

PTM 2011, a turning point

With several travel options available in India, the delegates in the travel business will be in for a surprise at PATA Travel Mart 2011 in Delhi.

VIVEK SETHI

The PATA Travel Mart (PTM) 2011, scheduled for September 6-9, 2011 in New Delhi, will extend a brilliant opportunity to Incredible India while showcasing the unique variety of tourism products to the world. In fact, with infrastructure strengthening across the country and travel

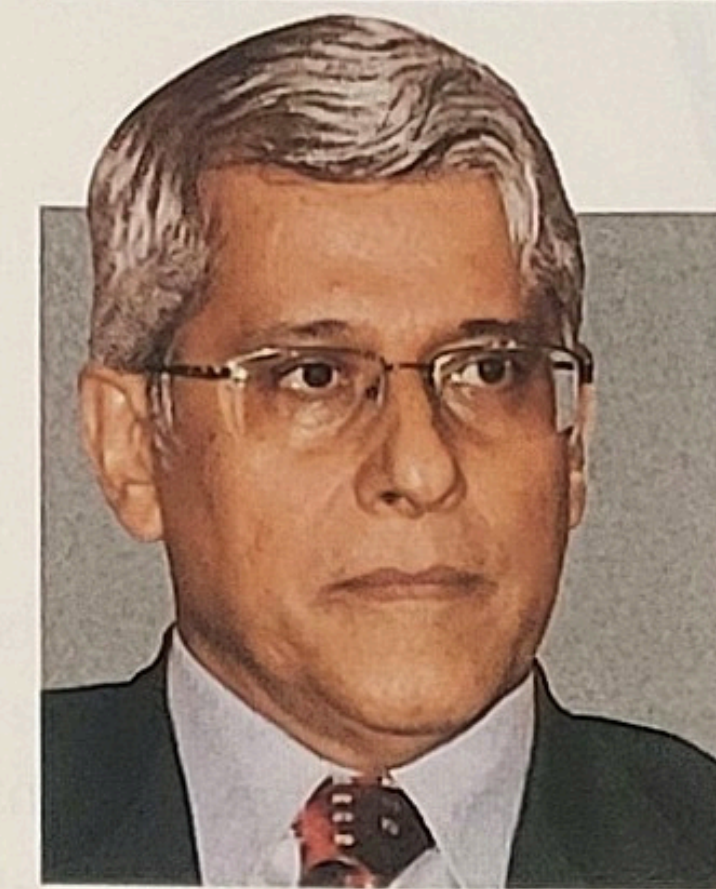
tic and the outbound segment," said **Arjun Sharma**, Vice Chairman, PATA India Chapter.

Elaborating on the huge opportunities present in the inbound space, **Vikram Madhok**, Honorary Secretary, PATA India Chapter, said, "The new airport, metro rail, well

laid highways and roads, new hotels and other tourism infrastructure will ensure that all the foreign delegates realise that they have now landed at a new and modern India, right from the moment when they had visited India earlier."

"India is no longer about a choice between a

five-star deluxe holiday and an unrated holiday. The emergence of quality and new hotels across different segments will lead to the discovery of attractive and flexible price points, along with the variety and quality of conventional and modern travel options made avail-



R H Khwaja
Chairman, PATA India Chapter and Secretary, Ministry of Tourism, GoI



Anand Kumar
joint secretary MOT

able in India. It will pleasantly surprise delegates on the quantum of emerging opportunities in the travel

business in India and be one of the most important aspects of PTM 2011, he added.



Arjun Sharma
Vice Chairman PATA India Chapter

options escalating in the inbound domestic and outbound sphere, destination India will present a lot of travel business opportunities for all participants to pick and choose.

"The Ministry of Tourism and the PATA Chapter in India deserves all credit for bringing PATA Travel Mart 2011 to New Delhi. It will offer a great opportunity to the stakeholders in the travel trade in India and the participants flying in from different parts of the globe to capitalise on the various lucrative options the Indian travel market has to offer in the inbound, domes-



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R H Khwaja, Secretary, Ministry of Tourism, Government of India led the delegation comprising senior officials of the Ministry of Tourism, State Tourism Departments and the private stakeholders to a visit to the World Heritage Sites of Ajanta and Ellora. The objective of the visit was to assess the existing infrastructure and the need for further development of these World Heritage Sites. The significant presence of the private sector representing various trade bodies and Associations like FICCI, CII, TAAI, IATO, HAI, FHRAI, ITTA, etc. reinforces the commitment of all the stakeholders towards the success of the public private partnership spirit in the development of tourism.

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