



ITB
INDIA

Connecting
you to the
Indian Travel
Market



POST SHOW REPORT

2 – 4 SEPTEMBER 2025 • itb-india.com

A brand of



MESSE BERLIN
India

EVENT OVERVIEW

The third in-person edition of ITB India, held from 2–4 September 2025 and organized by Messe Berlin India, successfully brought together international and local exhibitors with curated buyers, reaffirming its position as the premier B2B meeting point for the region’s travel industry.

This year’s edition emphasized a robust international presence and a carefully curated conference agenda under the unifying theme **“The Business of Experience: Curated Travel for Targeted Growth.”**

Over three dynamic days, the trade show and conference, co-located with MICE Show India and Travel Tech India, connected professionals across the MICE, Leisure, Corporate, and Travel Technology sectors. Attendees engaged in high-quality business discussions, explored emerging trends, and discovered innovative solutions shaping the future of travel.



ITB INDIA 2025 IN NUMBERS



100+
Exhibitors



400+
Quality Buyers



3,000+
Attendees



80+
Speakers



1,400+
Conference Minutes



“This year’s edition places a strong emphasis on experienced travel while fostering fresh opportunities for dialogue, innovation, and partnerships across MICE, Corporate, Leisure, and Travel Technology. We are delighted to welcome our Official Partner States – Madhya Pradesh, Chhattisgarh, and Andhra Pradesh – whose participation brings India’s diversity and cultural depth to the forefront, further cementing ITB India’s position as a gateway to the future of travel.”

Darren Seah

Executive Director, Messe Berlin Asia Pacific
and organiser of ITB India, MICE Show India,
and Travel Tech India

OPENING CEREMONY

ITB India 2025 officially opened its doors at the Jio World Convention Centre in Mumbai, bringing together a robust international presence and a curated conference agenda under the unifying theme “The Business of Experience: Curated Travel for Targeted Growth”.



From left to right: Ms. Katrina Leung (Managing Director and Vice President Asia Pacific, Messe Berlin), H.E. Farhana Ahmed Chowdhury (Deputy High Commissioner, The Deputy High Commission for the People's Republic of Bangladesh in Mumbai), Mrs Poonam Sharma (Deputy General manager, Chhattisgarh Tourism Board), Mr. Dylan Redas Noel (Director - Marketing (North Asia & New Markets), Sarawak Tourism Board), Mr. Huu Viet Nguyen (Vice Director, Hanoi Tourism Information and Promotion Centre), Mrs. Ni Made Ayu Marthini (Deputy for Marketing, Ministry of Tourism, Republic of Indonesia), Mr. Igor Palka (Senior Vice President, Messe Berlin), Mr. Yrjötäpio Kivisaari (President & CEO, Visit Oulu), Ms. Padma Rani Seela (Chief Marketing & Communication officer, Andhra Pradesh Tourism Authority), Dr. Vijay Kalantri (Chairman, World Trade Center Mumbai) at ITB India 2025



From left to right: Mr. Darren Seah (Executive Director, Messe Berlin Asia Pacific), Mr. Vicente Salas Hesselbach (Managing Director, ITB Americas), Ms. Katrina Leung (Managing Director and Vice President Asia Pacific, Messe Berlin), Mr. Yrjötäpio Kivisaari (President & CEO, Visit Oulu), Mr. Igor Palka (Senior Vice President, Messe Berlin), Ms. Padma Rani Seela (Chief Marketing & Communication officer, Andhra Pradesh Tourism Authority), Ms. Prasanna Lakshmi (Regional Director, Tourism, Andhra Pradesh Tourism Authority), Mr. Huu Viet Nguyen (Vice Director, Hanoi Tourism Information and Promotion Centre), Mr. Dylan Redas Noel (Director - Marketing (North Asia & New Markets), Sarawak Tourism Board), Mrs Poonam Sharma (Deputy General manager, Chhattisgarh Tourism Board) at ITB India 2025

VISIONARY KEYNOTE ON TRAVEL TRENDS AND TRANSFORMATION

The conference opened with a series of thought-provoking keynotes, designed to showcase the latest developments in the travel, tourism, MICE, and Travel Technology sectors in the Asia Pacific region, while encouraging discussions about innovative strategies that are propelling the industry forward.



Scott Wegener (Head of Asia Pacific at Tripadvisor) delivered the opening keynote, highlighting South Asia's pivotal role in shaping global tourism growth. Despite ongoing challenges around sustainability and workforce capacity, the region's expanding middle class and rapid digitalisation are transforming traveller expectations and unlocking new opportunities for destinations worldwide.



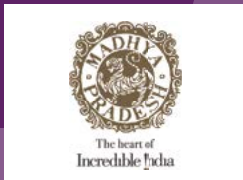
EXHIBITION OVERVIEW

This year's edition welcomes strong participation from across the tourism value chain, bringing the global travel industry together under one roof. With **NTOs**, leading **MICE companies**, **OTAs**, **hospitality brands**, **travel technology providers**, and **travel agents** represented on the show floor, ITB India 2025 offers a comprehensive marketplace for meaningful networking, strategic collaboration, and business exchange.

Among this year's **key exhibitors** are **Wonderful Indonesia**, **Visit Northern Finland**, **Ministry of Heritage and Tourism Oman**, **Sarawak Tourism Board**, **Ha Noi Tourism Information and Promotion Centre**, **Destination 2 Italia**, **Fly24hrs**, **Galaxy Expeditions**, **Infiniti Software Solutions**, **Pearl Mara**, **Prince Hotels & Resorts**, and **VEGA Hotel and Convention Center**.



OFFICIAL PARTNER STATES

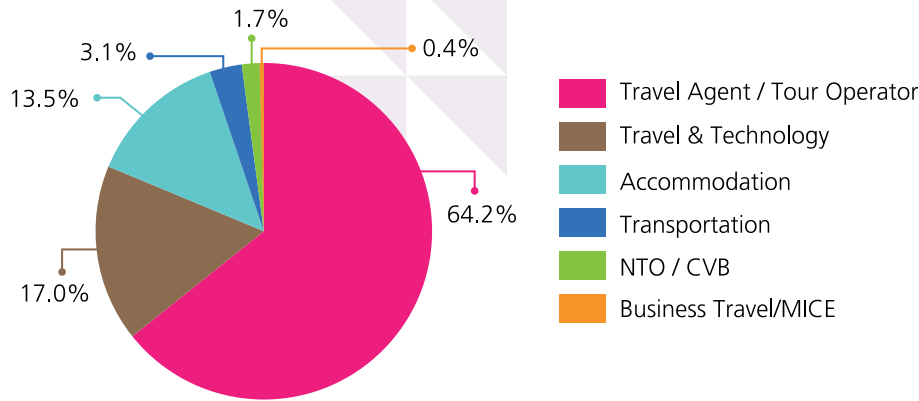


SECURE YOUR PARTICIPATION

Get in touch to discuss branding, advertising, networking & thought leadership sponsorship opportunities

 exhibitor@itb-india.com

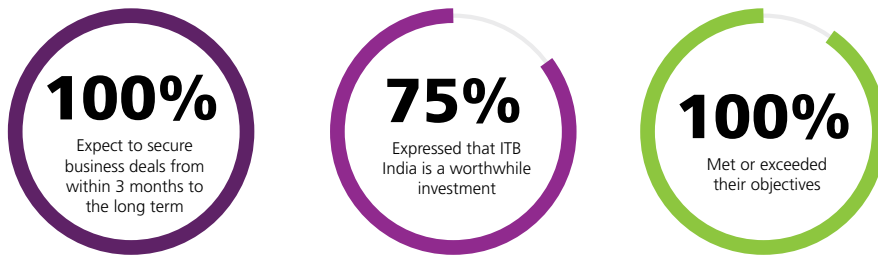
EXHIBITORS PROFILE



EXHIBITORS GEOGRAPHIC BREAKDOWN



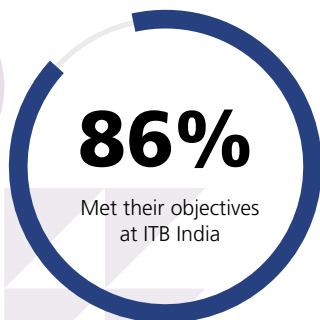
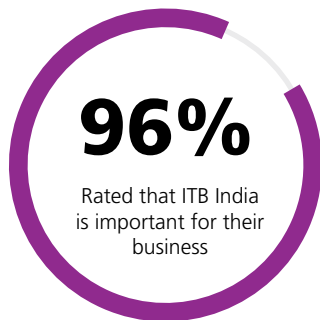
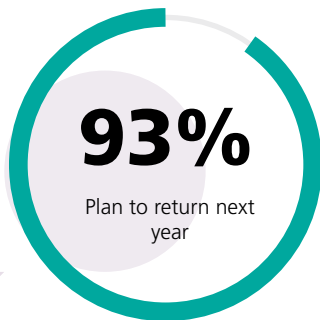
EXHIBITORS FEEDBACK



ATTENDEES OVERVIEW

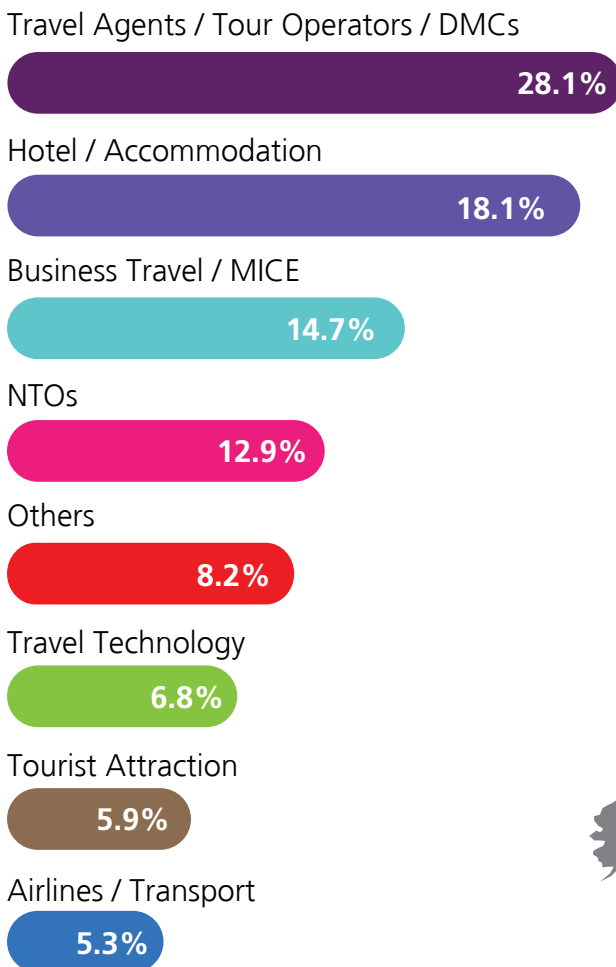
ITB India 2025 welcomed a diverse and high-quality audience representing key segments of the travel industry, including Leisure, MICE, Corporate, and Travel Technology. The event attracted both domestic and international participants, comprising decision-makers, senior-level executives, and influential buyers seeking new partnerships and market opportunities.

ATTENDEES FEEDBACK

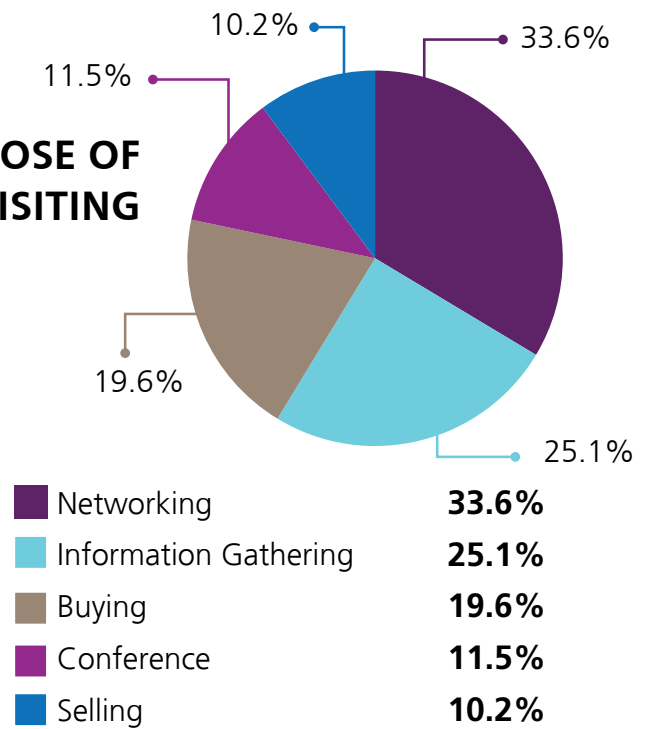




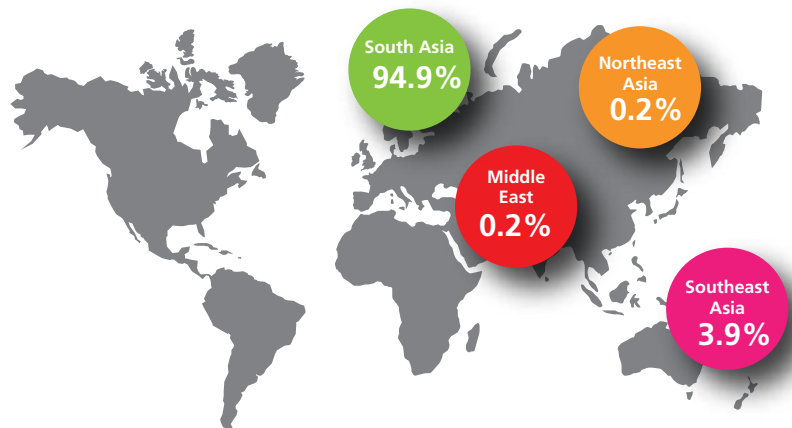
NATURE OF BUSINESS OF ATTENDING VISITORS



PURPOSE OF VISITING



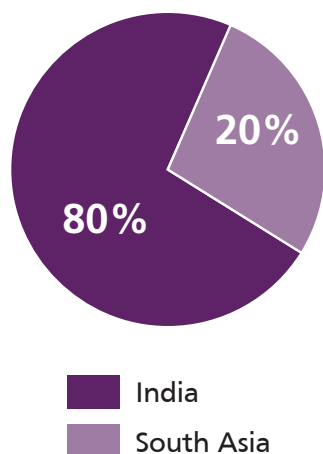
PERCENTAGE OF VISITORS BY ASIAN REGION



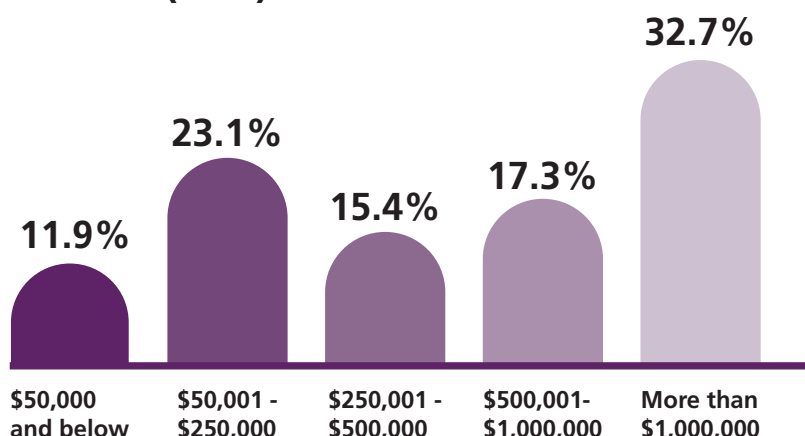
BUYERS OVERVIEW

ITB India 2025 hosted a qualified cohort of buyers representing key sectors including Leisure, MICE, Corporate Travel, and Travel Technology. Carefully selected through ITB India's validation process, these buyers comprised senior decision-makers and procurement specialists with active purchasing responsibility and clear business objectives. Their strong engagement across the exhibition, business meetings, and networking activities contributed to high-quality interactions and meaningful commercial outcomes.

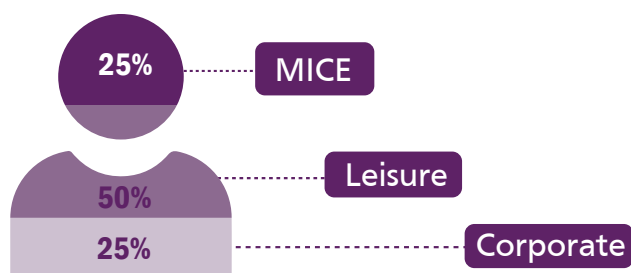
BUYER SPLIT



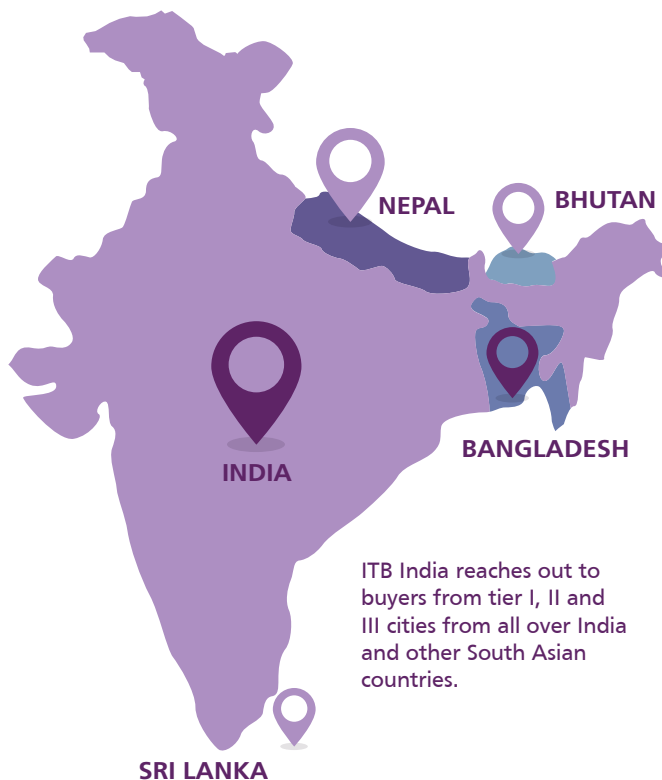
BUYER PURCHASING POWER (USD)



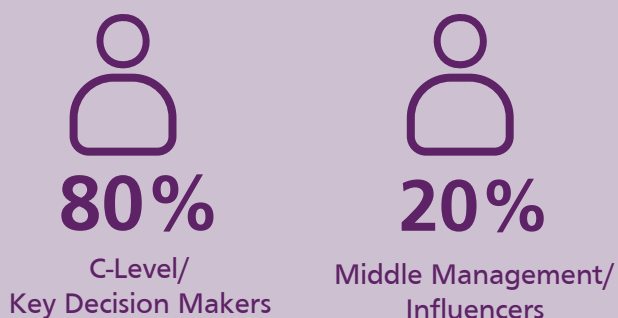
BUYER SEGMENT



SOURCE MARKET



BUYER DECISION LEVEL



BUYER ELITE PROGRAMME PARTNERS





Jasmeet Singh



ITB India is a great platform to interact with diverse industry peers and team members. It's been an exciting experience, and I look forward to taking back valuable insights from here.

Chief Commercial Officer
MakeMyTrip

Mohammad Rayhan Prakarsa



Karina Moudy



ITB India is one of the biggest platforms and our very first experience in India. Meeting visitors and professionals here is a great opportunity, and we see this as a way to connect with the world.

Abang None Jakarta
Jakarta Tourism and
Economy Creative

Abang None Jakarta
Jakarta Tourism and
Economy Creative

Sheetal Munshaw



I'm very happy to gain perspectives at platforms like ITB India, learning from industry colleagues and friends whose insights add greatly to our knowledge. The biggest trend we see is travel itself—people are traveling like never before, and it has now become a mainstream lifestyle for Indians.

Director
Atout France

Padma Rani Seela

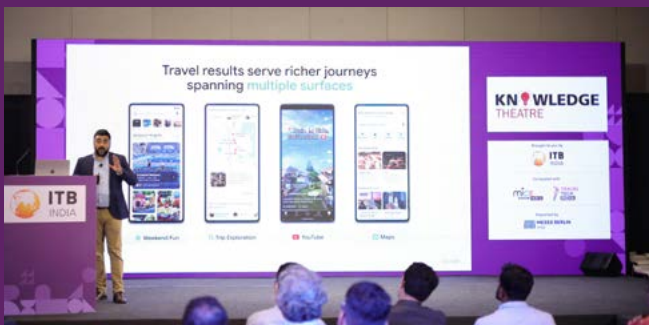


ITB India brings together participants from across Asia, with more inbound tourists and travel partners—a great opportunity for the industry. There is a huge need to create unique experiences and niche tourism offerings to better serve inbound travellers

Chief Marketing & Communications Officer
Andhra Pradesh Tourism Authority

CONFERENCE OVERVIEW

The **ITB India Conference 2025** delivered a dynamic programme across **two stages** with **four curated tracks** – **Knowledge Theatre, MICE & Corporate, Travel Tech, and Experiential Travel**. Featuring more than **40 sessions**, the conference provided actionable insights, thought leadership, and forward-looking strategies anchored in this year's theme, as global industry leaders and decision-makers convene to address the pressing issues and opportunities shaping the future of travel.



Knowledge Theatre: Explored India's rise as one of the most influential outbound travel markets globally, with tourism leaders from global destinations



MICE & Corporate track: Highlighted how innovation, sustainability, and technology are reshaping events and business travel.



Travel Tech track: Showcased how AI, analytics, and digital innovation are transforming the industry.



Experiential Travel Track: Explored India's shift from products to transformative journeys.



80+
Industry Experts



40
Sessions



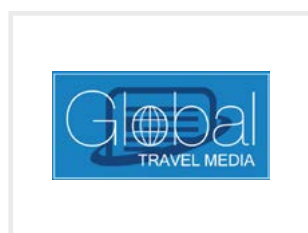
1,400+
Conference Minutes

NETWORKING EVENTS

Networking formed a key component of ITB India 2025, supported by a structured programme that enabled purposeful business engagement. Across the three days, scheduled buyer–exhibitor sessions, thematic meet-ups, and sector-focused networking activities provided attendees with relevant opportunities to establish contacts, explore partnerships, and exchange insights. These curated interactions reinforced ITB India’s role as a strategic platform for meaningful industry connections.



MEDIA PARTNERS





ITB
INDIA

Connecting
you to the
Indian Travel
Market

SEE YOU IN 2026

1 – 3 September 2026
Mumbai, India
itb-india.com

A brand of

 **MESSE BERLIN**
India