



Government of India

MINISTRY OF TOURISM

Request for Expressions of Interest

Appointment of

India Tourism Marketing Representatives for Ministry of Tourism, Government of India

Ministry of Tourism, Government of India, with a view to enhance the global share of India in Foreign Tourists Arrivals proposes to target emerging overseas markets with untapped potential such as Russia, Brazil, South Korea, Sweden, Spain, Thailand, Israel, Turkey, Ukraine, Kazakhstan, Kenya, Malaysia, New Zealand, Sri Lanka, Iran and Switzerland. With this objective, Ministry of Tourism intends to appoint India Tourism Marketing Representatives (ITMRs) in each of these countries.

Expressions of Interest are invited from established Firms with proven experience of at least five years of establishing and operating Tourism Representative Offices for at least two Cities/ Provincial/ Federal Government(s). Travel Agents, Tour Operators, GSAs of Airlines and those agencies involved in direct customer sales of tourism products need not apply.

The main role of the ITMRs would, *inter alia*, be:

- Proactively seek, establish and maintain contact with Travel Trade companies and Media on behalf of India Tourism
- Monitor travel Industry trends and developments that may affect tourism to India and report these matters promptly
- Participation in select trade shows
- Arrange familiarization trips for Travel Writers, Tour Operators/ Travel Agents, Travel Media, Opinion Makers and key contacts to India
- Dissemination of Information on destinations and tourism products of India and supply of publicity materials to the general public, trade and media.

With a view to increase the Foreign Tourist Arrivals (FTAs) into India, the performance of ITMRs would be judged on the basis of increase FTAs into India. Detailed request for **Expressions of Interest** (EOI) may be seen on the websites of Ministry of Tourism, Government of India (www.incredibleindia.org and www.tourism.gov.in)

The last date of submission of Expressions of Interest is 23rd February 2012 at the address below.

For Details, please contact:

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