

GOVERNMENT OF INDIA
DEPARTMENT OF TOURISM

GUIDELINES FOR JOINT ADVERTISING SUPPORT

Advertising Support is an effective marketing tool used by the National Tourism Organization (NTOs) including Indiatourism, Offices overseas to promote their tourism products amongst the travel trade and the potential consumer. The Indiatourism offices overseas undertake this activity on a regular basis. This support to the tour operators / travel agents etc. is given to ensure that India's tourism products and packages find place in the promotional material produced overseas. The detailed Guidelines for "Joint Advertising Support", are as follows:-

1. The Indiatourism Offices overseas may extend advertising support to wholesalers, retailers and other organizations also (like Museums, Clubs, special interest groups, etc.) who wish to organize special India promotions.
2. The Advertising support may be extended considering the profile of the company, its potential and productivity. The concerned applicant should submit his application for Advertising Support to the Indiatourism office. 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 Advertising support to 50% of the total cost. Advertising support for special interest groups, clubs, museums etc. can be considered upto 2/3rd of the cost subject to a maximum of \$ 5,000/- in each case.
4. Under Delegation of Financial Powers for Advertising support under Plan funds, the following Powers are delegated to Indiatourism offices overseas (in each case):-

Regional director, India Tourism	-	US\$ 20,000
Director, Indiatourism	-	US\$ 10,000
MTO, Indiatourism	-	US\$ 5,000

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

5. In the case of Tour Operators, the objective of offering Advertising support is to attract new comers 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 tourism offices should work out their plans for support with above objective so that India tourism product is prominently visible.
6. The concerned Indiatourism offices should review the productivity of the agencies who have got Advertising support in the past and the recommendation for future support should be recorded on the basis of the analysis done.
7. The returns on the advertising support may be monitored regularly and the returns submitted to Headquarters on a quarterly basis.
8. It is emphasized that advertising support may be extended with utmost care with an eye on potential and productivity. Copies of the related material with the support of the Indiatourism Office alongwith a statement of support provided may be sent to Headquarters annually for review and record.
