

ITM could double the tourist footfall in next three years

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New Delhi , Travel Unravel Holidays Private Limited, welcomes the launch of India Tourism Mart (ITM) 2018, slated to be inaugurated by Prime Minister Shri Narendra Modi, on September 17, at Vigyan Bhawan, in the capital. The initiative by the Ministry of Tourism in partnership with the Federation of Associations in Indian Tourism and Hospitality (FAITH) along with the State/UT Governments is aimed to boosting the growth of travel industry. Speaking about the India Tourism Mart, Saurabh Sharma, Director, Travel Unravel Holidays Private Limited, said, "The world is a flat space with the technology driving businesses.

ITM will be the best platform to showcase the Tourism Industry of our country. The India Tourism Mart will help organised industry players to explore their business potential with, 300 captive buyers under one roof and organized the buyer-seller meet." Further, Sharma said, "India Tourism Mart is an enticing initiative in the field of travel and tourism and its promotion by the government adds additional feathers to it. It is a great opportunity for e-commerce players to showcase their products and services. This will also provide great exposure to the players to learn about the International tourism demand and emerging patterns to offer products in a new wrapper. The platform will help benchmark the market and price competitiveness for the Indian players." Additionally, the government's move to establish a single regulator for e-commerce will also go a long way in curbing the monopolistic tendencies of big players, bringing in more competitiveness, eventually benefiting the end customers. This policy will drastically reduce the multiplicity of authorities bringing more focus to the business in an organised way, Saurabh opined. The objective of the event is to create an annual Global Tourism Mart for India in line with major international travel marts being held in countries across the world. The mart will provide a platform for all stakeholders in the tourism and hospitality industries to interact and transact business opportunities. ITM will help the Government of India's aim to double the tourist footfall in the next three years.

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