

MINISTRY OF TOURISM DISPLAYS INDIA'S VAST RANGE OF TRAVEL PRODUCTS AND OPPORTUNITIES IN OMAN EDITION OF THE INCREDIBLE INDIA RECONNECT 2022 VIRTUAL ROADSHOW

Relevant for: null | Topic: Important Schemes & Programmes of the Government

As India opens its borders post-pandemic, Ministry of Tourism, Government of India is organising a series of virtual roadshows with Indian Missions overseas as a means to reconnect with its existing partners and explore new ties and opportunities.

India's vast range of travel products and opportunities was on display on Tuesday at the Oman edition of the Incredible India Reconnect 2022 virtual roadshow.

The Incredible India Reconnect 2022 Virtual Roadshow started with opening remarks from Mr. Amit Narang, Ambassador of India to the Sultanate of Oman. He talked about India and Oman's bilateral relationships and how the same may be leveraged for the promotion of tourism.

It was followed by the remarks from Mr. G Kamala Rao Vardhana, Director General (Tourism), Ministry of Tourism, Mr. Rao discussed about the recovery of the tourism sector and how India was ready to open up its borders once again.

After this, a session was conducted by Mr. Sunil Dsouza, CEO, Travel Point who focused on India being a 365-day destination and stressed on pointers like formulating an annual events calendar based around festivals, transportation, security aspects and redressal mechanisms, halal foods, guide trainings, competitive pricing and seamless policies.

This session was followed by another insightful session from the representatives of IATO and ICPB who spoke about their respective organisations, India's USP, geography, products, its edge as a MICE tourism destination and showed 2 films highlighting the same. The event was attended by 244 participants.

The first Incredible India Reconnect event signalled the start of great efforts between the government and the market to encourage bilateral tourism by recognising the issues, challenges, and opportunities in an attempt to strengthen and build momentum on two-way growth phase.

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