

GPS Presents EDWIN



EDWIN

Educational Destination Workshop-International

About GPS

Global Panorama Showcase (GPS) is hailed as the Premier B2B Tourism Interaction

- Instituted in 2013 in Nagpur by Jagsons Travels Pvt. Ltd.
- The primary goal is to develop and grow the tourism potential of Tier II and Tier III cities of India.
- Purely a B2B Travel Trade Interaction platform for the travel fraternity
- Completed 5 successful editions in Nagpur from 2013 till 2017

In its 4th Year GPS gained wings and added 4 more shows

- GPS Ahmedabad, GPS Chandigarh, GPS Kolkata and GPS Coimbatore

In its 5th Year added the 6th show - GPS Pune





GPS Experience

- 2017 GPS saw attendance of over 7000 trade visitors only from Tier II & Tier III Cities.
- GPS a Launch Pad for tourism Products; re-emphasising that the Tier II & Tier III cities are India's tourism power houses today.
 - Genting Hong Kong, parent company of Star Cruises launched Dream Cruises at GPS Nagpur.
 - Gullivers India - A India Travel Information Platform
- An enhanced Buyers experience : An eclectic blend of Destinations, Attractions, Industry suppliers, Hotel Chains, Technology providers
- Exhibitor Satisfaction : Quality of Buyers and the possibility to reach and establish business relations in the tier 2 & Tier 3 Cities
- Business Transactions : over 20 Crore revenue in industry business deals
- Knowledge Gain : Successful Educational programs for the industry relevant to day to day business



Growth In Number

GPS Nagpur - Flagship Event

Year	No of Buyers	No of Exhibitors
2013	250	56
2014	350	70
2015	450	98
2016	700	120
2017	1100	122

GPS - Multi city Event

Year	No of Buyers	No of Exhibitors	No of Cities
2016	3000	320	5
2017	6000	457	6

GPS cities : Nagpur, Ahmedabad,
Chandigarh, Kolkata, Coimbatore,
Kochi, Pune

GPS Calendar for 2018



- June - 28th - 30th - Hyderabad
- July - 05th - 07th - Chandigarh
- July - 12th - 14th - Ahmedabad
- July - 19th - 21st - Lucknow
- August - 02nd - 04th - Kolkata
- August - 09th - 11th - Kochi
- August - 23rd - 25th - Pune
- January - 20th - 22nd - Nagpur

Disclaimer: Map of India is just indicative and not to exact measurement of Indian territory

GPS Initiatives

- **Engage & exchange through a Business network**
 - **GPS Launched its event APP**
 - 7000 updated Agents on the GPS Mobile App who have attended GPS
 - Exhibitors can keep in touch with travel trade post the event with updates and promotions

- **Knowledge Sharing**
 - **Educational Programs during the GPS event**
 - **Educational Destination Workshop – International (EDWIN) in destinations and countries with an aim of giving Tour operators a first hand experience of the destination or product.**



GPS APP - A Market Place

- Allows Exhibitors & Buyers/ Trade Visitors to be connected even after the completion of the event
- Allows Exhibitors to continually post Promotions & Offer
- Allows Exhibitors to schedule meetings with Buyers/ Trade visitors during their sales visits
- Allows Buyers & Sellers to send messages and request for Proposal
- Allows Exhibitors to upload their brochures and promotions and mail it to the clients from the app or social share it
- Allows Buyers to look for Exhibitors and their details even after the completion of the event
- Plus Allows Buyers to play games and win Prizes

GPS Launches



- Educational Destination Workshop - International (EDWIN) is a GPS initiative
- More than just a FAM : Conceptualized to give Tour operators selling outbound holidays a first hand experience of the destination/ Product
- Networking & business Development: EDWIN program will involve a day of B2B exchange, where TO's will interact, engage and network with Local Suppliers (Hotels/ Attraction/ TO's)
- Site inspections: Mainly hotels, Sightseeing Attractions & Restaurants



EDWIN by GPS

- 20 - 25 agents from Each region who have attended GPS (total of 150 Agents) will be profiled by GPS
- Fix the dates for the Travel for the entire group
 - Agents from various parts of India will arrive on the fixed date for a fixed 5 to 7 days program
 - Prepare a educational program jointly with the Tourism Board/ DMC
 - All Agents will compulsory attend the entire program
 - All accommodation are on Twin sharing basis
- Liaise with airlines for subsidized airfare
- B2B exchange program : Every EDWIN participant will compulsory attend a B2B Program organised by DMC/ Tourism Board
 - Each EDWIN participant will have the opportunity to meet with Local Suppliers for a duration of 7 - 10 minutes



Profile of EDWIN Participants

- All EDWIN Participants should have participated in any of the GPS event's till date
- Profile of the Attendees: All EDWIN agents are already rated and profiled by GPS exhibitors on their potential of Business
- Selection Criteria : EDWIN Attendees should be responsible for selling directly to customer or creating products for their companies



EDWIN till Date

October 2017 - Ladakh (India)

March 2018 - Bali (Indonesia)





EDWIN

Educational Destination Workshop-International

LADAKH-2017

Leh - Nubra Valley - Pangong Tso

- 50 agents From from 18 states and 35 Tier 2 Cities



EDWIN

Educational Destination Workshop-International



EDWIN - Bali March 2018

151 Agents from 18 States
and over 90 Cities attended the
1st International EDWIN in Bali

Over 10,000 B2B meeting



GROW YOUR TRAVEL BUSINESS



Prepare to say 'YES' to customers if they ask -
"Have you seen Bali!"

EDWIN gives you the opportunity to experience airlines, hotels, places of tourist interest, facilities and adventures at various destinations across the world. A part of GPS' education movement, EDWIN gives you the edge over competitors by ensuring the much needed exposure to tourist destinations.

FLIGHT DEPARTURES

Mar. 4* from : DEL/BOM/AMD/CCU/CJB



Participation: Open exclusively for GPS participants (visitors/exhibitors). Limited enrollments.

Call +91 9890765617, +91 9820477437, +91 22 26382702

For details e:info@edwinbygps.com | For EDWIN registration : www.gps-india.com



• Conditions apply. * Return on 10th March | Trip duration 5 N/ 6 D

EDWIN - BALI

- 70 Local Exhibitors from Bali
- 151 Tour Operators from India
- 1 Full day of B2B with every agent meeting the exhibitor for a duration of 7 Minutes
- Familiarization of destination, products and accommodation facilities
- Supported by the Indonesian Tourism Board and Bandung Region





Proposed EDWIN 2018 -19

- Sept - Penang (4th - 9th Sept)
- Sept - Genting Dream (9th - 12th Sept)
- Sept - Ladakh (24th - 30th Sept)
- Oct - Europe
- Nov - Philippines
- Nov - Mauritius
- Feb - Tanzania & Zanzibar

How is EDWIN beneficial to a destination

Able to reach out to travel agents in many cities of India (Tier 2 & Tier 3 Cities)

- EDWIN - Ladakh - saw 50 agents from 35 cities of India
- EDWIN - Bali - saw 151 Agents from 90 cities of India

Opportunity to show case & Expose Destination and its products

Cost effective way to reach out to many more agents across India

- TO's who attend EDWIN are already profiled by GPS

Interested TO's : Each EDWIN participant has indicated interest to sell and promote the destination



EDWIN B2B Session

- Access to TO's : Meet select TO's with a potential to sell and promote the destination/ Product
- Not just a card exchange
 - Exclusive attention of 150 TO's in your home ground
 - Understand Business Potential : Sufficient time to meet and profile agents and develop a business strategy for each one
 - Network and build a business relationship with the agent over 4 - 5 days



PROPOSAL FOR EDWIN



Deliverables by Tourism Board/ DMC

- 75 rooms Accommodation on Twin Sharing basis for 5 nights
- 5 Rooms Accommodation on Single Sharing basis for 5 Nights
- All Meals (Breakfast, Lunch & dinner)
- B2B Workshop (Details in next slide)
- Destination Showcase (Hotel Inspections and Attraction visits)
- Assistance in Visa issuance for the delegates



B2B Session with Local Suppliers

- Opportunity to meet Select TO's :
 - Understand Business Potential : Sufficient time to meet and profile agents and develop a business strategy for each one
- Not just a card exchange
 - Exclusive attention of 150 TO's in your home ground
 - 7 - 10 minutes meeting with each TO
 - Opportunity to Network and build a business relationship with the agent over 4 - 5 days during their stay in the destination
- Opportunity to showcase your product and give them a first hand experience



Cost of Participation

Format

- A Table top meeting exchange
- Date: TBC

Cost of Participation

- Single Table (Solo Exhibitor - 1 Delegate) - USD 1000
- Single Table (Shared space with another exhibitor) USD 500

Deliverables by GPS

- Profile and choose agents to enroll for the Destination Workshop
- Exhibition space at GPS event in the calendar year 2018 - 19
- 2 Single Room Accommodation for 2 delegates in GPS events for the calendar year 2018 -19
- 1 Presentation slot of 20 minutes in any 2 GPS events
- Logo presence in all our communications

A Destination Specialist Certificate will be awarded to the participant jointly by GPS and the Tourism Board



Thank you

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