

# Building bridges in the travel network

With a sole aim of promoting India as a prominent inbound destination in international markets, India Tourism eCatalog was launched in 2005 in a CD format and today has its own portal, benefitting the Indian travel service providers with potential business leads. Today, it has the largest database in India for maps, photos and videos on Indian destinations.



TT BUREAU

Launched as India's first and only B2B eCatalog in 2005 as a single point for database of the entire tourism and hospitality sector; today it has come a long way with intentions to reach new heights. India Tourism eCatalog is distributed free to international travel agents, tour operators, media and all the major travel service providers at the leading tradeshows like ITB-Berlin and WTM London along with



**Jayanthi Raghavan**  
Business Head  
India Tourism eCatalog

tions. This year, the company is targetting 90 per cent of the total footfall at large events with a core intention of promoting India as a unique tourism destination and providing one-stop-shop information on the state tourism boards and travel service providers.

Providing details on India Tourism eCatalog, **Jayanthi Raghavan**, Business Head, India Tourism eCatalog said,

**“Through a single product window, we successfully market Indian travel service provider's updated information internationally in every possible format.**

regional travel shows through other distribution channels. Today, it has the largest database in India for maps, photos and videos on Indian destina-

## India Tourism eCatalog

India tourism eCatalog has presentations of States, Union Territories and private travel service providers

It contains destination brochures of states and union territories in digital form and can be translated in various languages

High resolution maps, photos and videos on various destinations in India

Recommended and suggested travel itineraries to various parts of India

Eco and responsible tourism information

Direct links to state tourism boards' website with contact details and featured private operators

We organise periodical lucky draws and contests with attractive prizes to increase our reach and interest in India as a whole, arrange fairs, make free India brochures for our

international B2B clients and provide them free marketing and branding space on our website, send mass mails related to destination/festival/tour operator's new products, hotels, etc; intro-

duce 'exclusive' email campaigns; network at international tradeshows, etc. We are currently working on a global tourism community hub ([www.tourism-blogspot.com](http://www.tourism-blogspot.com)) providing an opportunity for advertisers to try our integrated marketing approach and draw on this website to popularise their products (state, company, etc) which will later on be integrated with our main core of activity, India Tourism eCatalog.”

On the B2C level, the company constantly organises online competitions and lucky draws to attract various segment of travellers including corporate houses. It is also using social media marketing channel with a strong presence on Facebook and LinkedIn sites. 📍

**Heritage**  
VILLAGE CLUB



Arossim Beach, South Goa

Boutique Resort