



A Quarterly Newsletter of
**M.P. State Tourism
 Development Corporation Ltd.**
 (July 1, 2011)

From the Heart



Greetings to you all !
 The beginning of this New Year has been very exciting and eventful. In this issue of the newsletter, we wish to share some of the recent trends and updates on our developments.

Our new endeavors to attract more and more tourists in the state through the Television Print & Radio campaigns are pitching high as it is paving its path to increase the footfall of domestic tourists in the State. Also, some new promotional strategies were adopted this year, like the SMS campaign, which created a flurry amongst the gadget savvy and finally culminated into success. The fruits of our sincere efforts can be seen in positive developments. By the end of the first quarter of the financial year, we are already 26 -28% ahead of our achievement, if compared to the same quarter last year.

We try to put our best to continue the momentum of growth by attracting more and more tourists into the state. We believe in shaping the tourism infrastructure for long-term but even in a short time we have already started to see some very positive results. In this sequence, we have launched a twelve seat, spacious & cozy cruise boat between Tawa & Madhai on the river Tawa, which is creating ripples amongst the tourists as it showcases the pristine beauty of Satpura's magnificent forests. This three hour cruise ride creates a spellbound experience for the romantics, families and the adventure seekers, alike. For those who have already experienced the cruise at Bargi, this addition will leave long cherishable memories behind. It is true that never before did anyone think that an adventurous cruise journey through the vast water bodies could be a real experience in Madhya Pradesh. Yes, we have done it!

The Caravan is another tour-de-force effort by MP Tourism for the state. After winning the coveted 'National Tourism' award as the most unique tourism product, its pride has definitely amplified. The proof of this ravishing red beauty's popularity is its day by day increasing number of fan followers. Watch out ! 'Watchers Envy - Riders Pride' ! – you have to book it...to experience it !

Change is the spice of life! Have you recently visited our website? If not, better do so, as the new makeover is another feather in MPT's cap. Our website comes with an improved and many new features and updates. These updates will enhance information as it is now more interactive and will persuade the tourists to visit Madhya Pradesh in one go ! Keep visiting us for news and information, and in the meantime, we hope that you will find our content useful and informative.

From The MD's Desk

Before signing off, here is some good news for the *Bhopalwasis* ! - The cruise that created ripples among the cruise enthusiast at the Upper Lake of Bhopal will soon be back with all its pomp & show. So, now you can once again enjoy the spectacular sunsets with your family and friends ! Moreover, our dream project is finally taking shape at Sewania Gond, near Bhopal, which is going to be another gem in the crown of MPT. Till the time we hear again, MPT will be through with the real beach park, the food zone and the swing which actually swings !

Until then, warm regards,

Pankaj Rag

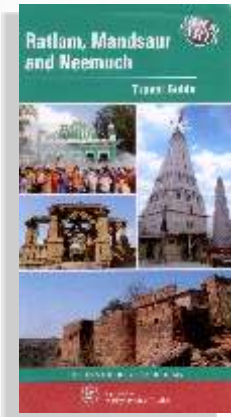
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MPT has a new Chairman & Vice Chairman

After serving as the Chairman of the M.P. State Tourism Development Corporation for four years, Mr. Dhruv Narayan Singh was succeeded by Mr. Mohan Yadav from Ujjain. Mr. Yadav was welcomed by the employees amidst much fanfare.



This year, MPT has witnessed many changes including the farewell and welcome of many of its officials. In this sequence, another new face in the Corporation is Mr. Santosh Jain, who is the new Vice Chairman. Mr. Jain has successfully served as the Director of MP State Textile Corporation.



The Quest for the West ends here: New Guidebook on Shelves.

After the huge success of guide books on various tourist destinations of Madhya Pradesh, we have added a new guidebook to this collection. This guidebook is about *Ratlam*, one of the first commercial town in Central India of the bygone era; *Neemuch*, the birth place of CRPF (Central Reserve Police Force); and *Mandsaur*, the city of Lord *Pashupatinath*, all located on the western border of *Malwanchal*.

The book provides an insight to the complex details of these places and will help visitors to gain a comprehensive understanding of the geographic and political factors that have shaped the city. It will be a perfect travel companion for a visitor who seeks to uncover the intricacies of these cities.

New Booklets Launched - Mining New Possibilities.

Two new booklets have been produced by MPT. The first one is on MICE (Meeting, Incentive, Conference & Exhibition), the latest trend in tourism. The publication contains valuable information on the various business facilities, accommodations & other sight seeing options. It is aimed to target high - end clients from corporate & business world, planning a perfect business meet coupled with delight, in Madhya Pradesh. Apart from highlighting MPT properties, due importance have also been given to private hotels of the region. The second in line is a book specially designed for the travel agents to market MPT hotels. This book contains visuals of the exterior as well as the interior of the properties which will serve them as a handy tool.



Fantastic Food Feistas by MPT

Smiling families dinning under the dark blue sky, starry-eyed couples listening to the melodious music ! The air was filled with music, laughter, and the tempting aromas of mouth watering cuisines. These not so common sights were part of the food festivals organized by MPT at Shipra Residency, Ujjain; Tansen Residency, Gwalior; and Hotel Palash Residency, Bhopal. The events proved to be a smash hit among the locals and tourists alike as the fantastic food was accompanied with live Ghazals.

The return of Lake Princess

Good news for fun and adventure seekers. Very soon they can again ride on the cruise and would be able to enjoy the fascinating beauty of the Upper Lake. A cruise has been brought in Bhopal and is undergoing the makeover process. It is expected to be floated on the lake by the end of July, 2011. Once again, the highly popular charming princess will be back amongst its people.





Mr. Harikiran Rao The New Tourism Commissioner

The former Managing Director of MPT, who played a major role in the tremendous transformation of Madhya Pradesh's Tourism Industry has been appointed as Secretary to the Hon'ble Chief Minister of Madhya Pradesh. Along with this pivotal role, he has been given the additional responsibility of 'Secretary/Commissioner - Tourism' of the State. As MD MPT, he set new records and did an incredible work in the marketing and promotion of the state's tourism industry. He was given a fond farewell on the 23rd of June, 2011 by the team MPT.

We shall miss you Sir ! Goodluck !

A Warm Welcome to Mr. Pankaj Rag

Commissioner of Archeology, Archives and Museums, Government of Madhya Pradesh, Mr. Pankaj Rag has been given the responsibility also to head Madhya Pradesh Tourism as its MD. A renowned poet and author, Mr. Rag is a great leader, with a rare combination of passion, intelligence, creativity and diligence. He has also served as the Director of Film & Television Institute of India, Pune. We are ready to scale new heights under his leadership.

ATM at Dodi & Boat Club, Bhopal

It gives us pleasure to add another facility at some of our outlets. ATMs have been installed at Highway Treat, Dodi & Boat Club, Bhopal, enhancing our support and reach to tourists, in order to offer them uninterrupted and systematic services. The ATMs were inaugurated by the Hon'ble Chairman of MPT, Dr. Mohan Yadav. The Regional Manager of the Oriental Bank of Commerce & other MPT officials were also present on the occasion.



Tantalize your Taste Buds with the Traditional Thalis.

Spicy, delicious and extremely rich with almost everything being doused in ounces of *ghee*. Yes, you guessed it right ! We are talking about the rich, sumptuous and incredibly delicious food of the *Malwa -Nimar* belt, which we have introduced recently in the form of traditional *thalis*.

To make it more interesting, we also included mouth-watering dishes from *Bhopal, Bundelkhand, Baghelkhand* and other regions of Madhya Pradesh. *Dal - Baati, Papad ki Sabji, Pasai ke Chaaval ki Kheer, Boondi Ka Raita*, are some of the dishes in the menu

FAM Tours

MP Tourism has a team of enthusiastic professionals, on whom you can always count on. They are dedicated to improve the competitiveness and brand image by optimizing the products as well as providing the best-in-class services to our clients. Recently, MPT organized "Familiarizing Tour" for the newly appointed marketing executives placed at Bhopal, Mumbai, Kolkata, Delhi, Nagpur, Pune and Raipur. A similar tour for travel agents and press people was organized from Pune, to enhance their knowledge on various tourist destinations of the state. It is expected that this tour will help them, in the promotion of brand MPT in a better way. After all, we are not leaving any stone unturned to make our visitors happy and skyrocket the sales.



Dodi : Changing for The Better

Our wayside amenity at *Dodi*, is a famous hotspot located on the Bhopal-Indore highway. Many of you must have had a break on this way; after all, its delicious food has earned a name. To make the highway experience more comfortable, MPT is renovating the hotspot, while maintaining its uniqueness. The makeover has started with shades coming up in the open areas, where one can weave beautiful memories while enjoying the mouth - watering dishes. With this and many other changes, *Dodi* will be ready to make your break - great !



From Tawa to Madhai on the Cruise: An Unforgettable Experience.

You must have heard about the pristine beauty of Madhya Pradesh's amazing flora and fauna and now in a unique way you can feel it too. A 12 seat Cruise from Tawa to Madhai has been launched by the joint venture of Madhya Pradesh State Tourism Development Corporation and Madhya Pradesh Eco - Tourism Board. Floating smoothly on the tranquil water, the cruise's captivating beauty and the magnificence of Satpura's forest leaves the memories of a lifetime in this thrilling three hours ride.



Website Revamped

When it comes to IT, MP Tourism is one of the pioneer State in using technology for the promotion of tourism through online booking and its informative website. The new website aims at providing more interactive services to users by introducing an expansive variety of new sections and renovating already-existing ones. The design is developed in a way so as to provide an excellent user experience. While we offer rich content already, we continually strive to add more information to update you with the latest happenings in *the heart of incredible India*

We hope that you enjoy discovering the new website and find it easy to navigate.

Log in to www.mptourism.com and rediscover the heart of incredible India.

Training sessions to hone the skills in Hospitality.

In order to hone the skills of MPT's staff, MPIHT organized a series of training in various segments of hospitality. A staff training programme was held in Hotel Payal, Khajuraho on the 2nd & 7th of May, 2011, followed by another training session organized in collaboration with the Institute of Hotel Management, Gwalior and Indira Gandhi National Open University, Bhopal. The essentials of hotel industry like, food & beverage, housekeeping, front office management etc. were included in the training.

Guests Speak

Chand Prakash Sharma

Recently i.e. from 17th to 19th June, 2011, we had the pleasure of visiting Kanha National Park, through a package tour organized by your esteemed establishment. True to your words, it was well organized. Your managers and staff at Kanha, Kulchuri, Bargi and Bhedaghat extended all services and comforts with smiles, which helped all participants to forget the tyranny of Indian Railways (delayed trains, poor service). Food at all the places was excellent and mostly as per our choice & preference.

Please convey my thanks to the Chief Manager in your office, your colleagues and above all to you, for providing what you promised.

Padmini Barodekar Pune

This resort at Bargi is a lovely place far away from the crowd, on a beautiful expanse of water. One can experience fun, thrill & adventure as well as peace & good food here.

We thank you very much for providing the Caravan service at Indore. The service was highly appreciated by our Senior Executives. The vehicle and the amenities provided in it were excellent. We wish to place on record the excellent efforts made by MPT Marketing Executive for his impeccable service. We wish you all the success for your endeavor in the development of Madhya Pradesh's tourism industry.

S. Ram Mohan
Asst. General Manager
State Bank of India
TT Nagar Branch, Bhopal



The heart of
Incredible India

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