



A Quarterly Newsletter of
**M.P. State Tourism
 Development Corporation Ltd.**
 (January 1, 2012)

From the Heart



On behalf of Madhya Pradesh Tourism, I would like to extend my heartiest greetings to all for a Happy and Prosperous 2012.

When we look back at the year gone by, MPT today feels proud to have given the State truly what it deserved. The

State of Madhya Pradesh today stands tall as it has been titled as **The Best Emerging State** in the field of Tourism.

During the last year, new infrastructure came up at various locations. There are many destinations that the State today has to offer to the tourists. Most of the resorts are so jam packed during weekends and holidays that sometimes one feels that a dearth of accommodation is there, and MPT has still to go miles and miles..... *and this encouragement and overwhelming response from the tourists, boosts our morale and we are adamant to move ahead in our stride!*

The advent of the New Year enables us to retrospect and new targets are set to achieve them. Being an ace player in the tourism industry, MPT is all set to scale new heights in 2012. We have been an achiever in the year 2011. With 4,20,06,140 tourists coming to our state and revenue soaring to 53.72 crores till now.

New avenues of Tourism were opened in the State like in the Adventure Tourism sector. With the development of water bodies, the enthusiastic

adventurists have now the opportunity to exploit them to its fullest. There was an encouraging response from the public private partnership for our land bank policy.

The Madhya Pradesh Institute of Hospitality Management, which is a sister concern of MPT held many useful sessions to train the youngsters in their field of interest during the year.

The amusement park 'Sair Sapata' has received a tremendous response from the public of Bhopal and it is turning out to be a 'treasure chest' for the Corporation. The park with many amenities is truly today a well known landmark & is another must see destination in the *City of Lakes*.

With the launch of Ventura Airconnect Air Service in the State and with connection between Bhopal, Khajuraho, Jabalpur, Nagpur and other cities, the State is hopeful to generate more tourist inflow, especially to the wildlife sector where an air-service was in high demand by the Corporate field.

The MPT website with the new make-over is aiming to make it more user friendly and viral in nature, with Facebook, Youtube and Flickr integrated into the main website.

And as usual, during the year, MPT has won many a laurels at various levels. These awards have boosted our morale and will inspire us to perform better in 2012.

From The MD's Desk


Pankaj Rag

January 1, 2012

'2012' Welcomed at MPT units-Fire Unleashed!

The New Year was welcomed with grand celebrations at various units of MPT. There was dance, DJ and lot of fun coupled with an array of welcome drinks and mouth-watering dishes. Wind and Waves and Shaan-e- Bhopal, organized theme parties. While the theme in Wind and Waves was 'Jheel', it was 'Gold' at Shaan-e- Bhopal. The Menu at Wind and Waves catered mouth watering dishes like 'Jharna Pakoda', 'Kashti Louki Roll' and 'Lehri Kabab'. New Year was welcomed with equal fervor in other units as well, like Tansen Residency in Gwalior, Shipra Residency in Ujjain and Hotel Jhankar in Khajuraho etc.



The Wonder Train

Ever fancied the small trains running at the hill stations?... Then Sair Sapata is the place where you should be. The toy train at Sair Sapata is setting new records of success every day. It has become the most favourite ride of youngsters and grown-ups alike, going around 25 kms per day ! and it runs up to 70 kms on Sundays & other holidays !!!

The 15 horse power electric train is truly ruling the hearts of many. With the efforts of MP Tourism, Bhopal today has become one of the cities to have a toy train and it has become a fancy of the *Bhopalies* as well as the tourists.



MPT in London

World Tourism Mart is an important tourism event in the global market. It is an annual feature held every year during November. MPT marked its presence in this grand event, the stall was swarmed by international travel agents, tourists, tour operators and Indians residing in London. MPT pavilion apart from the tourist destinations showcased the culture, wildlife and folk arts of the State.



Best State Tourism Board

Madhya Pradesh is fast growing as a tourist hub of the country and attracting larger number of tourists year after year. Its efforts were applauded in the annual convention of Travel Agents Associations of India (TAAI) where MP Tourism was awarded as the 'Best State Tourism Board' of the year for its steadfast development of tourism infrastructure & aggressive marketing. In a glittering function at Mumbai on 16 Dec, 2011, CGM (Marketing and Operations) Mr. O.V. Choudhary received the award on behalf of the M.P. State Tourism Corporation.

CII - Wildlife and Forest Convention in Bhopal

The Confederation of Indian Industry held an International Conference on 'Forest and Wildlife Tourism' in Bhopal. The event witnessed the presence of delegates from various countries and other states of India. The challenges and solutions in wildlife tourism were duly addressed during these two days of Conference.



MPT applauded

MP State Tourism Development Corporation participated in the 5th annual convention cum exhibition of Association of Domestic Tour Operators of India (ADTOI) in New Delhi during 25-26th Nov. 2011. Chairman, Dr. Mohan Yadav, Managing Director, Mr. Pankaj Rag and CGM, Mr. O.V. Choudhary represented the MP Tourism delegation. MPT was specially felicitated for its efforts in tourism promotion of the State.

The new *buzz* 'Film Tourism' - in the State

The silver screen has always played a major role in development of tourism in any area. Film Exhibitions and Events provides a platform where leading film producers meet location facilitators. The State's participation enables promotion and marketing of its destinations, by motivating the film producers to shoot in the State. Madhya Pradesh has been in the forefront recently with some major films being produced, but with excellent locations in the State, there is an extensive scope for further exploration. MPT has been participating in various platforms to showcase the states to film fraternity like **Cinemascaapes** at Mumbai in Oct, 2011 and in the **International Film Festival** at Goa in Dec., 2011.



Air Connectivity

MP Tourism's Airconnect initiative in collaboration with M/s Ventura Airconnect has brought the state closer, transit faster and more comfortable to over 8 major cities in and outside Madhya Pradesh.

MPT gets a pat on the back

Madhya Pradesh has something for everyone, from spiritual devotees to the wildlife fanatics. With such a diverse offering, the State was awarded as the "Best Tourism State" at the Hospitality India Travel Awards in New Delhi on 11 Oct., 2011.

Guests speak

Regards
Amish R Shah

I have traveled to the most of the states of India but I feel that Govt run tourism of Madhya Pradesh clearly outshines the Govt run tourism of other states.
Keep up the good work!

Shashi Kerketta
New Delhi

I truly rejoice every moment I spent on my holiday to Madhya Pradesh, 'Hindustan ka Dil'. Thanks to Abhishek, my friend who suggested me this serene and virgin land. Lot of nature, unexplored mountains, amazing waterfalls, lots and lots of birds, animals, places of historical interests, amazing hotels, good people, delicious food and a memorable holiday. Every other person who reacted 'MP me kya hei?' I know what they are missing if they have not been to MP, Hindustan ka Dil



The heart of
Incredible India

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