

**Sub: Unlocking the Vast Potential of Maharashtra Tourism on World Tourism Day (27<sup>th</sup> September 2017)**

**Dear Members,**

Ever since its inception, World Tourism Day is celebrated on 27 September to foster awareness among the international community the importance of tourism and its social, cultural, political and economic value. The celebrations of world tourism day started in 1980 as a mark of respect towards the adoption of UNWTO Statutes. This adoption is considered a milestone in global tourism. World Tourism Day focuses on global challenges outlined in the United Nations Millennium Development Goals (MDGs) and highlights the contribution of tourism sector can make in reaching these goals.

Maharashtra attracts many tourists from different states and foreigners too and was the fourth most visited state by domestic tourists in the country in 2014. With the changing trends in tourism, Maharashtra Trade and Development Council (MTDC) have implemented **Maharashtra Tourism Policy 2016**, with an objective to creating a pro-growth, pro-environment and pro-jobs ecosystem in the state of Maharashtra.

The launch of the scheme '**Mahabhraman**', to bring different experimental projects viz. agro-tourism, village tourism, food tourism, safaris, Tribal lifestyles, etc. under one roof has the potential to generate high employment opportunities and at the same time, spending of both domestic and foreign visitors produces a cascading effect of new money through the economy via the multiplier effect. Currently, 65 projects are in operation under this scheme. Maharashtra is still unlocking its potential by various experimental projects.

It is a pleasure to inform you that IMC's **Travel, Tourism and Hospitality Committee** is celebrating the World Tourism Day on 27<sup>th</sup> September 2017. **Shri Vijay Waghmare**, IAS, Managing Director, Maharashtra Tourism Development Corporation (MTDC) Ltd will be the Chief Guest and the program would highlight on Maharashtra's vast potential of tourism.

The program details are as under:

**Day & Date** : Wednesday, September 27, 2017  
**Time** : 6:00 p.m. to 8:00 p.m.  
**Venue** : Walchand Hirachand Hall, IMC Building, IMC Marg, Mumbai 400020

Interested members are requested to register in advance and kindly send your details including the **name, company, address, phone** and email id by tel: 71226684 or e-mail: to [ujwal.dsouza@imcnet.org](mailto:ujwal.dsouza@imcnet.org)

Since we have limited seats please send your confirmation at the earliest.

With regards,

**Aanurag Dhoot**  
Dy Director General