

## ITB India Connecting you to the Indian Travel Market

### ITB India Virtual Concluded with Impressive Results of 9,500 Business Appointments Recorded

- Over 60-session conference led by 80+ top speakers from leading brands worldwide
- Conference recordings now available for registered delegates on [ITB Community in Asia](#)

**Berlin/Mumbai, 9 April 2021** – With more than 400 buyers from MICE, Corporate and Leisure sectors, 150 international sponsors and exhibitors, the inaugural ITB India closes with a resounding success. ITB India Virtual 2021 took place as an entirely virtual event, hosted on ITB Community in Asia (ITB Community). With its virtual show floor, video streaming of keynotes and speeches and intelligent matchmaking tools, the platform offered the best opportunities for successful trade show results.

Katrina Leung, Managing Director of Messe Berlin (Singapore): “We are very pleased that the first ever ITB India has been so well received by the travel industry. Even though we can’t meet in person in these challenging times, it is even more important to build the bridge to the Indian and South Asian travel markets and provide a virtual meeting place where the global community can come together and exchange ideas in order to rebuild travel.”

#### Over 60-session conference led by 80+ top speakers

“Rebuilding travel” was the theme of ITB India’s conference. The programme was specially curated to help reboot the Indian and South Asian travel industry through effective strategies for business sustainability. Industry heavyweights from India and international markets such as Airbnb, Amadeus, Booking.com, CWT, FCM Travel, Hilton, KAYAK, OYO, SAP Concur, SITE – Society of Incentive Travel Excellence, SOTC Travel, Thomas Cook India, Twitter and Yatra.com shed light on ways to build a more resilient travel industry moving forward through innovative solutions. The conference included over 60 sessions with more than 80 speakers and topics ranging from MICE, corporate, leisure and travel technology.

#### 150 international sponsors and exhibitors at ITB India Virtual

Next to ITB India’s conference, exhibitors like Belarus National Tourism Agency, German National Tourist Office, Israel Ministry of Tourism, Korea Tourism Organization, Visit Portugal, Zagreb Tourist Board and many more destinations showcased an array of current tourism offerings and destination highlights.

This year, special focus was on Saudi, ITB India’s Official Partner Country.



Official Partner Country:



Organised by:



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**Additional information:**  
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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.

ITB India's platform not only offered exhibitors digital exhibition booths but also various opportunities for matchmaking and virtual business meetings. In three days, 9,500 online business appointments have been recorded.

### **ITB India 2022 to take place as a live event**

The next ITB India will take place as a live event in Mumbai from **4 to 6 April 2022**. ITB India 2022 is set to bring back the much-desired human connection and to facilitate face-to-face business meetings and networking.

Exhibitors will benefit from reduced [rebooking rates](#) and early bird specials starting from USD 3,060 per 9sqm. Every physical booth confirmed will enjoy complimentary virtual benefits for extra branding opportunities. Find more information on <http://bit.ly/ITB2022SalesFlyer>.

### **About ITB India**

The inaugural **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**, to forge new partnerships and strengthen existing business relations with the most important players in India.

ITB India 2022 Physical Event will take place from 4 – 6 April 2022, in Mumbai, India.

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