



Participation of Madhya Pradesh Tourism Board in SATTE 2023

Why In News?

On February 9, 2023, Union Minister of Tourism and Culture G.K. Kishan Reddy inaugurated the 30th edition of South Asia's largest travel and tourism exhibition - South Asia Travel and Tourism Exchange SATTE 2023 at India Expo Centre in Greater Noida. Madhya Pradesh Tourism Board is participating in this.

Key points

- Madhya Pradesh Tourism Board is making SATTE 2023 various stakeholders associated with the travel and tourism industry aware of the tourist destinations, architecture, culture and natural beauty of the state through.
- Stakeholders are also being briefed about the state's ease of transport, safe environment and hospitality of citizens. Madhya Pradesh Tourism Board's stall number in the venue. -60 has been installed in Hall No. 9.
- At the stall, visitors are being given virtual tours of Sanchi, Amarkantak, Narmada Ghat and other destinations with virtual reality technology with the help of Oculus.
- SATTE 2023 aims to meet its various stakeholders and Madhya Pradesh Tourism Board's participation in the 'heart of Hindustan create opportunities to increase the number of domestic and foreign tourists in ' Madhya Pradesh.
- It is noteworthy that this exhibition will be organized 9 to from 11 February.

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