



MEDIA RELEASE

Indian Wildlife Travel Experts: An industry initiative Unique wildlife experiences & safaris

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India has a huge geographical diversity which gives rise to an array of flora and fauna. The Indian sub-continent has some rare animals and birds that are not found anywhere except in the sub-continent and each region within the country has something different to offer. Despite the rich natural habitat available across South Asia, it is Africa that is top of the mind recall when it comes to wildlife tourism and thus leaves India behind as the first choice for wildlife enthusiasts.

To promote wildlife tourism in a sustainable and responsible manner, Purequest Adventures, the adventure and wildlife arm of Le Passage to India has joined forces with wildlife experts and select lodge owners across the country to launch a first ever industry initiative – Indian Wildlife Travel Experts. This initiative an alliance between Purequest Adventures India as well as unique safari lodges, is a concerted effort to promote exceptional wildlife experiences in India. Purequest Adventures India is a part of a global adventure platform with special interest in curating wildlife and safaris experiences in the sub-continent. PQA India promotes its specially crafted experiences through its 16 local offices in India.

The alliance will harness the expertise of lodge owners and wildlife experts who know the variety of products available and Purequest Adventures has a deep understanding of client preferences. This alliance can derive benefits from its global client access.

Mario Habig, Managing Director, Le Passage to India welcomed such an initiative and said, "To conquer new frontiers it is important that things are done differently. I am very excited about the new venture as this is the first strategic and structured approach between the best safari lodges in India and a DMC to bring Indian wildlife on the global map. We have hand-picked best lodges as well as naturalists in the country who have put together exceptional experiences."

Explaining the methodology of the initiative, Prabhat Verma, Director- India, Purequest Adventures said, "The initiative will work as a bridge between best safari operators overseas and boutique lodges in India. We will go out of our way to educate our partners and create awareness of India's magnificent wildlife wealth."

The IWTE will be a bridge between suppliers as well as clients while promoting ethical, eco-friendly sustainable practices. Endorsing this view, Belinda Wright, OBE, Executive Director, Wildlife Protection Society of India said, "Eventually it is us, industry members who must take responsibility for protecting wildlife and their natural habitat while putting India on the world wildlife tourism map. The alliance will benefit from the fact that the members are not driven purely by commercial gains but are interested in showcasing the best of Indian wildlife."



ABOUT IWTE

IWTE or Indian Wildlife Travel Experts is an alliance between India's finest, boutique jungle lodges and Purequest Adventures India for building and promoting wildlife tourism to India. The group will collectively work to market India worldwide through its combined presence – whether at select travel fairs or through roadshows in source markets in association with the India Tourism offices. Our objective is to present to our customers the best wildlife experiences in India through a collection of excellent itineraries. Promoting responsible wildlife tourism driven by exceptional experiences will be at the heart of IWTE's agenda. Each member has been carefully selected and represents some of the most unique experiences that the Indian wildlife product can offer. IWTE would highlight India's wildlife potential at various international fora through education, workshops and blogs.