



Bahrain Tourism and Exhibition Authority collaborates with EaseMyTrip to Drive Tourism from India



All India, 10 September 2024: The Bahrain Tourism and Exhibition Authority (BTEA) and EaseMyTrip have joined forces to attract more Indian travellers to the Kingdom of Bahrain, a captivating destination that seamlessly blends rich history and culture with modernity and progress. This partnership will leverage EaseMyTrip's extensive travel network to promote Bahrain as a premier tourism destination in India. From ancient wonders and immersive cultural experiences to cutting-edge attractions and world-class hospitality, Bahrain promises a diverse and unforgettable journey for travellers of all ages and interests.

Located in the heart of the Arabian Gulf, Bahrain offers a multitude of extraordinary experiences for visitors. From ancient forts to story-telling museums, and bustling traditional souqs to luxury shopping malls, Bahrain presents a captivating tapestry of experiences for visitors. The Kingdom is also home to the oldest Hindu temple in the GCC region, the Shri Krishna Temple, a testament to the harmonious coexistence of various cultures and faiths in the kingdom. This enchanting island nation leaves an inedible mark on every traveller, inspiring a desire to discover its hidden gem and embrace its warm hospitality.

Among its remarkable attractions is the Exhibition World Bahrain, the Middle East's newest and largest exhibition and convention centre, which has recently received the prestigious "World's leading New Exhibition and Convention Centre 2023" award. Another notable venue, Al Dana Amphitheatre, is a stunning state-of-the-art, open-air place nestled in the heart of the Sakhir desert. This 10,000-seat amphitheatre hosts various cultural and entertainment events throughout the year, providing an ideal setting to enjoy performances ranging from traditional Arabic music to world-class international concerts and captivating shows, its exceptional acoustics and breathtaking desert backdrop, having quickly made it a sought-after destination for renowned artists and performers from around the world.



On this occasion, **Ms. Sara Buhiji, CEO of BTEA**, remarked, *"India is a key source market for Bahrain, and our collaboration with EaseMyTrip will certainly play a crucial role in solidifying Bahrain's position as a must-visit destination. The historic and strategic relations between our two countries further strengthen this partnership. We invite tourists to experience Bahrain's unique offerings and exceptional hospitality. Our new year-long campaign in collaboration with EaseMyTrip will highlight our country's rich heritage and diverse attractions, building upon the positive outcomes from previous collaborations."*

On her part, **Ms. Nutan Gupta, COO of EaseMyTrip**, stated, *"We are pleased to strengthen our partnership with the Bahrain Tourism and Exhibition Authority. Our previous campaigns have successfully positioned Bahrain as an appealing destination for Indian travellers. Through a comprehensive approach utilising platforms such as Google and Instagram, combined with engaging content, we are poised to further amplify interest in Bahrain."*

EaseMyTrip, a leading travel service provider, is committed to making travel to Bahrain accessible and enjoyable, offering tailored packages that enhance the overall travel experience. As visitors set out to discover Bahrain, they will encounter the warm hospitality of the kingdom's residents, who are enthusiastic about sharing their rich culture and traditions. Whether you're a history buff, a culinary explorer, or an adventure seeker, Bahrain has something to captivate everyone.

About Bahrain:

Bahrain – which means “Two Seas” in Arabic – is an archipelago made up of 33 islands on the southwestern coast of the Arabian Gulf. Despite its size, the small island nation packs a lot: from the world-famous Formula One racetrack to exciting museums, restaurants, souqs and water activities. Bursting with culture, history, art, vibrant natural scenery and delicious food, Bahrain invites visitors to experience the limitless possibilities of the Arabian Island life. For more information, please visit <https://bahrain.com/>.

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