

Press Release for ATM 2021



The heart of
Incredible India

Madhya Pradesh, the heart of Incredible India, will showcase its rich forests and enchanting diversity of wildlife at ATM 2021.



At the heart of India lies a region which will surprise even the most seasoned traveler. Madhya Pradesh, or MP as it is lovingly called, is both superlative in its offerings and peculiarly untouched. In the state's eastern wilderness, peacocks wander wild through thick teak forests and tigers prowl through several of the country's best wildlife sanctuaries. The state is home to 3 UNESCO World Heritage sites - the 10th century temples of Khajuraho, covered in ecstatic erotic sculpture, are reminders of India's ancient artistic heritage. Millennia old Buddhist monuments can be found at Sanchi and Paleolithic cave paintings at Bhimbetka— so much of the subcontinent's unimaginably long history compressed into a single, vastly unexplored region.

At ATM 2021, Madhya Pradesh will showcase its rich forests which form about 25 per cent of its land area. Within these forests lie 25 sanctuaries and nine national parks covering an area of about 10,000 sq km. Madhya Pradesh also accounts for almost 20 per cent of India's tiger population. By virtue of being a

sanctuary for India's National Animal, it has been deemed a 'Tiger State'. The vast tracts of forested land are also a refuge for barking deer, leopards, cheetal, wild boars, blackbucks, nilgais and crocodiles. Barasingha (literally translated to `one with 12 horns`) is a swamp deer, the state animal of Madhya Pradesh.

MP is home to 6 tiger reserves and visitors keen to go tiger-watching should particularly concentrate on Bandhavgarh, Kanha, Panna, Satpura and Pench national parks. An eclectic mix of wildlife and historical sites, Madhav National Park is another treat for nature lovers, while the Ratapani Wildlife Sanctuary has also been deemed a tiger reserve now. In addition, the National Chambal Sanctuary, home to gharials and the rare Gangetic Dolphin, is fast gaining popularity.

The Middle East is an important potential source market for tourists and MP will look to sign deals at with tour operators from GCC that will see the number of visitors from the country increase further.

Key to the strategy of increasing tourists is for MP to expand its campaign to people living outside of the main cities, with the belief that the close links between the two countries and their cultures will encourage repeat visitors.

There are currently more than 25 flights from GCC to India every day, from a variety of airlines including, Air India, Indigo, Emirates, Etihad and Qatar Airlines.

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