

EVENT AT A GLANCE

7 - 9 April 2021, Mumbai, India
itb-india.com



ITB
INDIA

Gateway
to the Indian
Travel Market



Organised by:



Supported by:



Messe Berlin
Singapore



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Introducing

ITB INDIA

The inaugural ITB India is an annual 3-day business-to-business trade show and convention designed to be your gateway to the Indian Travel Market. ITB India brings together key travel industry leaders and buyers from various cities in India, and international exhibitors from the **MICE, Leisure** and **Corporate** segments. For you to capture the fast-growing Indian travel market, ITB India presents as a key platform in the travel trade industry to forge new partnerships and strengthen existing business relations with the most important players in India.

ITB India will be held in Mumbai from **7 - 9 April 2021**. The show is organised by Messe Berlin (Singapore) Pte Ltd.



WHY
ITB ?
INDIA

EXHIBITORS

Attendees from **MICE, Corporate & Leisure** sectors

Indian buyers focusing on out-bound & domestic travel

Pre-scheduled appointments & networking opportunities

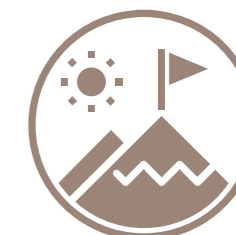
EXHIBITOR PROFILES



Accommodation



Travel Agent/ Tour Operator



NTO/CVB



Business Travel/MICE



Travel Technology

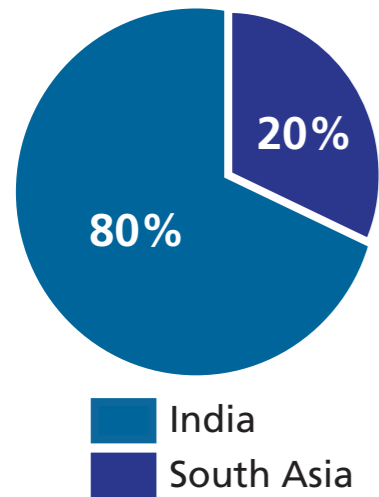


Transport

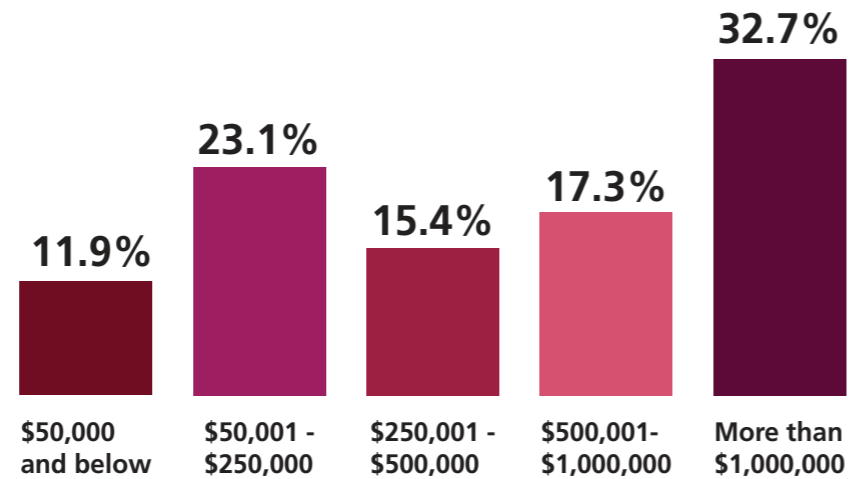


BUYERS

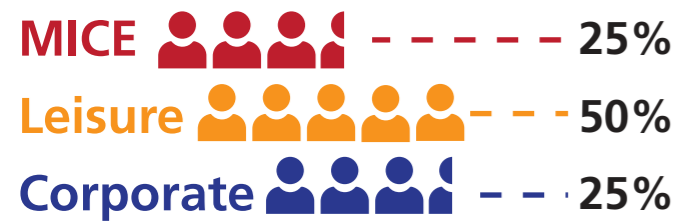
BUYER SPLIT



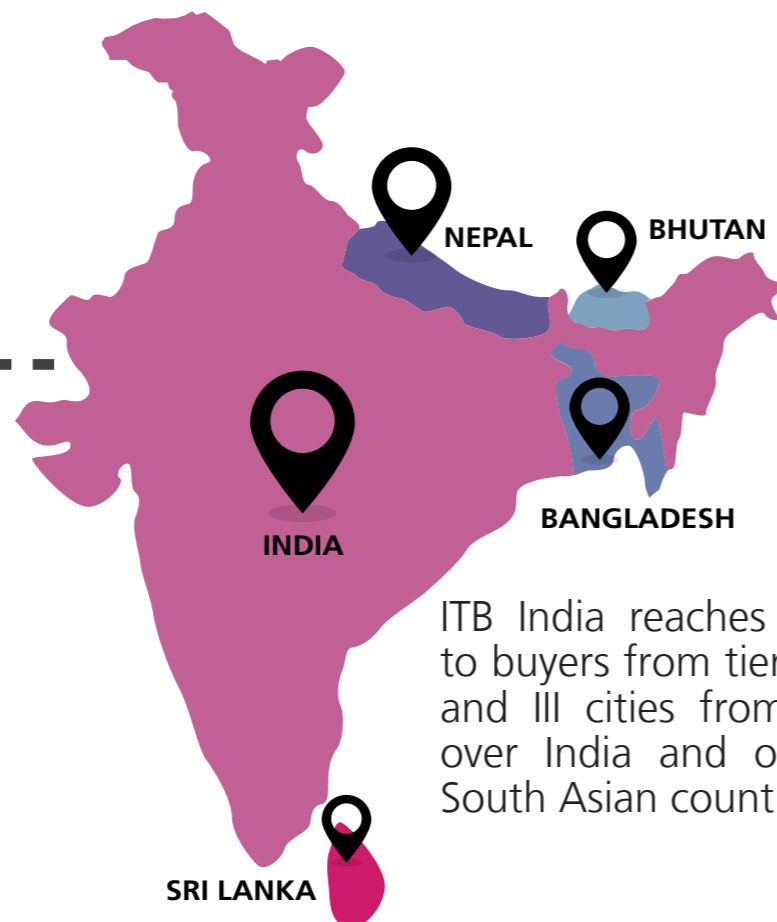
BUYER PURCHASING POWER (USD)



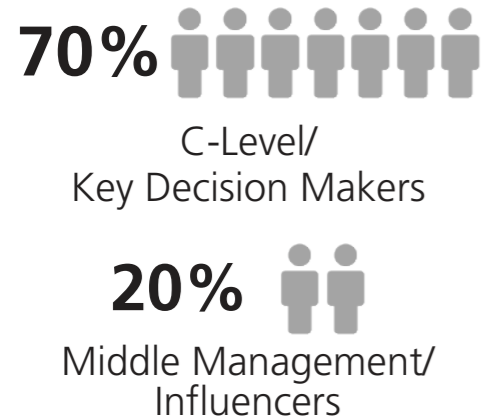
BUYER SEGMENT



SOURCE MARKET



BUYER DECISION LEVEL



BUYERS

JOIN US IN THE BUYERS ELITE PARTNER PROGRAMME (BEPP)

Attending ITB India? Develop stronger trade ties with the buyers at the show and secure more business opportunities together by being a BEPP Partner.

As a BEPP Partner, you may recommend MICE, Leisure and Corporate buyers, and these buyers can either be your existing clients or buyers whom you wish to meet at ITB India. You will be given priority meetings with your approved recommended buyers* as a BEPP partner.

**Recommended buyers will be subjected to validation by the ITB India Buyers Team*

Benefits of being a BEPP Partner

Priority meetings with your recommended buyers during business matching

Accommodation and flight reimbursements of recommended buyers handled by the ITB India team

Hosting of one representative with a minimum of 15 approved recommended buyers

On-site branding and logo to be included in show catalogue

CONFERENCE



The ITB India Conference Programme features thought-provoking content from a diverse range of MICE, Corporate and Leisure topics surrounding India's outbound travel market. ITB India is where the leaders of the industry, the disrupters-in-chief and today's agenda setters inspire you, challenge you and amaze you.

Themes to be covered in our yet-to-be released agenda include:

 Future of MICE	 Travel Technology	 Travel Distribution	 OTAs & Intermediaries
 Direct Booking	 Corporate Travel	 Hotels & Alternative Accommodation	 Vacations & Tours
 Destination Marketing	 Leadership & Inspirations	 Airlines & Air Travel	 Cruise
 Payment & Alternative Currencies	 Global Consumer Trends	 Social Media & Influencer Marketing	

For exhibiting enquiries, please contact us at exhibitor@itb-india.com.
Tel: +65 6635 1188 | Visit www.itb-india.com

CONFERENCE

WHAT TO EXPECT FOR 2021?

C-SUITE TALKS

Join us for a series of talks given by C-Level executives where we get to the heart of today's complex travel issues in India with the expertise and vision that only industry leaders can provide



MICE EXCHANGE



With India's outbound MICE tourism market expected to reach US\$ 9 Billion by 2025, MICE Exchange offers the latest insights on the industry developments and business opportunities for the local and international industry players.

TRAVEL TECHNOLOGY



Bringing together the movers and shakers of the travel tech industry, Travel Technology inspires you with a supercharged agenda with latest updates on the new technologies that will pave India's future of travel.

CORPORATE TRAVEL



By 2030, the value of India's business travel market is expected to reach US\$ 93 billion. As the global travel and tourism suppliers are eyeing a slice of this lucrative market, Corporate Travel will offer insights on new opportunities to tap into.

DESTINATION MARKETING

The Destination Marketing Showcase will feature a wide variety of well-known destinations. It will provide you with insights on how to market your destinations to the Indian outbound traveller.



AND MORE...

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