

Madhya Pradesh Tourism Strengthens Southeast Asian Market Connect at ITB Asia 2026

BHOPAL, MADHYA PRADESH, INDIA, October 28, 2026 /EINPresswire.com/ -- Madhya Pradesh Tourism successfully concluded its participation at ITB Asia 2026, held from 21 to 23 October at the Sands Expo and Convention Centre, Marina Bay Sands, Singapore. The participation marked a focused effort to strengthen international tourism partnerships, expand engagement with the Southeast Asian travel trade, and position the state's diverse tourism offerings before a global audience of travel professionals.

The Madhya Pradesh Tourism pavilion was inaugurated at 11:00 AM on 21 October 2026 by H.E. Dr. Shilpak Ambule, High Commissioner of India to Singapore. Dr. Ilayaraja T., Secretary, Tourism, Government of Madhya Pradesh and Managing Director, Madhya Pradesh Tourism Board, along with senior officials and select industry stakeholders, was present on the occasion. The inauguration set the stage for three days of destination promotion, business interactions and industry dialogue.

The participation facilitated 95 engagements in total, including 34 with



Madhya Pradesh Tourism Stall at ITB Asia, Singapore 2026



Inaugural of the Madhya Pradesh Tourism Stall

the Madhya Pradesh Tourism Board (MPTB) and 61 with tourism stakeholders, reflecting active industry interaction and opportunities to strengthen tourism partnerships. The Board also received email enquiries from prospective contacts interested in follow-up discussions, extending engagement beyond the exhibition. These interactions provided opportunities to explore tourism collaborations, strengthen trade relationships and build connections with partners interested in bringing distinctive Indian experiences to international travellers.

A key highlight of Day 2 was Dr. Ilayaraja T.'s participation as a speaker at "NTOs' Talk: Redistributing Demand Through Discovery." The session examined how destination discovery can encourage travellers to move beyond established tourism circuits and explore a broader range of experiences. Madhya Pradesh's diverse portfolio—from wildlife and heritage to spirituality, culture, wellness and nature—offers significant potential to create more immersive itineraries while encouraging tourism dispersal across destinations.

The state's pavilion brought this diversity to life through an immersive virtual reality experience, enabling visitors to explore Madhya Pradesh's attractions through a technology-led introduction to its destinations. The showcase was complemented by the flavours of the state's regional culinary heritage, with visitors invited to savour GI-tagged Morena Gajak and Ratlami Sev—distinctive local specialties that added a memorable cultural dimension to the destination narrative.



Dr. Ilayaraja T. - IAS, presenting at National Tourism Organisation Talk Session at ITB Asia 2026 in Singapore



B2B Sessions

Supporting the Board's participation on the ground, the event team coordinated additional stakeholder meetings, virtual reality and presentation logistics, arrangements for the Managing Director's speaking engagement, and event documentation. This operational support helped facilitate the pavilion's programme of business interactions, knowledge exchange and destination showcasing.

Representing the Heart of Incredible India, Madhya Pradesh offers international travellers a compelling combination of UNESCO World Heritage Sites, historic cities, celebrated national parks, spiritual destinations and vibrant living traditions. Its ability to connect heritage, nature, wildlife and authentic local experiences presents opportunities for travel trade partners to develop differentiated itineraries for varied international audiences.

Participation at ITB Asia 2026 reinforced Madhya Pradesh Tourism's commitment to expanding its international presence through strategic partnerships, sustained trade engagement and experience-led destination promotion. With business discussions initiated, media connections established and follow-up opportunities emerging, the Board continues to build a stronger platform for introducing the state's cultural and natural wealth to travellers across Southeast Asia and beyond.

Madhya Pradesh Tourism – The Heart of Incredible India continues to bring the world closer to the state's remarkable heritage, vibrant culture and natural splendour.

MP

Madhya Pradesh Tourism Board

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