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India Won "Best Exhibitor Award" at ITB – Berlin (Download PDF)

(June 25, 2018)

India won Best Exhibitor Award at ITB–Berlin World Tourist Meet convened at Berlin, Germany. More than 100 countries had participated in the mega meet with their respective Tourism Ministers. It is the first time India has won this prize.

Image of 50 Years ITB History

- India's Incredible India (Ministry of Tourism) presented short film named "Yogi of the Racetrack" in the meet. The short film had received 3.2 million hits in 60 hours.

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- ITB BerlinThe ITB Berlin (Internationale Tourismus-Borse Berlin) is world's largest tourism trade fair. It is represented by companies from tourism sector including hotels, tourist boards, tour operators, system providers, airlines and car rental companies.
- The fair takes place annually in March at Messe Berlin and always has official partner country.

Yogi of the Racetrack

- The event also marked the launch of the Tourism Ministry's 60 seconds promotional ad on yoga called 'Yogi of the racetrack.'
- The ministry to launch a series of six such ads over the next few months

Key Facts on Tourism in India

- Tamil Nadu, Maharashtra and UP are the top performing states in terms of foreign tourist arrivals.
- National Tourism Policy is in the final stage, to be placed for Cabinet approval shortly.

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