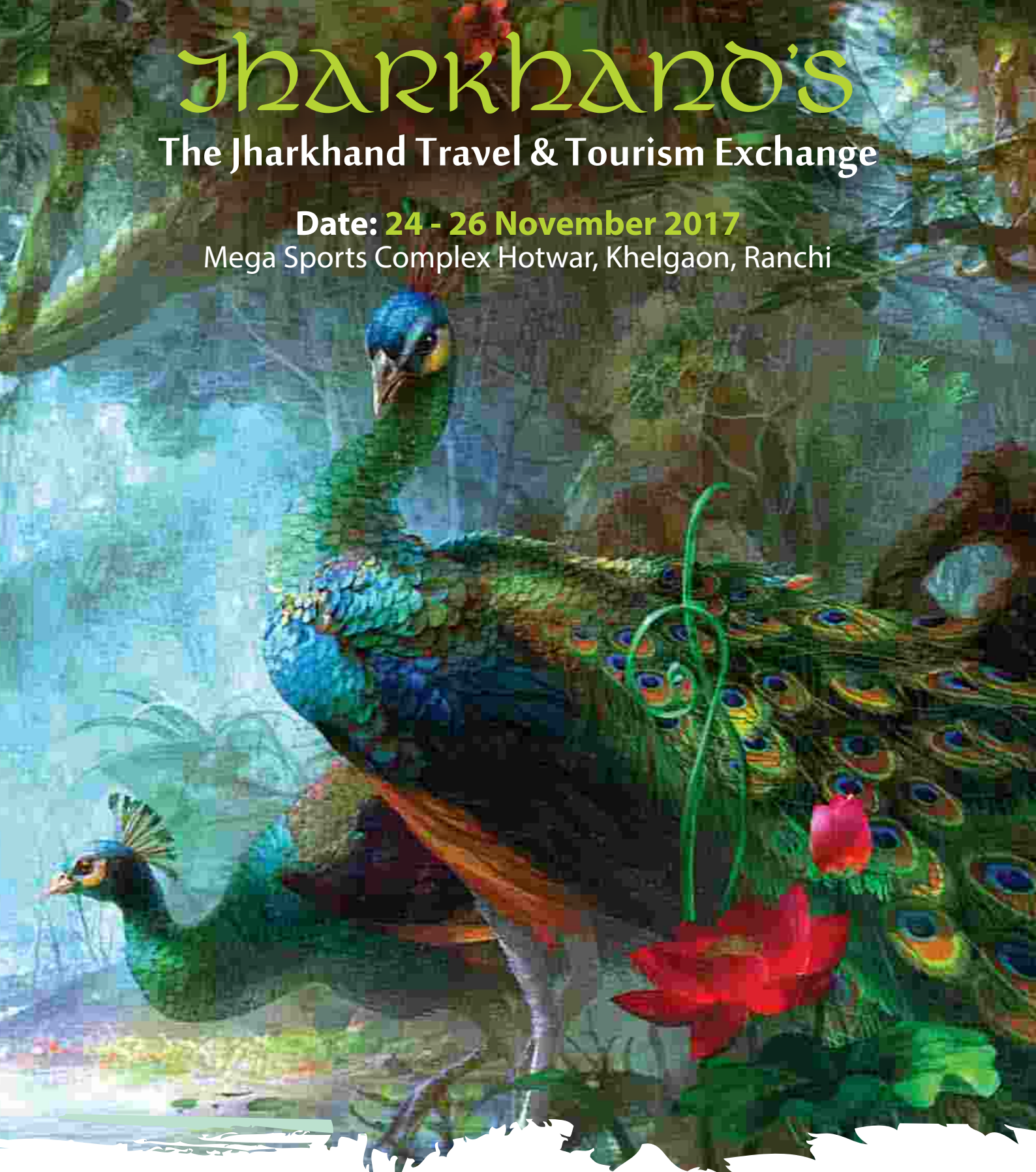


# Jharkhand's

The Jharkhand Travel & Tourism Exchange

Date: **24 - 26 November 2017**

Mega Sports Complex Hotwar, Khelgaon, Ranchi



Jharkhand  
TRAVEL MART



Jharkhand  
Tourism  
Nature's hidden jewel

## Why Jharkhand? India Tourism

- Worth USD 42 billion
- Domestic tourist arrivals, which accounted for \$94 billion aggregate revenue in 2015, and is expected to hit \$157 billion in 2024.
- International tourist revenue stood at \$20 billion in 2015, with growth projected to reach \$28 billion in 2024.

## Destination Jharkhand

- 33.4 million domestic tourists who visited in 2014.
- Currently ranked ninth in India
- Ranked seventh in the World Bank's "Ease of Doing Business" in India report in 2016

## Investment opportunities in Tourism Infrastructure - Planned Initiatives

- Encourage private sector investment
- Establishing land banks for smooth acquisition and categorizing land parcels.
- World-class tourist infrastructure, such as amenities centres, information centres, transport facilities and exhibition halls for events are all on the anvil.
- The government has roped in private sector partners to improve travel infrastructure, such as roads, air connectivity and rail networks.
- Private sector involvement will also make road travel between tourist spots a convenient experience by providing petrol pumps, motor garages, snacks centres, toilet facilities, medical facilities, parking and more.
- Financial incentives apply to tourism initiatives - setting up new hotels, amusement parks, health resorts, transport facilities, tourist camps and more. Tourism initiatives employing at least 50 people - with a minimum 30 percent being from Jharkhand - will be rewarded with partial coverage under the state group insurance scheme.
- The state has also offered tax breaks to production houses that complete at least 25 percent of their filming in Jharkhand.

Source - Bloomberg



## Why attend 'Jharkhand Travel Mart'

'Jharkhand Travel Mart 2017' is a stimulating showcase for the travel, tourism, hospitality, leisure and related industries, both from within the state and outside. 'Jharkhand Travel Mart 2017' is aimed at bringing about an unparalleled networking opportunity for its stakeholders with leading Travel agents from India.

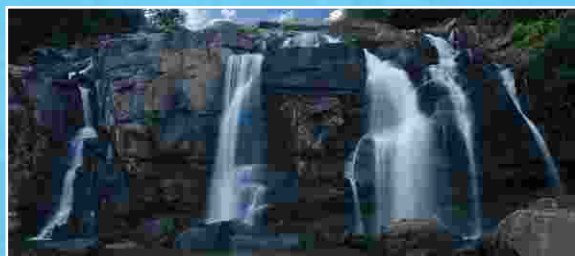
## Who can attend?

Those who are interested in promoting 'Jharkhand' as a tourism destination.

- Travel Agents and Tour Operators
- Travel Media & Travel Writers
- Members of all leading travel and hospitality associations such as Travel Agents Association of India (TAAI), Indian Assc. Of Tour Operators (IATO), Association of Domestic Tour Operators of India, Assc. Of Adventure Tour Operators of India, Federation of Hotel and Restaurant Association of India, Eco-Tourism Society of India, etc
- Discerning holidaymakers

## Format of the Event:

- Area for the event: 5000 Sq. metres (Air Conditioned) of Exhibition & Conference infrastructure (**Mega Sports Complex Hotwar, Khelgaon, Ranchi**)
- The event shall be on an Exhibition format on a B2B appointment based format.
- Exhibition also open to consumers
- **Hosted Buyers:** The event shall have 125 Domestic Tourism Operators and Media with pre-fixed appointments with Jharkhand Tourism stakeholders.
- **Open Buyer Registration:** The event shall be open for Travel Trade Registration as well from India and abroad on a Non - Hosted Buyer Program Category.
- Travel Media and Business Media to be invited from India.



## 'Jharkhand Tourism' Portfolio:

Jharkhand has been one of India's emerging tourist attractions with its wide arena of attractions. The exclusive pavilion of 'Jharkhand Tourism' can be divided into in form of its districts or segmented into the following categories:

- Festivals of Jharkhand
- Heritage Trails of Jharkhand
- Heritage Sites
- Tribal Tourism
- Wildlife Resorts and National Parks
- Medical Tourism
- Destination Management Companies, Travel Agents and Tour Operators
- Religious Tourism
- Handicrafts, Cultural Vistas, etc
- Fully furnished VIP Areas to hold Press Interviews, meetings, etc

## Hosted Buyer Program:

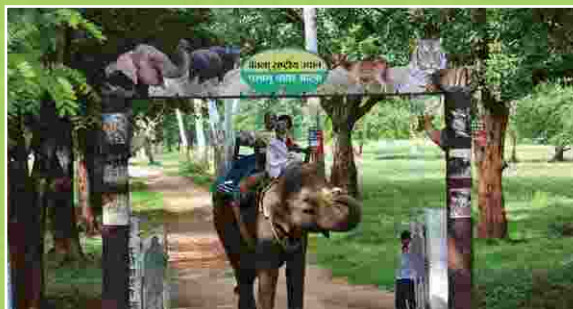
Appointment Schedule and system:

### Hosted Buyers and Pre – fixed appointments:

- 125 Domestic Buyers: We pay for buyers' airfare, ground transportation, food and beverage, and meeting registration.
- A refundable deposit of Rs. 5,000 for Domestic Buyers is levied. The amount is refunded on completion of the mandatory 25 Appointments over the two working days.
- Exciting FAM Tours

### Schedule:

- **Day One:**  
Sellers- Meet-Buyers Appointment Scheduling Session (Registered Buyers and Sellers only) & Inauguration
- **Day Two:** Exhibition & Appointment Sessions
- **Day Three:** Exhibition & Appointment Sessions, Departure for FAM Tours. Exhibition opens to consumers (B2C).





## Pre-Scheduled Appointments:

Registered buyers and sellers will receive a list of exhibitors and buyers respectively before the show. They are required to select through the new online system the companies/persons on the list whom they would like to meet, ranking in order of their preferences.

## Online appointment diary:

Up to 25 appointments over a three-day period, with the option of an additional 11 Online Diary appointments

- 20-minute engagements each time
- Spontaneous business as you move from stand to stand
- Unrivalled and focused networking potential

## Buyer Segments and Markets:

**Travel Agents & Tour Operators:** The event aims at inviting 125 domestic tour operators with a healthy mix of buyers from established markets of Bengal and Delhi and emerging markets such as Gujarat, Maharashtra, Southern India, Odisha, Bihar. Key members of leading travel associations such as IATO, ADTOI, ATOAI, TAAI, etc will be invited.

**Adventure Tour Operators:** With the state blessed with some of the densest forests such as Saranda, it is perfect to create a market for adventure activities such as climbing, trekking, forest stays etc. The event should invite leading Indian Adventure Tour Operators to come and experience the state.

**MICE & Event Specialists:** 'Jharkhand' can be promoted as a destination for Corporate / Business traveller in the fast-growing MICE (Meetings, Incentives, Conferences & Events) segments. we would like to invite leading MICE planners, Event Managers and Professional Conference Organizers (PCOs). It will help initiate Jharkhand as a regional Meeting Destination in Eastern India.

**Film Crews:** The use of films to portray a destination's attributes has been one of the key drivers of tourism, and forms a major plan of a destination's marketing activity to help reach out to the masses. India makes more movies in India than any particular zone in India. It is important to invite important Line managers and location consultants as well.

**Trade Buyers:** Members of the travel, hospitality and tourism fraternity will be allowed to register as Trade – Buyers.

## Exhibitor Zone

Participation as a Exhibitor at 'Jharkhand Travel Mart', is open to the following sectors

- State Tourism Departments, Destinations, District Promotion Councils, etc
- Trade Associations, Financial Institutions, Industry bodies, etc
- Transportation: Airlines, Charters, Railways, Passenger Transporters, Car Rentals, Shipping, Cruise liners etc.
- Travel Agents, Tour Operators, Group Travel Operators, Foreign Exchange dealers. Destination Management Companies, Ground Handlers, etc
- MICE Operators (Meetings, Incentives, Conference & Exhibition Organizers), Convention and Exhibition Centres, Event Management Companies, etc
- Luxury Travel, Holiday Packages & Niche Travel Products
- Technology Providers: Online Travel Portals, Hotel Reservation Networks, Property Management systems.
- Hotels & Resorts, Wild Life Resorts, Eco-tourism camps, Golf Resorts, etc
- Rural & Agriculture based Tourism products
- Attractions, Aqua Parks, Amusement Parks, Entertainment centres, Retail destinations, etc
- Adventure Sports: Aero Sports, Aqua Sports, Terrestrial Adventure operators (Trekking, Mountaineering, Jungle Camping, adventure gears, Wildlife and eco tourism resorts, Golf Resorts, etc.
- Educational Institutions in the field of hospitality and tourism studies etc.
- Medical Tourism: Health Care and Travel Insurance Services, Hospitals, Ayurveda & Spas
- Handicrafts
- Specialty vehicles







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