



INDIA 2020

MEDIA DAY

Friday, October 9, 2020

Venue: Andaz Hotel, Andaz Delhi

The finale of the Brand USA Travel Week India 2020 will be an optional interactive media day for all U.S. Exhibitors. During this event, each participating organization will get the chance to meet with a cross section of travel trade and consumer lifestyle media, both from the online and offline space.

The primary focus of this event is to provide a platform for destination marketing organizations, attractions and service providers to speak with and utilize qualified media publications to showcase their products and services. Media interactions may result in positive publicity and/or a formal interview which may help increase awareness of the exhibitor's organization to their target audiences in India.

To generate greater interest, it is recommended that participants carry their latest press kits including product information, images etc. for distribution.