



FITUR 2014

The 34th edition of FITUR (International Tourism Trade fair) was held in Madrid from 22 to 26, 2014. Around 165 countries/regions participated in the fair.

Mr. Ajay Kumar Gupta, Additional Director General represented Ministry of Tourism, Government of India in the fair. 18 co-exhibitors were present in the India Pavilion set up by 'Indiatourism', Paris, while some Indian tour operators had also set up independent stands outside the India Pavilion.

State Government level delegations from Kerala and Karnataka were also represented.

The prize distribution ceremony for a photography competition titled 'La India a traves de tu Mirada (India from your viewpoint)' was held on January 22, 2014 at the India Pavilion. The competition was launched last year to celebrate 10 years of Casa de la India in Valladolid and was sponsored by Air India, DIVA Travels and Shiv Vilas Hotels Group and received more than 700 entries from Asia, América and Europe. The winner was awarded a 1 week all inclusive holiday trip for 2 persons to India to visit the Golden Triangle (Delhi, Jaipur, Agra). Ambassador of India; Additional Director General, Ministry of Tourism; Director, Casa de la India and representatives of Air India, DIVA Travels and Shiv Vilas Hotels Group were present for the prize distribution ceremony.