

Strengthening Tourism Ties German Travel Association Delegation Explores Madhya Pradesh's Potential in the German Market

German Travel Delegation Engages with Madhya Pradesh Officials to Explore Sustainable Tourism, Cultural Heritage, and Market Expansion Strategies.

BHOPAL, MADHYA PRADESH, INDIA, February 18, 2025 /EINPresswire.com/ -- A high-level delegation from the German Travel Association (DRV) recently met Mr. Sheo Shekhar Shukla, Principal Secretary of Culture & Tourism and Managing Director of Madhya Pradesh Tourism Board (MPTB), along with senior officials, to discuss strategies for expanding Madhya Pradesh's presence in the German tourism market. The delegation is currently on a five-day familiarization (FAM) tour of the state, exploring key destinations and experiences that align with the preferences of German travelers.



A high-level delegation from the German Travel Association (DRV) arrived in Madhya Pradesh

The meeting was attended by prominent DRV members, including Mr. Norbert Fiebig, President, and Mr. Volker Adams, Head of Political Affairs & Outbound Travel. Other participants included Mr. Ernst Kölßperger from Studiosus Reisen, Mr. Felix Willeke from Lernidee Erlebnisreisen, and Ms. Songül Göktas-Rosati from Bentour Reisen. Representing Madhya Pradesh Tourism Board were Mrs. Bidisha Mukherjee, Additional Managing Director, and Mr. Vivek Jude, Deputy Director of Events and Marketing. Key hospitality stakeholders, along with local travel agents and tour operators, also joined the discussion.

The conversation centered around how Madhya Pradesh can enhance its offerings for German tourists, with a focus on responsible tourism, cultural heritage, adventure, and spiritual experiences. The delegation recognized the growing interest among German travelers in destinations that combine history, nature, and immersive experiences. Madhya Pradesh's

commitment to sustainable tourism and community-driven initiatives was highlighted as a key factor that aligns with the values of German travelers, who prioritize eco-friendly and ethical tourism experiences.

The meeting also addressed the revival of educational tours, which had declined during the COVID-19 pandemic but have seen renewed interest this year. It was suggested that developing a network of 50-70 client-facing travel agents and tour operators could play a crucial role in promoting Madhya Pradesh's tourism offerings in Germany. A cost-effective approach to achieving this goal would involve facilitating familiarization trips for travel agents and tour operators to experience the state's rich tourism potential firsthand. Testimonials from these visits, along with coverage in travel media, were identified as valuable tools for building confidence among German travelers, reinforcing the image of Madhya Pradesh as a safe and welcoming destination.

Given Germany's large population, the discussion shifted towards targeting a more focused audience—around 100,000 potential clients with a high likelihood of visiting. To reach this group effectively, developing a clearly defined product for travel agents and tour operators to market was seen as essential. The importance of social media in engaging German travelers was also emphasized as a key component of the promotional strategy.

Madhya Pradesh's diverse tourism offerings were highlighted as a major draw for German visitors. These include UNESCO World Heritage Sites such as Bhimbetka, Sanchi, and Khajuraho, which cater to those interested in archaeology and heritage. The state's well-preserved national parks, including Kanha, Bandhavgarh, and Panna, were recognized as prime destinations for wildlife and nature-based tourism, attracting adventure-seeking travelers. Additionally, the



The German Delegation engaged in a fruitful discussion with officials from the Madhya Pradesh Tourism Board (MPTB),



potential for spiritual and wellness tourism was discussed, with Madhya Pradesh's revered temples, meditation retreats, and religious sites in cities like Ujjain and Omkareshwar positioned as key attractions.

The delegation also noted that German travelers tend to prefer visiting destinations during the summer months, when temperatures are higher, making it an ideal time to promote tourism in Madhya Pradesh. Biking, a popular activity among German tourists was another topic of discussion. The proposal to promote biking tours across the state was met with enthusiasm, and the possibility of inviting journalists specializing in biking tourism was considered as a means of increasing awareness of Madhya Pradesh as a biking destination.

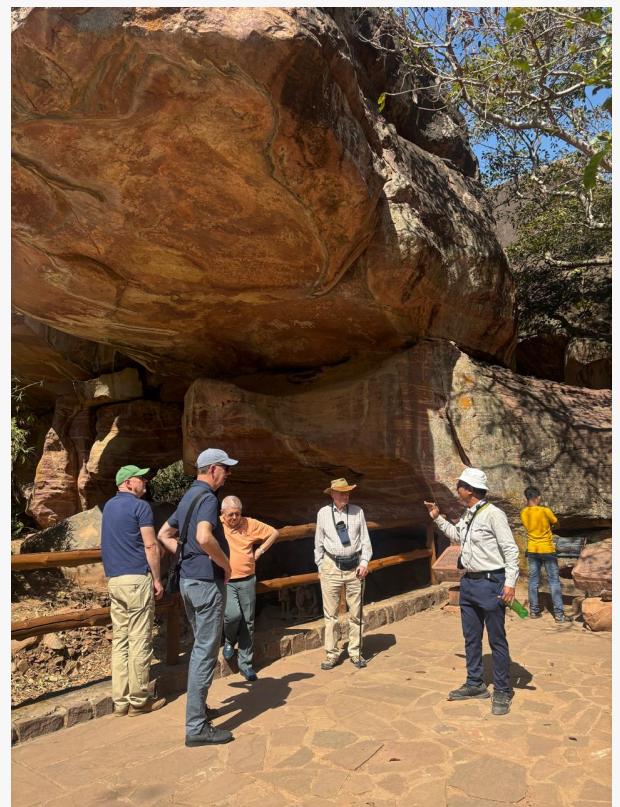
The German delegation began their tour with a visit to the Bhimbetka Rock Shelters, a UNESCO-listed archaeological site that offers insights into the region's prehistoric art and history. Over the next few days, they will explore Sanchi, Orchha, Khajuraho, and Panna National Park, experiencing a wide range of Madhya Pradesh's tourism offerings, from cultural performances and rural tourism to wildlife safaris.

Madhya Pradesh has witnessed a remarkable increase in tourist arrivals, welcoming 112.1 million visitors in 2023, a threefold increase compared to 2022. The state's commitment to safety, cleanliness, and responsible tourism has made it an attractive destination for international travelers, including solo and women tourists. The visit of the German Travel Association delegation marks a significant step toward enhancing international partnerships, and the insights gained are expected to help develop tailored strategies to attract more German tourists to Madhya Pradesh in the future.

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Madhya Pradesh Tourism Board

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The Delegation visit the UNESCO World Heritage Site - Bhimbetka Rock Shelter

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