THIS 2021
DISCOVER MORE AT IITM INDIA’S PREMIER TRAVEL & TOURISM EXHIBITION

CHENNAI
27, 28
August 2021

BENGALURU
01, 02
September 2021

DELHI
25, 26
October 2021

MUMBAI
29, 30
October 2021

AHMEDABAD
12, 13
November 2021

PUNE
26, 27, 28
November 2021

HYDERABAD
03, 04, 05
December 2021

KOCHI
27, 28, 29
January 2022

KOLKATA
04, 05, 06
March 2022

www.iitmindia.com
The travel-business is competitive and fierce. Exhibiting at India International Travel Mart’ (IITM) will enable you to enhance your reach to attract new customers and add value to your brand! Be Part of India’s most productive travel event!

As a member of the travel trade fraternity, get more out of IITM!
Exhibitor Profile

National Tourist Organizations & State Tourism Promotion Boards.

Trade & Financial Institutions

Transportation: Airlines, Charters, Railways, Passenger Transporters, Car Rentals, Shipping, Cruise liners, Travel Agents, Tour Operators, Group Travel Operators, Foreign Exchange dealers, Destination Management Companies.

MICE Operators (Meetings, Incentives Conference & Exhibition) Conventions and Exhibition Centres, Holiday Packages & Financers.

Technology Providers: Travel Portals, Hotel Reservation Networks.

Hotels & Resorts, Wild Life & Golf Resorts, Eco tourism camps, Health Spas, Ayurvedic Centres.

Time-Share Resorts, Corporate Clubs, Amusement Theme Parks etc.

Adventure Sports: Aero & Aqua Sports, Terrestrial Adventure operators (Trekking, Mountaineering, Jungle Camping, Adventure gears, and Wild life and eco-tourism resorts)

Hospitality and tourism Institutions.

Healthcare and Travel Insurance Services.

Travel Accessories: Credit Cards, Foreign Exchange, Baggage Manufacturers.

Photography Equipment, Accessories etc.

Handicrafts, Speciality vehicles & publications

Visitor Profile

- Travel agents & Tour operators
- MICE Specialists, Wedding Planners & Event Managers
- Key Business & Corporate Travel Decision-Makers
- Hotel Owners, Senior Hospitality Professionals & Managers
- Media
ARE READY TO SPEND

A growing, consumption-driven economy, a large and increasingly an affluent middle class, and the ongoing liberalization of air transportation have contributed significantly to this growth in international outbound travel.

Discerning Indian visitors abroad, already among the highest per diems spenders!

Additional interest in niche tourism sectors such as medical,

Wellness and adventure tourism has also contributed to this growth. Increased smartphone and internet penetration have also contributed to an increased number of online bookings.

India outbound tourism market size is expected to generate

Source: World Travel and Tourism Council Data Gateway
Ministry of Tourism, Govt. of India

HIGH-ImpACT PROMOTIONS

IITM believes in the power of Right market-positioning. Media buzz and high-impact promotional campaigns are smartly packed to make IITM deliver year after year.

High Impact Advertisements in Trade publications, Newspapers and digital platforms.

- Personalized Invitations
- Customized Emailers and Banners
- Billboards
- High Social-media penetration
Domestic Tourism has been the lifeline for the Indian Tourism Sector. Growing disposable income, increase in new millennial tourists, new travel destinations, as well as new themes of tourism, will further propel the growth.

According to the FICCI-Yes Bank report, India Inbound Tourism: Unlocking the Opportunities, systematic growth, maintenance and sustainable development of tourism destinations and focus on promoting emerging avenues of tourism will be essential towards unlocking its true potential. At present, India is the 8th largest country in terms of contribution to travel and tourism GDP and the largest market in South Asia. Segments such as Pilgrimages, leisure, adventure and self-drive holidays still sets strong benchmarks. Improved Rail accessibility and last-mile connectivity to tourism destinations have opened up domestic tourism like never before.

India’s outbound MICE tourism market is expected to reach **US$ 9 Billion by 2025**, and in 2022 India is expected to generate more than **2 Million** outbound MICE tourists.

**Growth Drivers - India Outbound**

India continues to be a source market for many countries. By **2024**, the Indian Outbound Tourism Market is expected to surpass **US$ 42 Billion**.

Air connectivity from India has improved and increased significantly resulting in more travel.

According to latest research, first-time Indian visitors prefer to visit Asian countries like Singapore, Malaysia, Indonesia, and Thailand, etc., due to affordable budgets as well as their proximity to India.

In the case of long-haul travel, Indians prefer going to the United States (U.S), Australia, Europe, New Zealand etc.

The United States is the prime destination for Indian outbound travelers in the world. More than one-third of the total worldwide expenditure by Indian tourist is spent in the United States alone.

**Add Domestic Tourism to your Marketing Portfolio**

Domestic Tourism has been the lifeline for the Indian Tourism Sector. Growing disposable income, increase in new millennial tourists, new travel destinations, as well as new themes of tourism, will further propel the growth. According to the FICCI-Yes Bank report, India Inbound Tourism: Unlocking the Opportunities, systematic growth, maintenance and sustainable development of tourism destinations and focus on promoting emerging avenues of tourism will be essential towards unlocking its true potential. At present, India is the 8th largest country in terms of contribution to travel and tourism GDP and the largest market in South Asia. Segments such as Pilgrimages, leisure, adventure and self-drive holidays still sets strong benchmarks. Improved Rail accessibility and last-mile connectivity to tourism destinations have opened up domestic tourism like never before.
EARLIER PARTICIPANTS

<table>
<thead>
<tr>
<th>STATES REPRESENTED</th>
<th>COUNTRIES REPRESENTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andaman &amp; Nicobar</td>
<td>Malaysia</td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>Maldives</td>
</tr>
<tr>
<td>Arunachal Pradesh</td>
<td>Mauritius</td>
</tr>
<tr>
<td>Assam</td>
<td>Nepal</td>
</tr>
<tr>
<td>Bihar</td>
<td>Netherlands</td>
</tr>
<tr>
<td>Bodoland</td>
<td>New Zealand</td>
</tr>
<tr>
<td>Chandigarh</td>
<td>Norway</td>
</tr>
<tr>
<td>Chhattisgarh</td>
<td>Oman</td>
</tr>
<tr>
<td>Dadra &amp; Nagar Haveli</td>
<td>Philippines</td>
</tr>
<tr>
<td>Delhi</td>
<td>Poland</td>
</tr>
<tr>
<td>Daman &amp; Diu</td>
<td>Portugal</td>
</tr>
<tr>
<td>Goa</td>
<td>Sharjah</td>
</tr>
<tr>
<td>Gujarat</td>
<td>Singapore</td>
</tr>
<tr>
<td>Haryana</td>
<td>Slovenia</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>South Africa</td>
</tr>
<tr>
<td>Jammu &amp; Kashmir</td>
<td>Sri Lanka</td>
</tr>
<tr>
<td>Jharkhand</td>
<td>Switzerland</td>
</tr>
<tr>
<td>Karnataka</td>
<td>Taiwan</td>
</tr>
<tr>
<td>Kerala</td>
<td>Thailand</td>
</tr>
<tr>
<td>Lakshadweep</td>
<td>Tunisia</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>Turkey</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>UK</td>
</tr>
<tr>
<td>Meghalaya</td>
<td>Vietnam</td>
</tr>
<tr>
<td>Mizoram</td>
<td></td>
</tr>
<tr>
<td>Nagaland</td>
<td></td>
</tr>
<tr>
<td>Orissa</td>
<td></td>
</tr>
<tr>
<td>Puducherry</td>
<td></td>
</tr>
<tr>
<td>Punjab</td>
<td></td>
</tr>
<tr>
<td>Rajasthan</td>
<td></td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td></td>
</tr>
<tr>
<td>Telangana</td>
<td></td>
</tr>
<tr>
<td>Tripura</td>
<td></td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td></td>
</tr>
<tr>
<td>Uttarakhand</td>
<td></td>
</tr>
<tr>
<td>West Bengal</td>
<td></td>
</tr>
</tbody>
</table>
H**O**W I**I**TM M**A**KES YOU FUTURE-READY

Sustain your edge, add a new tourist! All at IITM....
Gauge your competition - Talk to your customer - Relive market trends
Spectacular showcase of destinations!
Enhanced Networking opportunities!
Exhibit Now. Add Brand-equity to your business!

DISCOVER MORE
AT IITM | India’s Premier Travel & Tourism Exhibition
SPONSORSHIPS
For exciting sponsorship opportunities
Contact: marketing@iitmindia.com