

Tourist trade to get likely boost after Spanish fair



Hon'ble Minister of Tourism, Housing and Urban Poverty Alleviation, Government of India, Kumari Selja at FIEO Information Booth accompanied by Charge-de-Affairs of Indian Embassy at Spain Mr. Sudhir Kumar (3rd from left). The Minister was briefed by Mr. Navel Baveja, Joint Director, FIEO (at extreme right)

The Federation of Indian Export Organizations participated in the FITUR International Tourism Fair in Madrid, Spain from 20-24 January 2010 to promote the travel and tourism sector. FIEO's initiative was aimed at providing a platform to members of the Trade in Travel & Tourism sector and the Hospitality sector. The Federation is continuously participating in FITUR - International Tourism Trade Fair from 2008. The fair was in the heart of the capital and was organised by IFEMA, Feria de Madrid.

FITUR is one of the important fairs in tourism, with participation from mostly all countries of the world, and the event was visited by more than 100,000 businessmen / visitors. Fourteen Indian delegates from the tourism sector participated in FIEO's pavilion. For this event, a FIEO brochure containing details of FIEO participants was distributed at FIEO's information booth. The delegation was co-ordinated by Mr Naval

Baveja, Joint Director, FIEO.

Spain is one of the biggest tourist centres of the world, and attracts a lot of tourist traffic from across the globe. The inbound and outbound tourist traffic between India and Spain, which has significantly increased over the years, highlights the vast potential that exists in this revenue generating sector.

Inauguration

The 30th edition of FITUR was inaugurated by king Juan Carlos and queen Sofia of Spain. The king welcomed the diplomats and representatives of different countries along with members of the trade and thanked them for their valuable support.

During his inaugural address, the king expressed his support for the victims of the earthquake in Haiti and invited the visitors to join him in a minute's silence in the memory of

the people who lost their lives in the natural calamity.

The king and queen were accompanied, among others, by the Spanish Minister for Industry, Tourism and Trade, Mr Miguel Sebastian.

Visit of the Hon'ble Minister of Tourism, Housing and Urban Poverty Alleviation, Government of India

Kumari Selja, Minister of Tourism, Housing and Urban Poverty Alleviation, Government of India visited FIEO's information booth and enquired about the participants. She was accompanied by Mr Sudhir Kumar, Charge-de-Affairs and Mr Ashish Kumar Sinha, Second Secretary of Indian Embassy at Spain. Mr Naval Baveja, Joint Director briefed her about FIEO's activities and handed over a copy of FIEO's brochure containing the details of its participants for the event. She also visited the stands in FIEO's pavilion and interacted with the participants who shared the problems faced by them in the tourism sector. The Hon'ble Minister signed FIEO's visitors book and mentioned her "Best Wishes". The Hon'ble Minister appreciated FIEO's initiative to promote the travel and tourism sector and said there should be enhanced presence and greater collaboration by FIEO to promote Indian tourism in Spain as well as with other countries.

Business-to-Business Meetings

The fair provided a good opportunity for participating members to meet foreign buyers and delegates of the tourism sector from Spain and other European countries and develop their business contacts during the fair. The details of FIEO participants with their interest in the



The B2B meetings of FIEO participants with foreign buyers/tourists in progress.

tourism sector is as under:

Casanova India Tours Private Ltd

Gurgaon, Haryana
E: sanyoggupta@gmail.com
W: www.casanovaindia.com

Worldview Tours Pvt Ltd

Gurgaon, Haryana
E: india@worldviewtours.com
W: www.worldviewtours.com

Jasbhag Tours & Travels

Jaipur, Rajasthan
E: jasbhagtours@yahoo.com
W: www.jasbhagtourisindia.com

Trail Blazer Tours (I) Pvt Ltd

New Delhi
E: anil@tbi.co.in
W: www.thispain.com;
www.trailblazertours.com

Mudra Associates

Chandigarh
E: mudra555@sify.com
W: www.ranjupuri@satyam.net.in

Far Destinations Tours (P) Ltd

Jaipur, Rajasthan
E: contact@fardestinationtours.com
W: www.fardestinationtours.com

Justa The Residence Group Of Hotels

New Delhi
E: rohit.katyal@residences.co.in
W: www.justahotels.com

Kingdom of Dreams, Great Indian Nautanki Company Pvt Ltd.

Gurgaon, Haryana
E: sharma@iifa.com;
info@kingdomofdreams.co.in
W: www.kingdomofdreams.co.in

FIEO participation also helped participants in accessing the European market, and in planning and correcting the shortcomings and exploring new avenues in developing long term exchange of tourists.

A large number of buyers and foreign delegates interacted with FIEO participants at the Federation's pavilion and explored the opportunities for increase in the outflow and inflow of tourism between India and Europe. The FIEO pavilion was visited by a large number of travel buyers and members of the Trade in Travel and Tourism Sector.

The foreign exchange earnings from tourism have been increasing on a yearly basis. There is a good inflow of tourists in India but the country still lags behind the smaller Asian countries like Hong Kong and

Singapore. The names of Asia-Pacific countries (stalls of companies / tourism departments) who participated in FITUR 2010 are China, Myanmar, Cambodia, Mongolia, Cambodia, India (FIEO and the states of Goa, Karnataka, Kerala and Rajasthan), Indonesia, Japan, Kazakhstan, Korea, Malaysia, Nepal, Philippines, Australia, Macau, Thailand, Uzbekistan and Vietnam.

The fair was held in 12 fully air-conditioned halls. FIEO's participants have shown their interest in participating through the Federation in fairs related to the travel trade and to be organised at WTM, ITB, Dubai, Berlin, FITUR, BERGMITUM, Russia, etc.

The participants at FITUR included airlines, tourist transport companies, travel agents and agencies, tourism associations, etc. ■



A group photograph of the FIEO participants at FITUR 2010