

# 10th edition of Holiday Expo, Nagpur – an astounding success.

*After a phenomenal success at Vadodara, Holiday Expo has marked its milestone by creating yet another successful travel trade expo at the Naivedhyam Celebration Centre, Nagpur. The aim behind this event was to reach out to a large number of travel trade businesses in tier II and III cities as these cities are often underutilized to their fullest potential. The format of the exhibition provides an excellent opportunity for contact building, networking and conducting on spot business alliances. Not to forget the display of a wide spread and the best travel products to a large number of general visitors (direct consumers).*

**NAGPUR:** For the people who have the itch to travel but lack the information about the places they want to go, can get nearly all the details thanks to the three-days Holiday Expo which commenced at the **Naivedhyam Celebration Centre**, here on Friday 6<sup>th</sup> October 2017.

Witnessing active participation from up to 7 State Tourism Departments, 10 of India's best Travel Agencies and various other companies such as Theme Parks, Hotels & Resorts and a Travel Technology Company which made this edition of the Holiday Expo a worthwhile experience for everybody who visited the show.

The stalls being distributed in an attractive fashion, made it easily accessible for the visitors to walk around and gather information of their interest. The State Tourism Stalls were beautifully designed to attract more visitors and were well equipped with all information brochures with details of their respective State, the tourist spots, facilities available, tariff of the hotels run by the tourism corporation, package tours if any etc.

Being the 10<sup>th</sup> consecutive year for the Holiday Expo being held in Nagpur, has garnered a better response in the form of participation from the state tourism departments and private agencies, says the Director of Holiday Expo, Mr Dilip Biswas. He adds, Even the footfall has been on a raise as people can get all details at one place from the best travel companies and also the Officials from the State Tourism Departments who are usually present through out the show.

As the spending capacity of Indians is on a rise, the need for tourism products has also increased. With Holiday Expo having its focus on promoting tourism in tier II & III cities has emerged as the fastest growing travel trade shows in India.

## Highlights:

- **Maharashtra** is the 'Host State'
- Gujarat & Himachal Pradesh are the Partner States
- Karnataka & Jharkhand are the Focus States for the event
- Other participants are from North East India, Delhi, Karnataka, Goa, etc
- Delegations from **Himachal Pradesh, Karnataka and Gujarat** are wooing the Nagpur travel-market for the coming Diwali Holiday 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 field of Hospitality, Leisure and Travel industry

**Medium sized Indian cities like Nagpur** 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. 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.

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 travel and tourism industry.

The participating companies will be from wide range of Tourism and Hospitality industry including 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 & Holiday financiers, Technology Providers, Hotel Reservation Networks, Hotels & Resorts, Wild – life Resorts, Health Spas and Ayurvedic Centre's, Time - Share Resorts, Eco – Clubs and Adventure Sports, Education 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.

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