



Ministry of Tourism

Fifth International Tourism Mart

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The 5th International Tourism was organized by the Union Ministry of Tourism in association with the North Eastern States and the State of West Bengal from 23rd to 25th November, 2016 at Imphal in Manipur.

International Tourism Mart (ITM) was organized with the objective of showcasing the largely untapped tourism potential of North East region in the domestic and international source markets and also to promote tourism and increasing tourist arrivals to the North-East Region. A total of 48 International delegates comprising of tour operators and media persons participated from Australia, Bangladesh, Brazil, Brunei, Cambodia, Canada, Germany, Indonesia, Ireland, Italy, Japan, Kenya, South Korea, Lao PDR, Malaysia, Myanmar, Netherlands, New Zealand, Oman, Philippines, Russia, South Africa, Singapore, Spain, Sri Lanka, Thailand, U.A.E, UK and USA.

The event brought together 80 tour operators & business fraternity from the eight North Eastern States of India and West Bengal as sellers and the participants from 29 countries and other States of India as potential buyers to establish business contracts and hold Business to Business meetings. This enabled the tourism product suppliers from the region to reach out to International and Domestic buyers.

This information was given by Dr. Mahesh Sharma, Minister of State for Culture and Tourism (Independent Charge) in a written reply in Lok Sabha today.

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