



PRESS RELEASE

***“Port city and industrial Hub” - Vizag to host ‘Holiday Expo – Nov 2017’
PLAN YOUR NEXT HOLIDAY RIGHT HERE
‘HOLIDAY EXPO 2017’ - TRAVEL THE COUNTRY...SEE THE WORLD!
MORE DESTINATIONS THAN EVER BEFORE, AMAZING PACKAGES, DISCOUNTS ON SPOT
BOOKINGS!
Premium Travel and Tourism Exhibition***

Dates: 03 – 05 November 2017
Venue: The Gateway Hotel,
Godavari Hall, Beach Road, Opposite Varun Beach, Visakhapatnam
Timings: 11.00 am – 7.30 pm

We are pleased to host the 11th edition of '**Holiday Expo**', a travel and tourism exhibition, in Visakhapatnam.

Following the phenomenal success of Holiday Expo Vadodara and Nagpur, Holiday Expo is now being organized in Vizag amidst the gathering of stalwarts of the travel trade industry. The aim of this event is to reach out to maximum travel trade professionals and also to capitalize on the potential of Tier II and III cities. This is the best show to plan your Christmas and New Year Vacations.

Visakhapatnam:

The much awaited and prominent Travel & Tourism Exhibition, Holiday Expo is now taking place at Vizag in collaboration with the Andhra Pradesh Tourism Department.

This exhibition places a special emphasis on promoting adventure, pilgrimage, beach holidays, hill destinations, honeymoon plans, business trips and medical tourism. The exhibition offers a unique experience of presenting specially crafted travel, tour and holiday packages and good bargains from leading hotels, resorts, travel agents, tour operators from India and abroad. It is scheduled from 3 - 5 November, 2017 (Friday to Sunday) from 11 AM - 7.30 PM at the Gateway Hotel, Godavari Hall, Beach Road, Opposite Varun Beach, Visakhapatnam.

Visakhapatnam is one of India’s biggest outbound, domestic and inbound travel markets. The upcoming edition of the Holiday Expo will experience participation from many International Tourism Boards, State Tourism Departments, Hoteliers, Travel Agents, Tour Operators and the

AP Industrial & Tourism Development Corpn. Ltd. Some of the prominent State Tourism Boards are AP Tourism, Gujarat Tourism, Jammu & Kashmir Tourism, Himachal Pradesh Tourism, Jharkhand Tourism, Telangana Tourism and West Bengal Tourism. Active participation from Private companies like Cox & Kings, Yatra.com, Club Mahindra, Atlantic Tourism, East Bourne Hotels & Resorts, Suryavilas Luxury Resort & Spa, Country Inn Group of Hotels, Spiceland Holidays, Kridha Residency, Vrindavan, Travel Mail is also seen in full swing.

Strategically timed, this edition of the Holiday Expo is the best place to plan your upcoming Christmas and New Year Vacations with the widest range of travel destinations and packages.

Holiday Expo owes its success to an attempt at pacifying the city's quest for travel and adventure. The country's top domestic and international travel operators and hotels are participating under one roof to cater to the needs of today's discerning traveller. It is a great platform and a perfect time to allow a direct interaction between customers, travel industry and hotels.

"With the kind of stressful lives that we lead, a person tends to look for refreshing holidays and unique travel destinations to unwind. To simplify this need, we have Holiday Expo -Vizag, an annual event wherein the customers get specially designed packages and great deals with innumerable choices. The constant support and eager interest from the travel industry makes it successful year after year. So if you are planning your dream holiday, visit our exhibition," said Dilip Biswas, Director, Holiday expo.

"We understand the need to promote the Tier II & III cities in tourism. There is a unique blend of hassle-free travel packages," he added. Considering the fact that the buying capacity of people has considerably grown, events like these are a must. Holiday Expo-Vizag caters to the needs of everybody in terms of vacations, weekend getaways, family holidays, honeymooners, business trips, MICE, adventure, wildlife, desert safari and pilgrimage tourism. From Kashmir to Kanyakumari, Kutch to Kolkata, exotic international destinations and much more would be made accessible to everyone due to an array of tailor made packages.

Biswas added, "The basic purpose of holding this event is to boost tourism awareness worldwide. We believe that the inflow of domestic and outbound tourists will increase in the coming months and Vizag will play a vital role in the promotion of Tourism. Our main aim is to promote tourism potential and spread awareness among the people."

The exhibition will not only benefit the residents of Vizag but also nearby cities like Hyderabad, Vijayawada, and other parts like Odisha, Chhattisgarh, Telangana and Maharashtra. Now everyone chooses from a variety of attractive packages and deals under one roof. This event will also greatly benefit corporates for their group bookings and conferences; they will also get detailed information on how to choose the perfect and affordable price for favorite destinations across the world.

The opening hour of the exhibition is between 11 am -7.30 pm. Entry is open to all.

Highlights:

- **Andhra Pradesh** is the 'Host State'
- Gujarat & Himachal Pradesh are the Partner States
- Rajasthan & Jharkhand are the Focus States for the event
- Other participants are from West Bengal, Delhi, Goa, etc.
- Delegations from **Himachal Pradesh and Gujarat** are wooing the Vizag market for the upcoming Christmas & New Year Holidays season.
- Private participants include Cox & Kings, Makemytrip, Spiceland Holidays, etc.
- Packages to more than 100 destinations in India and abroad.
- Entry to the Exhibition is free.

Visitor Profile:

- Visitors from the travel trade industry
- Business Travellers
- Holiday makers
- Key Corporate Decision makers
- Potential investors in the fields of Hospitality, Leisure and Travel industry

Medium sized Indian cities like Vizag have emerged as one of the fastest growing markets for quality leisure products and '**Holiday Expo 2017**' is just the perfect Travel Exhibition to reach out to this very market, thus ensuring your product profits to its optimum potential.

At a time when India is gaining immense ground in the international travel market as a travel destination and more and more Indians are travelling overseas for not just business but leisure as well, **Holiday Expo** garners a lot of significance. It has become a new marketing horizon for sellers from the travel and tourism industry.

The participating companies will represent National Tourism Organizations & State Tourism Promotion Boards, Destination Management Organizations, airlines, charters, railways, passenger transporters and car rentals, shipping, cruise liners, travel agents and tour operators, holiday packages and holiday financiers, technology providers, hotel reservation networks, hotels & resorts, wildlife resorts, health spas and Ayurvedic Centres, timeshare resorts, eco-clubs and adventure sports, educational institutions in the field of hospitality and tourism studies.

About Holiday Expo:

India's leading travel and tourism event to take your business to a level of growth and establish an opportunity to create a brand new market in the Tier 2 & Tier 3 cities of INDIA. Medium sized Indian cities have emerged as one of the fastest growing markets for quality leisure products and 'Holiday Expo' is just the perfect Travel Exhibition to reach out to this very market, thus ensuring your product profits to its optimum potential. A growing economy, a tremendous increase in spending capacities and a will to see the world have catapulted this very market into a league of its own... A marketing opportunity like never before.

For more details, please contact: Mr. Dilip Biswas, +91-97018-66695 or Email: dilip@holidayexpo.in