



Madhya Pradesh Pavilion Inaugurated at ATM Exhibition in Dubai

Why in News?

On May 9, 2022, The Madhya Pradesh pavilion was inaugurated at the Arab Travel Market (ATM) exhibition in Dubai.

Key Points

- The state's culture and rich wildlife is being showcased to international travelers in the ongoing event at the Madhya Pradesh Pavilion.
- Shiv Shekhar Shukla, Principal Secretary, Madhya Pradesh Tourism Department and Managing Director of Madhya Pradesh Tourism Board said that last year a campaign was started by the Tourism Department in USA, UK, Europe, China, Middle East and Australia to encourage tourism in Madhya Pradesh.
- ATM 2022 has been inaugurated with the theme 'The future of international travel and tourism'.
- It is one of the largest travel and tourism events in the entire Middle East region as well as a platform for outbound and inbound tourism professionals, which is organized every year in Dubai.

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