

**ITB India – 11 - 13 September in Mumbai**  
**Connecting you to the Indian Travel Market**

**PRESS RELEASE**

**ITB India 2024 returns bigger and better on 11 – 13 September**

**ITB India is happening alongside MICE Show India and Travel Tech India, from 11 – 13 September 2024 at Jio World Convention Centre, Mumbai. With over 400 exhibitors, over 120 speakers, and over 600 Indian and South Asian buyers with 80% of them being decision makers, the B2B event assures unparalleled business opportunities for all attendees, serving as the gateway to the thriving Indian travel market. Super Early Bird rates are available for exhibitors until 15 May.**

**Berlin/Mumbai, 6 May 2024** – ITB India 2024 marks the second edition of its in-person event. This annual 3-day business-to-business trade show and convention promises a multitude of opportunities for businesses seeking to tap into the vibrant Indian market. With attendees representing the MICE, Corporate, Leisure and Travel Technology sectors, the event offers a unique platform to engage with **over 600 pre-qualified Indian and South Asian outbound buyers.**

“With 80% of attendees being decision-makers, ITB India 2024 provides an unparalleled platform to forge strategic partnerships and drive business growth in one of the world's fastest-growing travel markets. ITB India 2024 is poised to be the largest edition to date”, commented **Joyce Wang, Executive Director of Messe Berlin Asia Pacific, organiser of ITB India, MICE Show India, and Travel Tech India.**



Photo Credits: ITB India 2023

One of the key highlights of ITB India 2024 is the **Buyer Elite Programme**, featuring **over 20 top associations from MICE, Corporate and Leisure** sectors such as Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators Association of India (ATOAI), Eastern Himalaya Travel & Tour Operators Association (EHTTOA), Enterprising Travel Agent's Association (ETAA), Himalayan Hospitality & Tourism Development Network (HHTDN), IATA Agents Association of India (IAAI), Indian Association of Travel and Tourism Experts (IATTE), Maharashtra Tour Organisers' Association (MTOA), Network of Indian MICE Agents (NIMA), Outbound Tour Operators Association of India (OTOAI), Travel Agents Association of Bengal (TAAB), Travel Agents Association of India (TAAI), Travel Agents Association of Nashik (TAAN), Travel Agents Federation of India (TAFI), Tourism India Alliance (TIA), Travel Trade Association of Uttar Pradesh (TTAUP), and United Federation of Travel Agents' Associations (UFTAA).

 **Messe Berlin**  
Asia Pacific

**Events:**



**Other Events:**



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## ITB India 2024 highlights

Further highlights of ITB India 2024 is the chance to capture the remarkable growth of both the Indian outbound and domestic markets. Buyers from India and other South Asian countries will be present, providing exhibitors with invaluable networking opportunities.

Moreover, ITB India 2024 guarantees a **1:1 ratio between buyers and exhibitors**, ensuring meaningful interactions and business collaborations. Buyers hail from diverse regions, including **1st, 2nd, and 3rd tier cities** in India and other South Asian countries, making it a truly inclusive event.

To further enhance the value proposition for exhibitors, ITB India 2024 is offering a special **Super Early Bird promotion** for booth registration, available until 15 May 2024. Exhibitors can enjoy a **15% discount** on booth registration, gaining access to the show floor, conferences, and up to 33 pre-scheduled meeting slots with buyers.

For more information and exhibitor registration details, please visit [itb-india.com/exhibiting](https://itb-india.com/exhibiting)

## About ITB India

**ITB India** is an annual 3-day business-to-business trade show and convention curated to connect you to the Indian Travel Market. ITB India brings together key travel industry leaders and international exhibitors from various segments of **MICE, Leisure, Corporate, and Travel Technology**. Leverage on ITB India to capture the fast-growing **Indian and South Asian Markets**, forge new partnerships, and strengthen existing business relations with the most important players in India and South Asia.

## About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. ITB China, the marketplace for China's travel industry, will take place from 27 to 29 May 2024 in Shanghai, followed by ITB India in Mumbai from 11 to 13 September. ITB Asia in Singapore, which takes the broader regional market into scope, will be held from 23 to 25 October 2024. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from 4 – 6 March 2025.

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