

# INDIAN TOUR OPERATORS INTERESTED IN CENTRAL EUROPE



Tourism boards of the Visegrad Group countries have organized a targeted marketing campaign in India. The number of Indian tour operators interested in Central Europe is growing.

Indian tour operators are discovering Central Europe. More and more travel companies offer tour packages including Budapest, Prague or Slovakian mountains as well as the most important landmarks of the region. A marketing campaign organized jointly by four tourism boards known as the Visegrad Group (V4) for a second year in a row in India is to increase even more the awareness of local tourism businesses about Central Europe and its offer.

**The aim of V4's promotion, the regional alliance of the Czech Republic, Hungary, Poland and Slovakia, is to attract greater numbers of Indian tourists.** This year the Group organized a promotional road show in Delhi, Calcutta and Mumbai and participated in two B2B tourism fairs - SATTE New Delhi and SATTE Mumbai.

Currently, the numbers of Indian travelers who decide to spend their holidays in Central Europe are still small. However, local tourism boards claim that the first effects of targeted marketing campaign they have organized in India can be seen.

"The Indian market is one of the most perspective tourism markets in the world and that is why we promote our destination there. The interest of the Indian tour operators in the V4 region as well as the four countries individually is gradually rising," stated the Slovak Tourism Board in their latest press release. **Currently, several Indian tour agencies offer a travel package covering all the four Central European countries.**

In the latest campaign, the Slovak Tourism Board and the Slovak Convention Bureau promoted mainly their MICE tourism facilities. Slovakia and Poland are popular budget destinations, especially in winter season. The local ski resorts offer quality services for favorable prices. Poland is also often included in religious tour itineraries.

Hungary and the Czech Republic on the other hand lure visitors with its spa and wellness facilities. **Budapest's thermal baths are world known and the curative spas in the Czech cities of Carlsbad, Mariensbad and Franzensbad have been visited even by kings and presidents.** The capitals of V4 countries are also popular destinations for city tours.

"We can expect growing numbers of Indian tourists coming to our region as currently thanks to the Schengen visa they can travel all around the four countries without any other formalities needed. The region is also easily accessible to them thanks to the direct flight from India to the international airport in Schwechat, Austria," stated the Slovak Tourism Board.

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