



## Rajasthan Domestic Travel Mart, 2022

### Why In News

- The road show was launched from Jaipur on May 12, 2022 under the joint aegis of Rajasthan Tourism Department and Federation of Hospitality and Tourism of Rajasthan under the aegis of **Rajasthan Domestic Travel Mart, 2022**.

### Key Point

- Rajasthan Domestic Travel Mart (RDTM) is a unique initiative by the Department of Tourism to provide a platform to facilitate business-to-business meetings to showcase the immense potential in the state.
- It may be mentioned that on 6th April, 2022, a Memorandum of Understanding (MoU) was signed between the Department of Tourism and the Federation of Hospitality and Tourism Rajasthan for organizing the Rajasthan Domestic Travel Mart.
- In order to promote RDTM, road shows are being organized by the Department of Tourism including a number of innovations such as Rajasthan Film Tourism Promotion Policy, 2022 Guest House Scheme, Revised Homestay (PG) Scheme.
- Gayatri Rathore, Principal Secretary, Department of Tourism informed that the second edition of RDTM will be held in Jaipur on July 22-24, 2022 under the joint aegis of Tourism Department and Federation of Hospitality and Tourism Rajasthan.
- Road shows will be held in various cities to invite hoteliers, travel agents and tour operators before the event. These road shows are aimed at promoting Rajasthan as the most friendly tourist destination at the national level.
- The event, to be organised with support from bureau of investment promotion and trade associations, also includes Hotel and Restaurant Association of Rajasthan (HRAR), Indian Heritage Hotels Association (IHHA) and Rajasthan Association of Tour Operations (RATO).