

ITB India
1 – 3 September in Mumbai
Connecting you to the Indian Travel Market

PRESS RELEASE

ITB India 2026 Opens Its Doors in Mumbai for Three Days of Business and Industry Exchange

The fourth in-person edition brings the international travel industry together for three days of business, networking and knowledge exchange, with the ITB India Conference 2026 providing industry insights and the inaugural Leadership Roundtable with Simon-Kucher bringing senior leaders together to explore India's evolving role in global tourism.

[ITB India 2026](#) is underway at the **Jio World Convention Centre, Mumbai**, welcoming the global travel industry for three days dedicated to the opportunities shaping India and South Asia's travel markets. From 1-3 September, professionals across the **Leisure, MICE, Corporate Travel and Travel Technology sectors** come together to connect with regional and international partners, gain new market perspectives and explore avenues for future growth.

More than **3,000 industry professionals** are expected to attend this year's edition, including over **400 qualified buyers**, with more than **100 exhibiting brands** represented at ITB India 2026.

"India and South Asia continue to offer significant opportunities for the global travel industry, and the international participation at ITB India this year reflects the strong interest we continue to see in these markets," said **Darren Seah, Executive Director, Messe Berlin Asia Pacific**. "By connecting global suppliers with qualified buyers and combining commercial exchange with industry insights, networking and senior-level dialogue, ITB India offers a valuable B2B marketplace where new relationships and ideas can develop into long-term business."

ITB India 2026 officially opened today in the presence of representatives from government, tourism organisations, industry associations and Messe Berlin, marking the start of three days of business and industry exchange in Mumbai.



Events:



Other Events:



Press contacts:

Messe Berlin GmbH

Emanuel Höger
Spokesman
Senior Vice President
Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com

**ITB Berlin / ITB Asia /
ITB China/ ITB India**

Julia Sonnemann
Global PR Manager
T: +49 30 3038 2269
Julia.sonnemann@messe-berlin.de
www.messe-berlin.com

Sophia Pleis
PR Manager
Messedamm 22
14055 Berlin
T: +49 30 3038-2269
sophia.pleis@messe-berlin.com
www.messe-berlin.com

Additional information:

www.itb-india.com
www.itb-berlin.com
www.itb-convention.com

For enquiries

info@messe-berlin.asia



From Left to Right: Mr. Y.T. Anderson (President & CEO, Visit Northern Finland), Mr. Eddy Wardoyo (Consul General, Consulate General of the Republic of Indonesia in Mumbai), Mr. Dylan Redas Noel (Director – Marketing, North Asia & New Markets, Sarawak Tourism Board), Mr. Himanshu Kesari Patil (President, OTOAI), Mr. Christoph Rendtorff (Deputy Consul General, Consulate General of the Federal Republic of Germany), Mr. Mohamed Farouk (Regional Director, Indiatourism Mumbai, Ministry of Tourism, Government of India), Mr. Darren Seah (Executive Director, Messe Berlin Asia Pacific), Mr. Ram Kumar], Mr. Kaushik Banerjee (Board Member & Regional Director – Eastern India, ETAA), Mr. Manoj Vaswani (President, TAAN), Ms. Katrina Leung (Managing Director & Vice President Asia Pacific, Messe Berlin), © ITB India 2026

International travel industry gathers in Mumbai

Exhibiting brands from Southeast Asia, South Asia, Europe, Africa, Northeast Asia and South America are participating in this year's edition. Among this year's exhibitors are Columbia Pictures Aquaverse, DoubleTree by Hilton Jakarta Kemayoran, Halong International Cruise, Hotel Indonesia Kempinski Jakarta, IHCL, MakeMyTrip, Northern Lights Villages, oneworld alliance, Philippine Airlines, Sarawak Tourism Board, Seibu Prince Hotels & Resorts, Tokyu Hotels Japan and Visit Maldives Corporation.



© ITB India 2026

ITB India 2026 is backed by an extensive network of travel trade and industry associations, strengthening its engagement with travel agents, tour operators, MICE professionals and tourism communities across India. Participating associations include the **Adventure Tour Operators Association of India (ATOAI)**, **Association of Domestic Tour Operators of India (ADTOI)**, **Enterprising Travel Agents Association (ETAA)**, **Global Travel Agent Association (GTAA)**, **Network of Indian MICE Agents (NIMA)**, **Outbound Tour Operators Association of India (OTOAI)**, **Skal International India**, **Tourism India Alliance (TIA)**, **Travel Agencies Association Pune (TAAP)**, **Travel Agents Association of India (TAAI)**, **Travel Agents Association of Nashik (TAAN)**, **Travel Agents Federation of India (TAFI)** and **Travel Trade Association of Uttar Pradesh (TTAUP)**.

ITB India Conference puts key industry questions on the agenda

Running alongside the exhibition, the **ITB India Conference 2026** turns the spotlight on the forces transforming travel and the implications for businesses across India, South Asia and beyond. Across the **Knowledge & MICE Theatre** and **Tech & Experience Theatre**, four curated tracks – **Knowledge**, **MICE & Corporate**, **Travel Technology** and **Experiential Travel** – complement the commercial activity on the show floor with a deeper look at the shifts influencing business strategies, traveller behaviour and the future direction of the industry.

Key panels include the **MICE Leaders' Panel**, "The Business of MICE in India & South Asia: Who's Driving the Industry's Next Chapter?"; the **Tech Leaders' Panel**, "From Digital Adoption to Digital Advantage in Travel"; the **Hospitality Panel**, "Balancing Innovation and Tradition"; and the **Experiential Travel Panel**, "Travel with Intent: How Values, Emotions and Purpose Shape the New Traveller.

The full conference agenda is available at <https://businessmatching.itb-india.com/agenda>, with the complete speaker line-up available at <https://businessmatching.itb-india.com/agenda/speaker>.

Inaugural Leadership Roundtable explores India's evolving role in global tourism

A new addition to ITB India 2026, the inaugural **ITB India Leadership Roundtable**, held in partnership with global strategy consultancy **Simon-Kucher**, creates a dedicated forum for strategic exchange among senior industry leaders. The invitation-only industry dialogue convenes a curated group of decision-makers from **tourism, hospitality, travel technology, investment, destinations and government**, bringing together perspectives from across the travel ecosystem.

The closed-door discussion cover **India's growing outbound market, destination competitiveness, connectivity, investment, technology and public-private collaboration**, as well as the country's position as both a major tourism destination and an increasingly influential global source market.

Networking continues beyond the exhibition floor

Business conversations will continue beyond formal meetings and conference sessions. On Day 1, the **ITB India Happy Hour** offers exhibitors, buyers and other travel professionals an informal setting to reconnect, follow up on conversations from the show floor and build new industry relationships.

On Day 2, the **Cruise Capsule** returns for its second year, bringing together cruise experts, travel trade leaders and MICE specialists for a dedicated afternoon exploring opportunities and developments in India's cruise market, followed by a networking session.

Visit ITB India 2026

ITB India 2026 takes place from 1–3 September 2026 at the Jio World Convention Centre, Mumbai. **Trade visitor passes are still available:** [ITB India Visitor Passes](#)

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 the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person, or hybrid format alike. ITB India will take place in Mumbai from September 1 to 3, 2026. ITB Asia will be held in Singapore from 21 to 23 October 2026, covering the APAC market. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 16 to 18, 2027. ITB China, the premier marketplace for China's travel industry, is scheduled for 25 to 27 May 2027, in Shanghai.

[Data protection notice](#)

If you no longer wish to receive the aforementioned information and press releases concerning ITB and want to be removed from our mailing list, please send an email to presse-itb@messe-berlin.de.