

Directrooms.com – India’s Rich Heritage Comes to Singapore in August 2010

Indian traditional culture and heritage expressed in arts, music and dance will thrill visitors to Singapore’s Namaste India-Singapore festival this August and provide a boost for local hotel bookings.

July 21, 2010 (FPRC) -- The rich diversity of India’s cultural heritage has proved ever popular in Singapore, and will be showcased between 13 and 15 August at the Namaste India-Singapore show to be held at the Marina Bay Sands. The event will feature everything from traditional music, dance and works of art to handicrafts, jewellery and Indian products and services.

The aim of the event is to celebrate Unity in Diversity as well as to provide a strong marketplace and networking opportunity for Indian businesses. Around 25,000 visitors are expected to arrive during its three days, ranging from members of the public to retailers and, of course, shopaholics who are fascinated by unique Indian designs.

Traditional Indian health and wellness products, techniques and a Wellness Seminar will also be featured at this cultural extravaganza, hopefully creating interest and awareness amongst health professionals, and an Indian Food Festival will be an integral part of the event and draw for visitors.

According to DirectRooms.com, the online brand leader, expos which attract a high visitor turnout often result in a shortfall of hotel accommodation near the venue. Booking accommodation in advance at a hotel in Singapore by going online is the practical way to go.

Lek Boonlert, head of marketing at DirectRooms.com, comments, “With many exhibitors requiring rooms near the show, early booking is the best way to avoid disappointment.”

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About DirectRooms

DirectRooms is an independent discount hotel reservations company based in Asia. Established and online since 2000 with over 50,000 hotels worldwide.

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Keywords

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