



# THIS 2022-23 DISCOVER MORE AT **IITM**

INDIA INTERNATIONAL TRAVEL MART  
INDIA'S PREMIER TRAVEL & TOURISM EXHIBITION

## IITM SCHEDULE 2022-23

### **BENGALURU**

29,30,31  
JUL 2022

### **CHENNAI**

05,06,07  
AUG 2022

### **MUMBAI**

06,07,08  
OCT 2022

### **DELHI/NCR**

02,03,04  
NOV 2022

### **PUNE**

25,26,27  
NOV 2022

### **HYDERABAD**

02,03,04  
DEC 2022

### **KOCHI**

19,20,21  
JAN 2023

### **AHMEDABAD**

24,25,26  
FEB 2023

### **KOLKATA**

03,04,05  
MAR 2023



## RE-CONNECT – NETWORK – EXHIBIT

As the world heads back to establishing one's Tourism-Marketing credentials, the time is just perfect to reach-out to your partners and clients alike.

India International Travel Mart, established in 1999 is India's most productive showcase for the quality hospitality, travel and tourism products such as yours!

DISCOVER MORE  
AT IITM | India's Premier Travel & Tourism Exhibition



# WHY INDIA?

India is the seventh-largest country by area, the second-most populous country with over 1.38 billion people, and the most populous democracy in the world.

## RISING ECONOMY

India's gross domestic product (GDP) at current prices stood at Rs. 55.54 lakh crore (US\$ 743.34 billion) in the second quarter of FY22, as per the provisional estimates of gross domestic product for the second quarter of 2021-22.

Forex Reserves: US\$ 634.28 billion, as of 21 January, 2022.



9 Key  
Travel  
Markets

2000+  
Exhibitors  
from India  
and abroad

20,000  
TRADE AND  
CORPORATE  
BUYERS

Over 15  
distinct  
tourism  
segments

Meeting  
Specialists,  
Wedding &  
Event  
Planners



Your  
Travel-Marketing  
starts here...  
Re-define your brand,  
the way you want!

**Re-Connect - Network - Succeed**

## Aggressive Infrastructure Upgrade

**Airports Authority of India (AAI)** manages 153 airports, which include 29 international airports and 10 civil enclaves as defence airfields in the country.

**Railways:** The Indian Railways network is spread over 1,26,366 kms with 12,729 locomotives being operational. There are 13,169 passenger trains run daily through 7,325 stations, plying 8.08 million travellers.

**Roadways:** India's road network of 6.38 million kms is the second largest in the world. With the number of passenger vehicles growing at an average annual pace of 3.6% between 2010 and 2020. India roads carry about 87% of passenger traffic.

## EXHIBITOR PROFILE

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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

# #DISCOVER THE NEW @ IITM 2022-23

## 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



# DISCOVER MORE IITM PARTICIPANTS

•TOURISM BOARDS •TRAVEL AGENTS  
•RESORTS AND 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
Karnatakatt	

### COUNTRIES REPRESENTED

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



# Why IITM?

Stay Ahead! Activate Success...

Simply, one of India's oldest and most productive travel and tourism event.

Credibility, delivering success since 1999!  
More networking opportunities  
Qualified business visitors



## TOURISM & HOSPITALITY The Upward Wing

The travel market in India is projected to reach US\$ 125 billion by FY27 from an estimated US\$ 75 billion in FY20. International tourist arrivals are expected to reach 30.5 million by 2028.

In FY20, tourism sector in India accounted for 39 million jobs, which was 8.0% of the total employment in the country. By 2029, it is expected to account for about 53 million jobs.

According to WTTC, India ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. During 2019, contribution of travel & tourism to GDP was 6.8% of the total economy, ~ Rs. 13,68,100 crore (US\$ 194.30 billion).

India is the most digitally advanced traveller nation in terms of digital tools being used for planning, booking, and experiencing a journey. India's rising middle class and increasing disposable income has supported the growth of domestic and outbound tourism.

By 2028, Indian tourism and hospitality is expected to earn US\$ 50.9 billion as visitor exports compared with US\$ 28.9 billion in 2018.

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Indian airline travel market was estimated at ~US\$ 20 billion and is projected to double in size by FY27 due to improving air connectivity and growing access to passports.

# India Outbound: Reaching for the skies..

From 2009 and 2019 tourism increased by 143% from 11 million travellers to 27 million. In a post-pandemic era, there is no reason why India cannot build on these figures, with projections showing a full recovery and record numbers by 2025 for outbound travel reaching 28.5 million. (Source: GlobalData Report 2021)

India's outbound tourism market is set to surpass US\$ 40 billion by 2026 with an impressive double-digit growth rate during the forecast period 2021 - 2026.

India's outbound tourism market report is based on comprehensive research of the entire India outbound tourism market. The report offers the most up-to-date industry data on the actual market situation and future outlook for the India outbound tourism market. The report provides historical market data for 2019 - 2020, and forecasts from 2021 till 2026.

In 2020, outbound tourism - travel for India was 12,574 million current US dollars. Outbound tourism - travel from India increased from 3,006 million current US dollars in 2001 to 12,574 million current US dollars in 2020 growing at an average annual rate of 9.60%.

Source: Knoema Data Platform

## INDIA

The Domestic Tourism Story  
Bringing in the numbers!

A yearlong market-journey....



The growth in the Indian travel and tourism sector has largely been driven by domestic tourists. 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 domestic 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.

Strong domestic demand, renewed economic growth, price competitive offerings, infrastructure development and emergence of new destinations besides niche tourism products will continue to drive the growth of the industry in future.



## SUPPORTED BY



## PARTNER ASSOCIATIONS



MEMBER



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