

PRESS RELEASE

West Bengal Tourism & Food Festival, 2010

Kolkata, 29th December, 2009: West Bengal Tourism is organizing the VIIth edition of “West Bengal Tourism and Food Festival’ from January 6th to 10th, 2010 at the scenic ambience of Nalban Ecopark, Salt Lake Kolkata.

In accordance with the Tourism Policy of Government of West Bengal, West Bengal Tourism has taken up aggressive campaign in marketing and publicizing their products, services and other related activities, not only in the national market but also internationally. Hence West Bengal Tourism is regularly participating in various fairs and festivals in the national and international levels and also is organizing the same in the state to promote tourism to the national and international tourists and also to showcase the diverse art, culture and cuisine of the state.

Like last year, the festival got its international flavour with the participation of **Bureau of Yunnan Tourism of China**. In the national level, the states which will participate in the festival with their products are Jammu & Kashmir, Andhra Pradesh, Madhya Pradesh, Karnataka, Kerala, Chattisgarh, Assam and West Bengal. In addition, several other organizations related with Tourism are participating in the festival to promote their products.

A total of 45 Tourism Promotion Stalls also feature W.B. Forest Development Corporation, Deptt. Of Fisheries, Govt. of W.B., Tea Board, Travel Agents Association of Bengal, W.B Food Processing Industries & Horticulture Dev. Corporation, Sinclairs, KBS Tours & Travels, Vivada, Club Mahindra, Mark & Meadows, Thomas Cook are putting up stalls.

Tourism related stakeholders are also an important component of Tourism Industry. In this fair, they are participating as the Main or Associate Partners. They are:

Main Partners: India Tourism & Indian Bank

Country Partner: Bureau of Yunnan Tourism, China

Associate Partners: The Times of India, Nalban, WBFDC

The Hospitality Partner is: The Indi-Smart Group

The Catering Partner is: The Indi – Smart Hotel

The Airline Partner is: China Eastern

The Outdoor Publicity Partner is: Accord

TV Partner is: 24 Ghanta

Radio Partner is: Radio Mirchi

A Food Plaza extended on the water body will provide the ambience and matching food delicacies in the form of a Food festival to satiate the taste buds of people of Bengal. Several restaurant chains of Kolkata: Mainland China, Oh! Calcutta, Tamarind, Big Boss, Pasha, Indismart, IAM, Red Hot Chilli Pepper, Koshe Kosha, Hotel Hindustan International will participate to offer their mouth-watering delicacies. Indismart Group, Nalanda Institute of Hotel Management and Guru Nanak Institute will operate stalls to sell exclusive delicacies to visitors. Tea/Coffee, soft drinks, ice cream, chaat corner and phuchka will be available.

Apart from these, several private operators like Sundarban Tiger Camp, Chalo Jaai Travel Club, Kalyani Tours, Golden Park Hotel Malda, etc are also exhibiting and promoting their product.

A stage on the lake will be setup to enthrall the people with the best of traditional dance, music and cultural programme by reputed artistes. The primary attraction of these events is the colourful Ballet by Chinese Troupe from Yunnan, China. The details of the

cultural program is available in the enclosed brochure. Amazing fire works will electrify the skies every day.

The Fair timings would be from 12 noon to 9.00 pm. The tickets are priced at Rs. 10/- only, will be available up to 8.30 pm from Nalban counter everyday. This tourism extravaganza welcomes you all with open hands!