

EMBASSY OF INDIA, BRUSSELS  
PRESS RELEASE

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**Paradise Unexplored - A Slice of Northeast India in Brussels**

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An Indian pavilion was showcased in the **Salon des Vacances 2023** tourism trade fair held from **2-5 February 2023** at the Brussels Expo, focusing on attracting visitors to experience the Northeastern states of India. The Salon des Vacances or the **Brussels Holiday Fair** is the largest annual tourism trade fair in Belgium and in its 64<sup>th</sup> edition this year. It features companies active in the tourism industry, regions from across Europe attracting tourism as well as many visitors interested in exploring new destinations.

Bringing vibrant visuals and videos showing the colorful and exotic scenes from the eight Northeastern states of India, under the theme **#ParadiseUnexplored**, the India pavilion highlighted the unique travel experiences of the region. On display were promotional material and postcards depicting the splendors of the eight states. This was the **first occasion when the Northeastern region of India has been featured in a major tourism event in Brussels, the capital of the European Union**, and it offered curious local visitors a view into this part of India. **Western Europe is among the top three source regions of foreign tourist arrivals (FTAs) in India, with around 22% of FTAs coming to India from the region in 2021.**

The striking visuals of **major tourist attractions of the Northeast were on display at the pavilion**, including the waterfalls and living root bridges of Meghalaya, wildlife of Kaziranga National Park in Assam, snowy passes in the Himalayas in Arunachal Pradesh, majestic palaces of Tripura, lush green valleys of Nagaland and Mizoram, hilly treks in Sikkim and the floating flora and fauna of Loktak lake in Manipur. Also on display were scenes from the beautiful cities like Shillong, Aizawl, and Gangtok. Along with scenes of natural beauty and picturesque towns and cities, visuals of people of the region dressed in their colourful traditional weaves were on display as well.

The pavilion generated significant interest among the visitors to the fair, as many of them were not familiar with this region of India. Many visitors collected information about the region and contact details of travel help desks of the different states and expressed enthusiasm about travel to the region. Officials from the Embassy of India in Brussels were present at the pavilion to provide information and assistance to interested visitors. **Special yoga sessions** were also organized for visitors at the pavilion on all four days of the expo.

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