

a. Promotion of Destinations, Development of Integrated Tourism Circuits & Beach Development programmes.

Ministry of Tourism has appointed a consultant to identify tourism circuits and a small regional level consultation was held. Focus areas identified in this regard include; Port Blair – Ross – Viper Islands (Heritage focus), Havelock – Neil – Long – Hut bay, North Bay (Beaches & Adventure Sports), North & Middle Andaman (Beaches, Rural, Farm, Jungle Safaris, Mangroves, Back waters), Campbell bay – Indira Point (Southern most point of the country) (Experience of flying/cruising above Indira Point) and Forests (Nature Trails).

b. Development of packages, Better Segmentation, Targeting, Positioning (STP).

Some development packages being introduced to promote tourism are given below:

- i. Cruises/Luxury liners/Yachts for Leisure Tourism "Palace on Waves"(Concept by ITDC),
- ii. Wellness packages around Port Blair.
- iii. Rural and Spice Tourism: with the help of Agriculture & forest Depts.
- iv. Hut Bay & Rangat sites have been identified.
- v. Adventure Sports packages for Scuba diving, snorkelling, sea walk, jet skies, adventure rides etc. The Department procured diving equipment in 2004 & ride equipments in 2010 for promotion of these sports in the islands. Now that the Private sector has grown, the Department has leased out equipments to private parties.
- vi. Professional adventure sports enthusiasts packages.
- vii. Eco-tourism/photographers/wildlife enthusiasts: Nature Trails assisted by Forest Department in 4 Biosphere Reserves.

c. The Vision of Building Brand Andamans:

'Brand Andamans' is proposed to be developed through the following measures:

- i. Souvenirs, Handicrafts, Promotional literature, films, WWF.
- ii. Brand Ambassadors & State Icons.
- iii. Festivals and Fairs: ITF, Monsoon, Beach, Food Festivals & National/International festivals.
- iv. Associations with other States.
- v. A 52 minute documentary & 30 sec promotions on National Geographic/Discovery/Fox Travelers, tie ups with www.google.com, & www.youtube.com