

# ITB India

## Connecting you to the Indian Travel Market

### Press Release

## Saudi confirmed as Official Partner Country of ITB India 2021

*ITB India and Saudi Tourism Authority announce exclusive partnership*

**Berlin/Mumbai, 24 March 2021** – The Saudi Tourism Authority (STA) and ITB India have announced Saudi as the Official Partner Country of ITB India 2021.

The inaugural ITB India Virtual Event, being held on 7 - 9 April 2021, is an annual B2B trade show and conference specifically curated to build a bridge to the Indian and South Asian travel market.

STA is responsible for raising awareness of Saudi, the authentic home of Arabia, as a destination. The organization is focused on developing partnerships with travel trade partners around the world, to expand the reach of Saudi's tourism offer and to drive conversion in key source markets.

"The Saudi Tourism Authority is building a global community dedicated to driving awareness of Saudi as a unique tourism destination offering authentic Arabian experiences to cultural explorers from around the world," said Fahd Hamidaddin, Chief Executive Officer of STA.

"The destination's wealth of heritage sites, its dynamic urban centers and the warm hospitality of the Saudi people make it a compelling destination for travelers seeking the new, unexpected stories that make a journey truly memorable."

As the Official Partner Country of ITB India, Saudi Tourism Authority will showcase an array of current tourism offerings and destination highlights as well as the exciting new developments on the horizon. Tourism is a strategic industry for the future of Saudi Arabian and the country is the world's largest investor in sustainable tourism infrastructure and offerings. Projects such as the Red Sea and Amaala are setting new global standards in the development and management of tourism in harmony with the natural world. And new sites like AIUla and Diriyah are offering visitors a hitherto unexplored insight into the rich cultural history of Arabia.

"Saudi offers Indian travelers a unique experience, grounded in Saudi hospitality and redolent of Arabian mystery," said Fahd Hamidaddin. "Our partnership with ITB India is an important part of our long-term objective to engage, inspire, invite and delight Indian travelers to Saudi."

ITB India attendees will have an opportunity to visit Saudi Tourism Authority's digital exhibition booth and arrange one-on-one meetings with STA representatives to learn more about the destination.

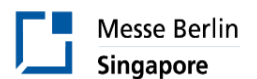
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Official Partner Country:



Organised by:



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## **About ITB India 2021 Virtual Event**

ITB India 2021 Virtual Event will take place digitally from 7 to 9 April 2021. It will be hosted on [ITB Community, in Asia](#) (ITB Community). In its first year, ITB India will be organised by Messe Berlin (Singapore). The 3-day business-to-business travel trade show and convention will focus on the Indian travel market including MICE, corporate, leisure and travel technology sectors. Exhibitors from every sector of the industry, including travel agencies and operators, NTOs, business travel and MICE, travel technology, accommodation, and transport companies are all expected to attend.

## **About Saudi Tourism Authority**

Saudi Tourism Authority (STA), launched in June 2020, is responsible for marketing Saudi Arabia's tourism destinations worldwide and developing the Kingdom's offering through programs, packages and business support. Its mandate ranges from developing the country's unique assets and destinations, through to hosting and participating in industry events, and promoting Saudi Arabia's tourism brand locally and overseas.

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