Embassy of India

The Hague

Press Release

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**Virtual Reality tours of monuments of India and the backwaters of Kerala to be highlight of India’s promotion at biggest tourism event of Netherlands**

Visitors to Vakantiebeurs (Holiday Fair) 2018, the largest Tourism event in the Netherlands will be able to view India’s major tourist attractions in Virtual Reality at the ‘Incredible India’ and ‘Kerala Tourism’ stalls in a novel initiative taken by the Embassy of India in collaboration with India Tourism.

Virtual reality offers immersive, 3-D experiences via videos with 360-degree perspectives through which visitors will be able to enjoy the experience of visiting the Qutub Minar, Amer Palace, Khajuraho, Nalanda, Kailashnath Temple, Athirappiliy Waterfalls, Alappuzha Backwaters and various other cultural and natural landmarks in India.

The India Tourism and Kerala Tourism stalls and virtual reality displays at the Vakantiebeurs (Holiday Fair) will be inaugurated on January 9, 2018 by H.E Ambassador of India to The Netherlands Me Venu Rajamony and the Mayor of Utrecht Mr Jan van Zanen. Traditional lighting of lamps will be followed by Bhangra dance performances and Indian refreshments throughout the day to showcase India’s cultural richness to visitors. Staff of the Indian Embassy in the Netherlands, India Tourism and volunteers from the Indian community will facilitate virtual reality tours of India for visitors during the six-day fair using devices specially procured for the purpose.

Vakantiebeurs is held every year in the city of Utrecht at the heart of the Netherlands and attracts a large number of visitors with 1050 companies participating in 2018. Around 10 travel companies from India are co exhibitors at the India Tourism and Kerala Tourism stalls this year.

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