



THIS 2023-24 DISCOVER MORE AT **IITM**

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

IITM SCHEDULE 2023-24

AHMEDABAD

24,25,26
FEB 2023

KOLKATA

03,04,05
MAR 2023

BENGALURU

28,29 30
JULY 2023

CHENNAI

04,05,06
AUG 2023

DELHI

28,29,30
SEPT 2023

MUMBAI

11,12,13
OCT 2023

PUNE

24,25,26
NOV 2023

HYDERABAD

01,02,03
DEC 2023

KOCHI

19,20,21
JAN 2024



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

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 2023-24

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

COUNTRIES REPRESENTED

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

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.

Indian travel market is projected to reach US\$ 125 billion by FY27 from an estimated US\$ 75 billion in FY20.

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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