

GOVERNMENT OF INDIA
DEPARTMENT OF TOURISM

GUIDELINES FOR BROCHURE SUPPORT

Brochure Support is a marketing tool used by National Tourism Offices (NTOs) to promote their tourism products amongst the travel trade and the potential consumer. The India Tourism Offices overseas undertake this activity on regular basis. This support to tour operators etc. is given to ensure that India's tourism products and packages find place in this brochure and other promotional material produced in the international markets. The detailed guidelines for brochure support are as follows:-

1. The India Tourism Offices Overseas may extend brochure support to wholesalers, retailers and other organizations also (like Museums, Clubs, special interest groups, non-profit organizations etc.) who wish to organize special India tours/promotions.
2. The brochure support may be extended considering the profile of the company, its potential and productivity. The concerned applicant should submit his application or brochure support in the attached format. On receipt of the application an analysis may be done by the concerned officer and submitted to his senior, if required, recording his/her specific recommendations.
3. The overseas Indiatourism Office should limit the brochure support to 50% of the total cost on pages pertaining to India or 50% of the total cost for India dedicated brochure, up to a maximum of US\$ 20,000.00 (Dollars Ten Thousand in each case) Higher support can also be considered in specific cases with prior approval from the Headquarters of the Department of Tourism.
4. Brochure support for non profit organizations, special interest groups, clubs, museums etc. who produce promotional materials like brochure / flyers for Indian tour packages for their membership can be considered up to 2/3rd of the cost, subject of a maximum of \$5,000/- in each case.
5. Under Delegation of financial Powers for brochure support under Plan funds, the following powers have been delegated to Indiatourism offices overseas :-

Regional Director, India Tourism	-	US\$ 20,000
Director, Indiatourism	-	US\$ 10,000
MTO, Indiatourism	-	US\$ 4,000

In case, MTOs and DTOs have a proposal which exceeds their financial powers, they should take the approval of the Regional Director concerned. For proposals, which merit support more than US\$ 20,000, the same may be forwarded to Headquarters for consideration and administrative approval.

6. The objective for brochure support is to attract newcomers to start India tours, and at the same time ensure that India packages continue to be in the brochures of other small, medium and large agencies who are already promoting India. The India tourist offices should work out their plans for support with above objective so that India tourism products are prominently visible in maximum possible number of tour brochures in the market places.
7. The concerned Indiatourism office should review the productivity of the agencies who have got brochure support in the past and the recommendation for future support should be recorded on the basis of the analysis done.
8. The publicity returns on the brochure support may be monitored regularly and the returns submitted to Headquarters on a quarterly basis.
9. It is emphasized that brochure support may be extended with utmost care with an eye on potential and productivity. Copies of the brochures produced with the support of the Indiatourism Office along with a statement of support provided may be sent to Headquarters annually for review and record.

NOTE: For the purpose of financial assistance under the category of “Brochure Support”, it may include brochures and any other printed material for distribution, including flyers, which has information on tour packages promoting India.

APPLICATION FOR BROCHURE SUPPORT

1. Name of Tour Operator -----
2. Address -----
3. Telephone Number -----
4. Fax Number -----
5. How many years in travel business -----
6. For how many years India is being promoted by the Tour Operator?

7. What are the other destinations sold?

8. Is this an exclusive brochure on India or is India one of the Destinations covered in the brochure?

9. Number of pages covering India in the brochure?

10. Number of copies of the brochure printed

11. Period of validity of the brochure

12. Are the brochures on India distributed through retailers? If so, number of retailers.

13. Are the brochures on India distributed to consumers also directly?

14. Cost of producing brochures on India; please enclose copy of printer's bill

15. How many tourists were handled in the previous year

16. Out of them how many to India

17. How many tourists are expected to be sent to India in the current year

18. How much financial assistance is expected from India Tourist Office for the brochure on India -----
19. Please send 3 copies of brochure along with this form -----
20. What are other efforts being made to promote India viz. Advertisement, direct promotion, participating in travel marts, etc. -----
21. Bank Address -----

22. Bank Account Number -----

The above statements are true to the best of my knowledge. We will continue to promote India

(Date)

(Place)

(Signature)

Name -----

Designation -----

BROCHURE SUPPORT ANALYSIS

Name of the Tour Operator :

PART II

Recommended by DTO/MTO/AD

A. The salient features of the proposal are :

1. Period of validity of the Brochure up to
2. Number of copies of the brochure printed
3. Total number of pages in the brochure including those on other destinations are
4. India-related pages in the brochure areout of a totalpages
5. Total cost of the brochure printing in US\$
6. Cost of India-related pages calculated forpages is, therefore, US\$
7. Brochure support sought by the Tour Operator in US\$
8. Number of tourists expected to be sent to India by the company is
9. Average spending of one tourists is estimated to be more than US\$ ThereforeX..... is the expected earning for the tourist industry in India.

B. Analysis

1. On the basis of the above facts in A above, it is estimated that an approval of US\$..... as brochure support will be in order, which represents only% of the total printing cost as brochure support.

C. Recommendation

Therefore it is recommended that US\$ may please be approved for the purpose.

Submitted
(Signature)

PART III

Remarks, if any, by the Regional Director

Approved / not approved