

The 'India International Travel Mart' (IITM) Tourism Fair Show was once again a resounding success.



Bengaluru, Karnataka Dec 9, 2021 (Issuewire.com) - Sphere Travelmedia & Exhibitions is pleased to announce the special tourism revival edition of '**India International Travel Mart**', to be held from **19 – 20 November 2021** at the **Nehru Centre, Worli, Mumbai**.

The 2-day expo was inaugurated by

Smt Malti Datta, From,India Tourism - Government of India

Mr. Sudhir Patil, President, North Konkan Chamber of Commerce & Agriculture Foundation

Mr. Jay Bhatia, Vice President, Travel Agents Association of India

Mr. Anoop Kanuga, Travel Agents Association of India

MR. DHARMESH SHAH, Travel Agents Association of India

As the tourism world slowly gets into recovery mode, we are pleased to announce our third event on the Calendar. **The first two events were held in Chennai & Bengaluru on October 18-19, 2021, and October 22-23, 2021 respectively.** Both the events saw a tremendous response from the travel trade fraternity. The pandemic has affected the tourism industry hugely and as the industry attempts to get back into business mode, we are happy to add value to the recovery of the tourism industry.

India International Travel Mart showcased a variety of destinations from different spheres such as pilgrimages, adventures, culture & heritage, beaches, hills and much more. The event had over 100 participants from over 15 Indian states *along with international representation from Italy & Nepal*. The

participants include Travel Agents & Tour Operators, DMC, Hotels & Resorts, National Tourist Organizations, Cruises, Airlines, Online Travel Portals, etc.

The two-day event showcased glimpses from the travel, tourism, and hospitality industries. The time for IITM Mumbai was perfect for the upcoming holiday season in India.

Speaking on the occasion, Mr. Sanjay Hakhu, Director, Sphere TravelMedia said, “India in spite of the present business environment is fast emerging as one of the most interesting and productive countries for the travel trade industry both for leisure and business travel. A combination of factors is responsible for the growth and demand of travel trends from India”.

Boost for Domestic Tourism:

The event showcases travel and hospitality products from every part of the country, making it one of the biggest congregations of travel trade in the country. The event provides unmatched networking opportunities to interact with Travel-Trade and Corporate Buyers alike.

Mr. Rohit Hangal, Director, Sphere Travelmedia added: ‘domestic travel as the backbone of India’s tourism portfolio and with an estimated 561 million domestic tourist visits. This segment is probably only second to China in terms of sheer size. With the rapid economic development taking place in the country and availability of greater disposable income combined with affordable holiday packages, tourism in India is increasing steadily and acts as a catalyst for furthering the economic growth in view of its wide-ranging linkage effects and multiple impacts”.

Highlights:

- Karnataka & Gujarat were the ‘Partner States’
- Chhattisgarh was ‘Feature States’
- International representation from Italy & Nepal
- Other states being represented include Rajasthan, Uttarakhand, Kerala, Andaman, Uttar Pradesh, Maharashtra, Goa, Telangana, and many more.
- More than 100 travel organizations, hotels, and resorts participated from all over India, making it one of the most diverse ranges of hospitality products in the country on display.
- Supported by India Tourism, the event showcased diverse Tourism segments such as Pilgrimage Travel, Adventure, Cultural pursuits, shopping tours, etc.



Media Contact

Events

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