



**India International
Travel Mart**

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



KOLKATA

04,05,06

March 2022

AHMEDABAD

10,11

March 2022

DELHI

22,23

March 2022

KOCHI

30,31

March 2022

THE IITM ADVANTAGE

Master the Travel-Trade algorithm



9 CITIES

**MORE THAN
1,700
EXHIBITORS**

**3,800
CORPORATE
BUYERS**

**15,500
TRADE
VISITORS**

**80,000
POTENTIAL
HOLIDAY MAKERS**



The Indian travel and hospitality industry is evolving as a sustainable model to a level of optimum growth and an innovative and time-tested marketing ecosystem is essential to take your business to the next level.

THE TIME IS JUST RIGHT !
Re-Connect – Network – Succeed

**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!

SINCE
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#DISCOVER THE NEW @ IITM 2021

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

INDIANS ARE READY TO SPEND

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

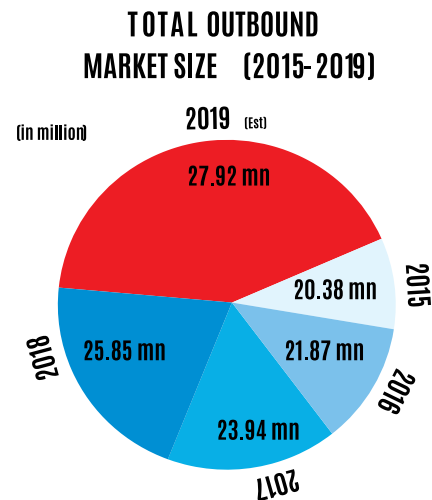
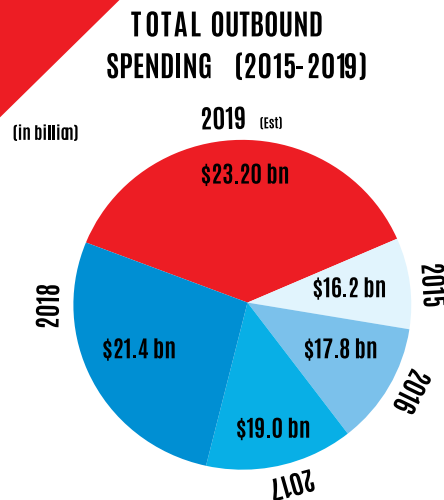
Discerning Indian visitors abroad, already among the highest per diem spenders!

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



SOURCE:
WORLD TRAVEL AND TOURISM COUNCIL DATA GATEWAY
THE INDIAN MINISTRY OF TOURISM THE NATIONAL
TRAVEL AND TOURISM OFFICE

HIGH-IMPACT PROMOTIONS IITM

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

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.

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

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.



**DISCOVER
MORE
IITM
PARTICIPANTS**



**TOURISM BOARDS
TRAVEL AGENTS
RESORTS & HOTELS
CRUISES
FLIGHTS
DMCs
Technology
Airlines
Rail services, etc**

EARLIER PARTICIPANTS

STATES REPRESENTED

Andaman & Nicobar	Kerala
Andhra Pradesh	Lakshadweep
Arunachal Pradesh	Madhya Pradesh
Assam	Maharashtra
Bihar	Meghalaya
Bodoland	Mizoram
Chandigarh	Nagaland
Chhattisgarh	Orissa
Dadra & Nagar Haveli	Puducherry
Delhi	Punjab
Daman & Diu	Rajasthan
Goa	Tamil Nadu
Gujarat	Telangana
Haryana	Tripura
Himachal Pradesh	Uttar Pradesh
Jammu & Kashmir	Uttarakhand
Jharkhand	West Bengal
Karnataka	

COUNTRIES REPRESENTED

Ajman	Malaysia
Australia	Maldives
Bhutan	Mauritius
Canada	Nepal
China	Netherlands
Czech Republic	New Zealand
Dubai	Norway
Ecuador	Oman
Egypt	Philippines
Fiji	Poland
France	Portugal
Greece	Sharjah
Hong Kong	Singapore
Indonesia	Slovenia
Italy	South Africa
Iran	Sri Lanka
Ireland	Switzerland
Japan	Taiwan
Jordan	Thailand
Kenya	Tunisia
Korea	Turkey
Lithuania	UK
Macau(China)	Vietnam



HOW **IITM** MAKES 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



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PARTNER ASSOCIATIONS



MEMBER



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