



Impressive participation by Goa Tourism at SATTE, Delhi on January 16-18, 2019

Panjim, Jan 19th , 2018 - Goa Tourism put up an impressive show at SATTE (South Asia Travel and Tourism Exchange) in Delhi being held on January 16-18, 2019. In its 26th edition, the three-day event bagged an excellent response with market leaders increasing their stand size followed by participation from the cross section of global and Indian travel and tourism markets. The show was marked by 1,000 exhibitors and representation from over 50 countries and 90 cities from across India.

Goa Tourism set up an attractive pavilion, followed by presentations and interactions with bigwigs from the tourism industry which received tremendous response from domestic and international buyers, tour operators, travel agents, wedding planners, corporate travel decision makers, potential investors in the field of hospitality, leisure and travel industry. Tourism officials disseminated information on all the forthcoming festivals and various services offered, Raj Bhavan Tours being the latest service added to the list. Some well known tourism stakeholders like Cidade De Goa , Bogmalo beach resort, Galaxia Cruises, Angria cruises, Freedom holidays, Grand Delmon, Travel Unlimited, Sandalwood resort, Fernandes Tours ,Rio Resort, Hot Air Balloon services by Tiger Balloon Safaris, Country Inn by Radisson , Whispering palms participated and promoted their products in a big way. Several bloggers and travel writers visited SATTE and obtained information on Tourism services and other facilities. Indonesia night



and Azerbaijan night in Association with UBM group were held on the first and second day of the event. Tourism officials arranged B2B meetings and networking with prominent tour operators during the event. Many bloggers also visited the Goa stall. Goa Tourism pavilion was managed by EMA Crayons Advertising.

Goa Tourism's delegation comprised of Mr. Rajesh Kale, Dy Director Dept. of Tourism, Mr. Deepak Narvekar, Sr. Manager Marketing/PRO GTDC and Mr. Gajanan Mahale, ATO Dept. of Tourism, Govt. of Goa.

UBM India started off 2019 on a powerful note with its biggest travel and trade engagement show 'SATTE' at the India Expo Centre, Greater Noida on Wednesday (16th Jan 2019). SATTE stands as the internationally acclaimed travel and tourism exhibition across India. It is undeniably the most prestigious travel and tourism exhibition in India. Over the last two decades, it has successfully showcased India's tourism potential to the world by bringing the global tourism market to India. The role of SATTE has always been to provide an effective marketing and advertisement tool portraying India as a global tourist destination through promotional campaigns that project India as a whole. SATTE is leading event in South Asia, from every aspect, including convenience and professionalism.

Mr. Sanjiv Gadkar, Director, Dept. of Tourism, Govt. of Goa in a statement said "While Goa's beaches have always drawn in crowds, other facets of the destination like Eco Tourism, Hinterland Tourism, Heritage Tourism, Sports Tourism, Festival Tourism, Cuisine and Cultural Tourism, and a lot more, are becoming equally popular. The objective of participating at such events is to highlight these facets and showcase Goa as an all-round destination. Tourists from Delhi would love to be in Goa during festivals like Carnival and Shigmo and forthcoming monsoon festivals to enjoy the festive fervor and year ending celebrations. We have also seen great interest from tourists from this region for Goan cuisine, heritage, architecture etc. Good road, rail and air connectivity have also made it possible for tourists to visit Goa all through the year."