

Maharashtra Tourism Development Corporation Offers Table Space to Co-Exhibitors at ITB Berlin – 7th to 9th March 2023

Dear Sir/Madam,

Greetings from Maharashtra Tourism Development Corporation!

Maharashtra Tourism Development Corporation (MTDC) is participating in ITB Berlin 2023 to be held from 7th to 9th March 2023 in Berlin, Germany. Every year MTDC participates with a 83-86 sq. meters two-sides open stand. However, for 2023, MTDC has registered as an exhibitor requesting for a stand space of 100 Sq. Meters for better visibility. The stand space allocation is awaited from the organizers of ITB.

For the forthcoming event of ITB Berlin, MTDC is offering table space at the cost of only INR 25,000/- to its co-exhibitors who are interested in promoting Maharashtra as a tourist Destination. It is essential that the participant be an inbound tour operator who has good potential to bring international tourists to Maharashtra or a hotelier who can offer international standard accommodation at various tourist places in the state or an enterprise promoting alternative tourism with the motive of Sustainable tourism development in the state. The selection criteria for the co-exhibitors will depend on the ability of the enterprise to promote and market tourism products of Maharashtra in best possible way that could boost tourism by having increased number of global visitors. The management of MTDC reserves the right to select qualifying co-exhibitors, and also drop any co-exhibitor if found ineligible.

The reputed tour operators/ travel agents/ Hoteliers/ other stakeholders may please express your interest along with your company profile, details of your existing contribution towards promotion of in-bound tourism in the state and the products of Maharashtra Tourism you wish to project at ITB Berlin 2023 on international@maharashtratourism.gov.in at earliest.

Sd/-

General Manager,
M.T.D.C. Ltd.

Selection Criteria for Co-Exhibitors :-

All interested stakeholders to submit following information / documents:

- a) Company profile
- b) Details of Affiliation of recognized tourism / travel associations.
- c) Details of tourism activities done in Maharashtra for last 3 years.
- d) Packages and Itineraries, products, etc. on various tourist circuits in Maharashtra
For example: For tour operators / travel agents - packages designed and sold in domestic & international market; for hoteliers - details of their hotels & branches in Maharashtra with the description of properties & facilities offered to tourists, etc.
- e) Innovative ideas & projects to help boost tourism in Maharashtra.
- f) Special products / packages of Maharashtra Tourism to be introduced at ITB Berlin 2023.

All these documents and information received is to be analysed by the competent authorities of MTDC. Once MTDC is convinced that the applicant stakeholder has international standard product, is contributing considerably towards promotion of Maharashtra tourism, and has considerably established himself at domestic or international level; the applicant shall be qualified for co-exhibiting with MTDC at ITB Berlin 2023.

Deliverables to Co-Exhibitors against the Participation Fee of Rs. 25,000/-:

1. Table space equipped with table and chairs
2. WiFi connectivity
3. Access to ITB portal to fix your own appointment for B2B meetings
4. Opportunity to interact with the travel trade visiting Maharashtra Tourism stall.
5. Distribution of promotional material to travel trade and media during promotional event.
6. Develop a catalogue of Maharashtra Tourism especially for ITB which will include products and contact details of co-exhibitors.
7. Promotion of co-exhibitor products to media during press meet at MTDC stand.
8. Promotion through press releases pre and post event in India.