



Ministry of Tourism
Government of India

Incredible India

INDIA

TOURISM MART

18th - 20th February
2021



VIRTUAL



INDIA TOURISM MART

India Tourism Mart set up by FAITH in association with Ministry of Tourism is India's Market Place for Overseas Travel Agents and Tour Operators who are seeking India centric travel packages and hospitality options. It has been planned and executed as a Business to Business (B2B) meeting place where the Foreign Tour Operators from across the world, gets a chance to interact with the Indian Travel, Tourism & Hospitality industry.



Key Highlights



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1

ITM 2021 – Virtual Event
18th - 20th Feb, 2021

2

**Virtual Conference option
for Industry participants**

3

**Parallel India Tourism
Leadership Conclave**

4

**Landmark Inbound and
Domestic Show in Asia**

5

**200+ International
200 + Domestic Buyers
150 + Exhibitors**

6

**Large turnout for
Virtual Conference
Delegates**

6

**Inbound MICE + Adventure + Wildlife + Spiritual + Wellness + Leisure + Domestic - MICE +
Corporate buyers + Wholesale Tour Operators and travel agents +
B2B & G2B Buyer Seller Meets**

INDIA@75

Go Beyond Traditional Tourism



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Brand India is built of

5Ts

Talent, Tradition, Tourism Trade & Technology

A tourist will come drawn to its beautiful past we need to put efforts for creating systems to make them stay here.

"I know people travel abroad for holidays but can we think of visiting at least 15 tourist destinations across India before 2022, when we mark 75 year of freedom," Hon'ble **Prime Minister, Mr. Narendra Modi.** (Addressing nation from Red Fort on independence day 2019)

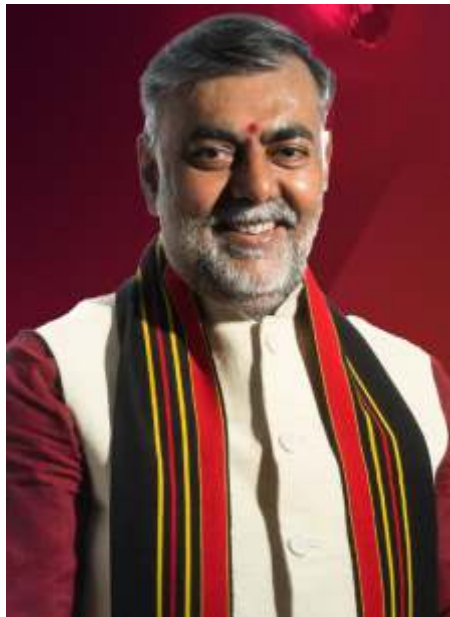


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Go Beyond Traditional Tourism



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"The tourism industry contributes significantly to the economy of the country, both in GDP and employment apart from being a key sector for foreign exchange earnings" – Hon'ble **Tourism Minister, Mr. Prahalad Singh Patel** (BRICS Tourism Summit)



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Go Beyond Traditional Tourism

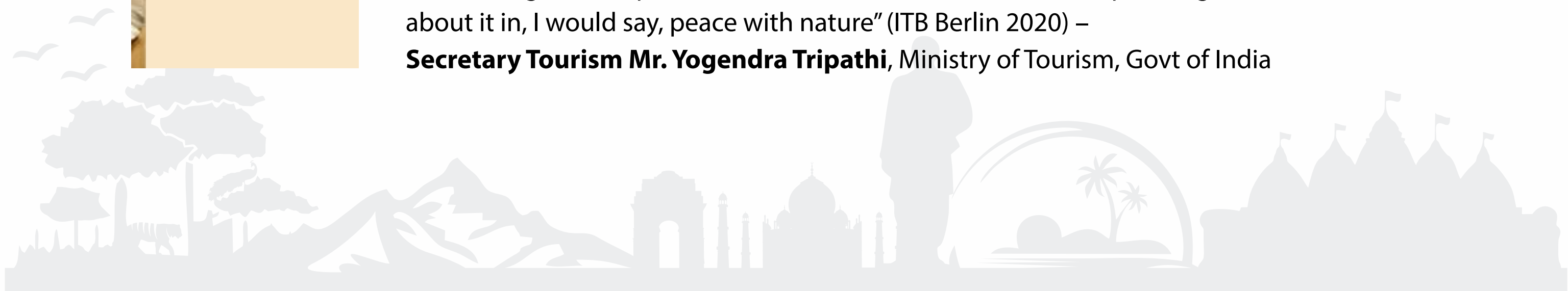


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"There are places in the country which have been developed for a person to be able to go and experience the real, true rural life and how a person goes about it in, I would say, peace with nature" (ITB Berlin 2020) –

Secretary Tourism Mr. Yogendra Tripathi, Ministry of Tourism, Govt of India



ITM - Knowledge Conclave



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Theme:

India@75

“Go Beyond the traditional attractions”

Focus Segments:

- **Parallel to the Buyer - Seller meet during ITM 2021 Virtual. India Tourism Leadership Conclave will be held.** This will bring together key thought leaders on tourism policy, strategy and operations to propose way forward which is required to take Indian Tourism mainstream into the Indian economy.

- **India Tourism Leadership Conclave is proposed to be structured across three levels -**

Keynote Speakers

Panel Discussions

Learning Modules

- For the **Keynote Speakers** it is proposed to invite the highest leadership of the country from Political, Administrative Services and Niti Aayog to share their thoughts on Tourism policy.
- For the **Panel Discussion** - Industry leaders across multiple tourism segments will be invited such as for Adventure, Cruise, Wellness, MICE, Responsible and Diversity Tourism etc. Additionally the panels will also address the North East Tourism opportunity, Women Tourism, Emerging Business models between traditional and new age tourism technologies, innovation in tourism, seamless tourism connectivity etc. This is also proposed to include discussions on BRICS Tourism Strategy. 7-10 Panel Discussions proposed.
- **Modules on Operations** is proposed to address topics around governance, financial planning, skilling, ethics, operating procedures and certification across the tourism, travel and hospitality value chain. 5-6 Modules on operations proposed.
- **The global consulting and advisory firm KPMG** has come on board as a knowledge partner the Knowledge Module if the ITM.

Theme:
Aatmanirbhar Bharat – Realizing India's Tourism Potential



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COVID-19 pandemic has taken a huge toll on Indian tourism sector. The pandemic has also demonstrated the resilience of India's people and strength of India's leadership in containing the epidemic. Challenged by COVID-19, India has come out with the resolve to become self-reliant. "Aatmanirbhar Bharat" is a call to become vocal for local.

As a travel destination, few other nations can offer the diversity of products and experiences found in India. Tourism in India, has been growing consistently and Incredible India has been one of the most successful campaigns in firmly establishing India as a tourist destination.

As India restarts tourism post pandemic, fueled by the spirit of "Aatmanirbhar Bharat", it seeks to realize its full potential as a tourism destination, crucial for India's journey towards a 5 Trillion USD Indian Economy.

Indian Tourism Mart 2021 will be a platform to deliberate and debate as to what it will take to realize India's full tourism potential, to achieve the target of doubling India's international arrivals and contributing to India's vision of a 5 Trillion USD Indian Economy.

The key note sessions at ITM will provide insights into the big picture and vision for India Tourism. The Sectoral Sessions will

discuss and deliberate roadmaps and challenges in various tourism segments including Cultural Tourism, Adventure Tourism, Eco Tourism, MICE Tourism, Medical Tourism, Cruise Tourism amongst others. State Sessions will provide opportunities for the States to showcase their potential and future plans for developing tourism. The technical sessions will provide professional and operational insights into various specialized aspects of tourism.

The keynote speakers and various panels will include thought leaders from the Government and the Industry, International organizations, successful practitioners, academia and NGOs. The speakers will deliberate on the key enablers for tourism including policies, infrastructure, marketing, ease of doing business, quality of service, attracting domestic and overseas investments and fostering a culture of innovation and technology.



ITM 2021 Virtual



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Due to pandemic, ITM 2021 is being held on virtual platform.

A Joint Public - Private Partnership Strategy



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To ensure that the best-in-class planning and delivery happens for ITM 2021 virtual well thought out of Governance Structure has been put in place from both ministry of tourism and the industry.

- **Statergy Board** - This board will set the overall vision and statistics direction for ITM 2021 virtual. It will be constituted by the top leadership of MOT and FAITH.
- **ITM Core Task Force** - This is constituted by the esteemed nominees of different associations of FAITH and of MOT. This is will be responsible for operationalizing, executing the ITM 2021 Virtual.
- **Steering Commitee** - These are specialized steering committies for buyers selecton, exhibitor selection, technology, convention and accounting and will be responsible for undertaking specialized domain functions. It will be constituted by highly specialized eminent nominees.
- **ITM Project Office** - The office management team specialising in executing the travel mart and providing complete back office support to ITM Task force and streering committee.



ITM 2021 - Buyers' Target Markets



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| S. No. | Country | S. No. | Country | S. No. | Country |
|--------|--------------------|--------|-----------------------|--------|----------------------|
| 1 | Argentina | 21 | Kuwait | 41 | Sweden |
| 2 | Australia | 22 | Malaysia | 42 | Switzerland |
| 3 | Azerbaijan | 23 | Mexico | 43 | Taiwan |
| 4 | Bahrain | 24 | Mongolia | 44 | Thailand |
| 5 | Belarus | 25 | Morocco | 45 | Trinidad and Tobago |
| 6 | Brazil | 26 | Myanmar | 46 | Uganda |
| 7 | Bulgaria | 27 | New Zealand | 47 | Ukraine |
| 8 | Cambodia | 28 | Norway | 48 | Ukraine |
| 9 | China | 29 | Oman | 49 | Ukraine |
| 10 | Colombia | 30 | Peru | 50 | Ukraine |
| 11 | Croatia (Hrvatska) | 31 | Philippines | 51 | Ukraine |
| 12 | Cyprus | 32 | Poland | 52 | Ukraine |
| 13 | Czech Republic | 33 | Romania | 53 | Ukraine |
| 14 | Ecuador | 34 | Russia | 54 | Ukraine |
| 15 | France | 35 | Saudi Arabia | 55 | United Arab Emirates |
| 16 | Germany | 36 | Serbia and Montenegro | 56 | United Kingdom |
| 17 | Hungary | 37 | Singapore | 57 | USA |
| 18 | Indonesia | 38 | South Africa | 58 | Vietnam |
| 19 | Italy | 39 | South Korea | 59 | Sri Lanka |
| 20 | Kenya | 40 | Spain | 60 | Bangladesh |

ITM 2021 – Target Buyers' Categories



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| CATEGORY | INTERESTED BUYERS | CATEGORY | INTERESTED BUYERS |
|-------------------|-------------------|---------------------------|-------------------|
| FIT Travel | 114 | Spiritual | 32 |
| Group Travel | 112 | Women Travel | 26 |
| Luxury | 108 | Cruise (Sea & River) | 23 |
| Leisure & Family | 86 | Medical Tourism | 16 |
| Wellness | 73 | Sports Tourism | 13 |
| Art & Culture | 68 | Educational | 11 |
| Adventure Tourism | 63 | Youth | 11 |
| MICE | 62 | Student Exchange | 11 |
| Groups | 61 | Golf | 10 |
| Business Travel | 59 | Others | 10 |
| Heritage | 59 | Celebrations | 9 |
| Spa | 46 | Weddings & Special Events | 9 |
| Yoga | 46 | Venue Sourcing | 6 |
| Honeymoon | 35 | Differently able | 2 |
| Private | 35 | Rural | 2 |
| Nature & Wildlife | 33 | Silver Years | 2 |

A Strategic Approach to Expanding India's Tourism Markets & Buyers



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3 Tier strategy:

1. Build loyalty with current buyers
2. Enhance penetration in current markets
3. Create inroads in new markets

Buyer Profile:

MICE + Adventure + Wildlife + Spritual + Wellness + Leisure + Corporates

International Target Regions:

North & South America, Europe, Russia, East Asia, CIS, China and Middle East

Domestic Target Regions -

Across all regions and segments of India

Leverage

FAITH Database of 1100+ FTO buyers

Sources

Buyers of members associations, Indian Tourist offices, Air India & International airlines, Indian missions abroad and International missions in India

Special invitation to targeted domestic buyers

It is proposed to give vouchers of amazon worth USD 50 / 100 to all Hosted Buyers who complete minimum 24 meetings

Proposed Exhibitors Mix



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- Hotels & Resorts Chain
(Luxury, Deluxe, Medium, Heritage, Resorts, Budgets)
- State Tourism Boards / Corporations / Central / Ministries
- Airlines / Air Charter / Heli Tourism / Cruise / Rails
- Car Rental & Transport
- Golf Courses & Resorts
- DMCs, PCOs, PEOs, Wedding Planners
- MICE Venues / Wedding Venues
- Domestic Tour Operators / Travel Agents
- Wellness / Yoga / Spa Centres / Wilderness
- Adventure Tour Operators



**SOME OF
OUR STATE GOVT.
PARTNERS**



U.P. nahi dekha, toh India nahi dekha.





Ministry of Tourism
Government of India

Thank you!

