

IITM Pune Opens To A Grand Opening

Cultivating Collaborative Excellence 24 – 26 NOVEMBER 2023 VENUE: DECCAN COLLEGE GROUNDS, YERAWADA TIMINGS: 1100 – 1830 HRS



Pune, Maharashtra Nov 29, 2023 ([Issuewire.com](https://www.issuewire.com)) - IITM PUNE OPENS TO A GRAND OPENING

The much anticipated 'India International Travel Mart' is set to take centre stage in Pune from 24 – 26 November 2023.

A very warm welcome to the 'India International Travel Mart', where the world comes together in a celebration of wanderlust, discovery, and the boundless possibilities that travel and tourism offer. As we inaugurate Pune's biggest Travel showcase and open this path-breaking event, we endeavour it to be a gateway to the wonders of our vibrant planet and create an engaging platform to network, transact and do business.

The 'India International Travel Mart' is more than just an exhibition; it is a collective ode to the spirit of adventure that resides within each one of us. This exhibition is not only a showcase of the latest trends and innovations in the travel industry but also a platform for building bridges between cultures and fostering a deeper understanding of the world we inhabit. It is a space where industry leaders, seasoned travel agents and aspiring wanderers come together to exchange ideas, share business opportunities and benefit to embark on a new and exciting journey.

The 3 day B2B expo was inaugurated by **Ms. Noriah Jaafar**, Director, Tourism Malaysia-Mumbai along with **Mr. Deepak Pujari**, President, Travel Agents Association Pune, **Mr. Amit Sharma**, President, Poona Hoteliers Association, **Mr. Mehboob Shaikh**, Chairman, Travel Agent Association Of India - Pune Chapter, **Mr. Sameer Kukikarni**, Chairman, The Travel Agents Federation of India - Pune Chapter, **Mr. Priyaank Ranka**, President, Tourism Forum of Maharashtra, **Mr. Sagar Waghchoure**, President, Travel Agent Association Of Nashik, **Mr. Jeevan Hendre**, Chairman, Enterprising Travel Agents Association - Western India, **Mr. Saket Pimple**, Chairman, Ethical Travel Professionals Association Of India and **Mr. Pravin Ghorpade**, Chairman, Bharatiya Paryatan Vikas Society.

IITM Pune | Solutions for Success, Connections for Growth

This gathering aims to establish a vibrant pool for aspiring travel agents, tour operators, corporate buyers, and members of various travel-trade organizations. Additionally, budding influencers will have the chance to not only create content but also network with their peer group. This event is a once-a-year opportunity for all travel-trade to engage, network and forge meaningful connections in the dynamic world of travel and hospitality.

Rohit Hangal, Director of Sphere Travel Media, expressed, "I am thrilled to announce Pune as the vibrant host-city for the IITM event from 24 – 26 November 2023. India's domestic tourism industry has emerged as a robust sector with immense potential for further growth. With a diverse range of attractions and increasing disposable income, the industry plays a vital role in driving economic growth and supporting local communities. By focusing on sustainability, infrastructure development, and targeted marketing, India will continue to nurture this thriving industry and ensure that its citizens experience the beauty and wonder of their own country. We are happy to share that the IITM Event here in Pune with over 200 exhibitors will showcase the best of what India has to offer."

Sanjay Hakhu, Director of Sphere Travel Media, added, "We are one of the most intriguing and productive countries for the travel industry, catering to both leisure and business travel. IITM offer exceptional networking prospects in terms of attracting a diverse range of attendees, including potential customers, suppliers, distributors, and partners. IITM is a cost-effective way to reach a highly targeted audience attracting those with genuine interest in the products or services on display. The event contributes to brand recognition and brand recall. Incorporating exhibitions into a marketing plan is a strategic move that can deliver a wide array of benefits!"

Travel the Country, See the World!

According to Skyscanner's 2024 Travel Trends report, more than ever, cultural exploration will be a priority for travellers in 2024. We are seeing a broad spectrum of cultural curiosity in travel, from gig trippers, jetting off to see their favourite artists, to budget bougie foodies seeking the very best food experience (at the very best price!). Maharashtra tops the list for foreign tourists according to the Ministry of Tourism Maharashtra.

Highlights of the Event

- Biggest Travel event in the region
- Biggest variety of Holiday Packages of over 1000 destinations in India and abroad.
- This year, find more than 20 Indian tourism destinations participating making it one of the highlights of your search for that perfect holiday!
- Tourism Malaysia is the Feature Country

- Karnataka, Odisha and Uttar Pradesh are the Partner States
- Madhya Pradesh, Rajasthan, Gujarat and Jammu & Kashmir are the Focus States, while
- Himachal Pradesh, Delhi, Arunachal Pradesh and Uttarakhand are the Feature States
- View 'Incredible India' with all its amazing hues and peerless vibrancy.
- Perfectly timed to target Winter Holidays
- Entry is free

About Pune: Nestled within the vibrant landscapes of Maharashtra, Pune's tourism market is experiencing a remarkable ascent, characterized by its rich cultural heritage and burgeoning hospitality sector. Pune tourism market unveils a city that not only boasts historical treasures and cultural richness but also stands as a testament to the industry's growth potential.

The city's economy is diverse, encompassing sectors such as information technology, manufacturing, automotive, and services. Pune's IT sector, often referred to as the "Silicon Valley of India," houses numerous global IT companies and software parks, contributing significantly to the city's economic growth. It has become a preferred destination for IT professionals and businesses seeking a conducive environment for innovation and technological advancements.

The manufacturing sector in Pune is robust, with a focus on automobile production and engineering. It is home to major automotive companies, making it a key player in India's automotive industry. The presence of industrial zones and specialized parks has further fuelled the growth of manufacturing enterprises, contributing to the city's economic prosperity.

About 'India International Travel Mart':

'India International Travel Mart', established in 1998 is India's leading travel and tourism event brand. The event shall see tourism boards from India and abroad, airlines and cruise liners, travel agents and tour operators, online travel portals, hotels and resorts, Destination Management Companies, Car Rentals and Fleet operators, Travel Technology and others using the event to display and market their product range.

The event provides a tremendous opportunity for Branding, meeting, and doing business with the travel-trade, Wedding Planners, Fleet Managers, Corporate Travel Managers, Hotel Executives and Event Specialists.



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Source : India International Travel Mart

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