

ITB India 2020
15 – 17 April 2020

PRESS RELEASE

ITB: The world's leading travel trade show makes its way to South Asia in 2020 with ITB India

- *Organised by Messe Berlin, the inaugural ITB India will be a 3-day business-to-business travel trade show and convention focusing on the Indian travel market.*

Mumbai, Tuesday, 5 March 2019 – Messe Berlin, one of the world's leading trade fair companies, announced today that it will be organising the inaugural ITB India in 2020. The 3-day business-to-business travel trade show and convention will take place at the Bombay Exhibition Centre in Mumbai, India, from 15 to 17 April 2020. The show will bring together key travel industry leaders and buyers from cities across India, and international exhibitors from the MICE, leisure and corporate sectors. ITB India will also have a Hosted Buyers' Programme that will cater to buyers from first, second, and third tier cities in India.

One of the fastest-growing major economies and with the second-largest population in the world, India has vast potential for both inbound and outbound travel. The Indian travel industry is expected to be valued at US\$56 billion by 2020 with UNTWO, the World Tourism Organization, predicting that there will be 50 million outbound travellers by then. ITB India represents a major opportunity for National Tourism Organisations (NTOs), travel, and hospitality companies to be part of this dramatically expanding market opportunity.

"In recent years we have given the ITB brand an increasingly international dimension," said Dr. Christian Göke, Chief Executive Officer of Messe Berlin. "From a global and regional perspective, India is a vast source market for the travel industry with a huge growth potential. We are delighted that ITB India will in future complement the trio of ITB Berlin, ITB Asia and ITB China, making it a quartet and strengthening the global ITB brand."

India's economic growth means that its citizens are earning more disposable income to spend on travel. India's outbound travel expenditure increased 7% on average year-on-year between 2006 and 2016 and saw an even higher growth rate of 8.5% in travel expenditure from 2015 to 2016. This rate was considerably higher than growth rates seen by other major countries including China, Indonesia, and Brazil for the same period.

"Having successfully run eleven editions of ITB Asia, it is logical for us to progress to the next frontier of travel in Asia. India represents an extremely promising market with a growing purchasing power among travellers from the region. We are optimistic that ITB India will be a prominent platform for attendees from the MICE, leisure and corporate sectors to come together to further grow the Indian travel market," said Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB India.

"We're proud to be supporting Messe Berlin in organising its premier event in the Indian market. As ITB is a renowned international brand, we're delighted to be a key partner and together, make ITB India the leading travel trade event for the India market," commented Bernhard Steinrücke, Director General, Indo-German Chamber of Commerce.

Of the buyers at ITB India, 50% are expected to focus on leisure travel, with MICE and corporate travel buyers making up the remainder with 25% respectively. Almost a third of all buyers at ITB India are expected to have a purchasing power of more than US\$1

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million. C-suite level and key decision makers are expected to make the bulk of buyers present at ITB India with 70% of them from this segment. 86% of expected buyers at ITB India will also be from the western and northern parts of India.

As with other ITB shows, exhibitors will be drawn from a wide range of companies and representatives from travel agencies and operators, NTOs, business travel and MICE, travel technology, accommodation, and transport.

For more information on ITB India 2020, visit www.itb-india.com or contact itbindia@messe-berlin.asia.

About ITB India 2020

ITB India 2020 will take place at the Bombay Exhibition Centre in Mumbai, India, from 15 to 17 April 2020. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the by the Indo-German Chamber of Commerce. The 3-day business-to-business travel trade show and convention will focus on the Indian travel market including MICE, corporate, and leisure travel sectors. Exhibitors from every sector of the industry, including travel agencies and operators, NTOs, business travel and MICE, travel technology, accommodation, and transport companies are all expected to attend.

Information About the Data Protection Law

Under the data protection law the organisation responsible for this email is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr. Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: datenschutz@messe-berlin.de. The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties. You may remove your email address from the press mailing list at any time.