

## **Department of Tourism, Govt. of Assam participates in World Travel Market, London 2016**

Department of Tourism, Govt. of Assam participated at WTM London 2016 held from 7<sup>th</sup> November to 9<sup>th</sup> November 2016 with a view to taking Assam Tourism to International Arena. A team of officers of tourism department led by Mr V.S. Bhaskar, IAS, Additional Chief Secretary Tourism managed the show. A team of seven tour and travel partners from Assam were also a part of the Awesome Assam team.

This year, Ministry of Tourism, Government of India is the official premier partner of this leading global event for the travel industry.

WTM London, the leading global event for the travel industry, is the must-attend three-day business-to-business exhibition for the worldwide travel and tourism industry. Almost 50,000 senior travel industry professionals, government ministers and international press, embark on ExCeL London every November to network, negotiate and discover the latest industry opinion and trends at WTM London.

The Pavilion of Assam Tourism was designed and customized under the theme 'Awesome Assam' to showcase the various tourism attractions of Assam; in the following categories- Wildlife, River and Cruise, Nature and Eco, Heritage and History, tea and golf, monsoon and leisure & Culture and Cuisine. The pavilion was greatly appreciated by Dr. Mahesh Sharma, Hon'ble Union Minister for Tourism, Govt. of India who was warmly welcomed by Mr V.S. Bhaskar.

More than 125 B2B meetings were attended at the pavilion and the international tourists / trade partners have expressed keen interest to visit / promote the tourism in Assam, globally.

Mr. Bhaskar and his team consisting of Mr Palash Baruah, Director, Ms Anamika Tewari, Deputy Secretary and Mr Manoranjan Hazarika, TIO briefed the international media about the various strategies being adopted by the Department of Tourism, Government of Assam, to promote tourism in Assam. Mr. Bhaskar also briefed the gathering on Governments focus areas such as infrastructure development, promotion of niche areas, such as medical, golf, cruise, MICE etc.