

ITB India – 11 - 13 September in Mumbai
Connecting you to the Indian Travel Market

PRESS RELEASE

ITB India 2024 Concludes Successfully With a Record of Over 25,000 Business Engagements

The three-day B2B trade show, held from 11 – 13 September in Mumbai, successfully concluded with over 600 top-tier Indian & international buyers. Alongside MICE Show India, Travel Tech India, and the ITB India Conference, ITB India 2024 served as a unique platform, fostering fruitful business collaborations in the travel industry.

Berlin/Mumbai, 13 September 2024 – ITB India 2024, the annual 3-day business-to-business trade show and convention, held at the Jio World Convention Centre in Mumbai, came to a successful close today. The second in-person edition attracted key travel industry professionals and created unparalleled pathways to the Indian and South Asian travel markets for quality buyers and global exhibitors representing MICE, Corporate, Leisure, and Travel Technology sectors. The event launched the inaugural **ITB India Gala Dinner** with over **400 international exhibitors and top buyers** in a high level B2B networking function.

This year's event drew over **600 Indian & international top-tier buyers**, facilitating more than **25,000 business engagements**. Key exhibitors include **AsiaPay, Club Med, Collinson Group, EVA Airways, Encalm Hospitality, Kenya Tourism Board, Melia Hotels International, Mize, Mondee, Novotel Jaipur, Prince Hotels & Resorts, Sarawak Tourism Board, Tourism Office of Spain, Taiwan Tourism Administration, Uzbekistan Airways, visitBerlin, and Visit Oulu.**

"India's travel industry is experiencing remarkable growth and the increasing demand in this market is sparking renewed interest from around the world. This year's edition proved instrumental in forging strategic partnerships and driving growth in one of the world's most dynamic travel markets. With a focus on staying ahead of the curve, our conference tracks provided key insights to ensure attendees are future-ready", says **Joyce Wang, Executive Director of Messe Berlin Asia Pacific, Organiser of ITB India, MICE Show India, and Travel Tech India.**

The exhibition gathered over **600 high-calibre Indian and South Asian buyers** brought on board by esteemed partners such as **Association of Domestic Tour Operators of India (ADTOI), Enterprising Travel Agent's Association (ETAA), Network of Indian MICE Agents (NIMA), and Outbound Tour Operators Association of India (OTOAI)**, paving the way for valuable collaboration and mutually beneficial partnerships with exhibitors.



Events:



Other Events:



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Opening Ceremony at ITB India 2024



VIP Tour – Taiwan Tourism Administration



VIP Tour – Tourism Office of Spain



Gala Dinner

ITB India Conference 2024: Three Days, Three Tracks, and Key Insights Into the Indian and South Asian Travel Market

Driven by the theme **"Future-Ready Travel: Embracing Innovation, Sustainability, and Global Connectivity"**, the **ITB India Conference 2024** provided a comprehensive platform for over **35 hours** of in-depth insights into the trends, challenges, and future of the rapidly growing Indian and South Asian travel market. In over **80 sessions** across three conference theatres, more than **120 industry innovators and thought leaders** addressed and discussed topics vital to the future of MICE, corporate travel, leisure travel, and travel technology.

ITB India 2025

The successful 2024 edition of ITB India demonstrated a surge of interest from suppliers, buyers, and trade visitors in the Indian and South Asian travel market. The next edition of **ITB India will take place from 2 to 4 September 2025** at the Jio World Convention Centre. Super Early Bird rates on booth registration for ITB India, MICE Show Asia, and Travel Tech India are available until **15 May 2025**. Secure your booth at itb-india.com/exhibiting.

About ITB India

ITB India is an annual 3-day business-to-business trade show and convention curated to connect you to the Indian Travel Market. ITB India brings together key travel industry leaders and international exhibitors from various segments of **MICE, Leisure, Corporate, and Travel Technology**. Leverage on ITB India to capture the fast-growing **Indian and South Asian Markets**, forge new partnerships, and strengthen existing business relations with the most important players in India and South Asia.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. ITB Asia in Singapore, which takes the broader regional market into scope, will be held from 23 to 25 October 2024. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from 4 to 6 March 2025, followed by ITB China, the marketplace for China's travel industry, which will

be held in Shanghai from 27 to 29 May 2025. ITB India in Mumbai will take place from 2 to 4 September 2025.

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