

ITB India
Connecting you to the Indian Travel Market



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ITB India 2023 Marks a Major Success

ITB India, held on 26 – 28 April 2023 in Mumbai, celebrated an impressive success as the first installment of a live on-site event. Co-located with MICE Show India, Travel Tech India, and the ITB India Conference, the annual trade show hosted top international buyers as well as high-profile exhibitors. The show served as a framework for business facilitation, with attendees worldwide making more than 5,200 business appointments.

Berlin/Mumbai, 28 April 2023 – ITB India 2023, the three-day B2B trade show and conference held in the Jio World Convention Centre, Mumbai, built the bridge to the Indian and South Asian travel markets with quality buyers and international exhibitors. This is the first time ITB India was held as a live on-site event, bringing together key travel industry leaders and international exhibitors from various segments of MICE, Leisure, Corporate, and Travel & Technology.

“2023 is seeing a strong revitalisation of the global travel market in all segments. We must capitalize on this trend and steer it towards the new, up-and-coming markets. With buyers and exhibitors from diverse verticals and destinations, ITB India spearheads the effort of showcasing the Indian and South Asian travel market to the global audience”, says **David Ruetz, Senior Vice President, Messe Berlin**.

The exhibition showed a strong presence of national tourism organisations (NTOs) including **Atout France India, German National Tourist Office, Saxony Tourism, Tourist Office of Roissy, Tourist Office of Spain, and Visit Sarajevo**. International airlines, hotels, travel agencies and tour operators were also highly represented with their products, including **AVIS, Collinson Group, Fiji Airways, Mize, IDEaS, Prince Hotels & Resorts, TravelLine, Uzbekistan Airways, and Vietnam Airlines**.

The **ITB India 2023 Conference** offered a holistic knowledge exchange hub for more than 120 thought leaders of the industry. With more than 80 sessions divided into 3 theme tracks unified under the motto “**Connecting you to the Indian travel market**”, the conference totaled 35 hours of insight-rich discussions on the topics critical to the future of MICE, corporate travel, leisure travel, and travel technology. Prominent speakers included representatives from **Amadeus, BCD Meetings & Events, Cvent, CWT, FCM Travel India, Google, Hotelbeds, Indian Hotels Company Limited (IHCL), ixigo, KAYAK, MakeMyTrip, Society for Incentive Travel Excellence (SITE), SOTC Travel Limited, Thomas Cook (India) Limited**, and many more.



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ITB India 2023 was organized in a strategic partnership with the **Indo-German Chamber of Commerce**. “We believe in building networks across borders and fostering mutually beneficial partnerships. Such partnerships can and should create a strong backbone for global sustainable economic growth and the development of new markets. ITB India is a powerful motor that drives the growth of the travel industry and helps its actors adopt the best global practices”, stated **Ms. Sonia Prashar, Deputy Director General, Indo-German Chamber of Commerce**.

ITB India 2023’s successful launch emphasised the increasing interest in the Indian and South Asian travel markets from suppliers, buyers, and trade visitors alike. ITB India will be back on **11 – 13 September 2024**, at Jio World Convention Centre. Super Early Bird Rates on booth registration for ITB India, MICE Show India, and Travel Tech India end on 15 May 2024. Register your booth today by clicking [here](#).

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**. Supported by Messe Berlin (Singapore), ITB India is organised by the Indo-German Chamber of Commerce. 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 India follows the global trend of leading trade shows returning to their pre-pandemic on-site formats and locations in 2023, including the other offspring of the ITB brand family. ITB China, the marketplace for China’s travel industry, is scheduled for 12- 14 September in Shanghai. ITB Asia in Singapore, which takes the broader regional market into scope, returned as an in-person show last year and will be held again in Singapore from 25- 27 October 2023. ITB Berlin, the world’s leading B2B trade show for the travel industry, is taking place from 5-7 March 2024.

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