



Karnataka International Travel Expo

28 February - 2 March 2018

Bangalore International Exhibition
Centre, Tumkur Road

www.karnatakatravelexpo.com



Karnataka
One state. Many worlds.





INTRODUCTION/ OVERVIEW

KARNATAKA

The South Indian State of Karnataka is flanked by Andhra Pradesh and Telegana in the east, the Arabian Sea in the west, Maharashtra and Goa in the north and northwest, and the states of Kerala and Tamil Nadu in the south. Karnataka is a land unparalleled in diversity; be it Heritage, Culture, Nature, Beaches or Wildlife. Karnataka is primarily known for its Heritage destinations and its Wildlife/ National Parks. Apart from that, it is also famous for its magical hill stations, spectacular waterfalls, pilgrimage centers and a 320km long coastline dotted with un spoilt beaches. Thus, making it an ideal place for a traveller with diverse interests.

A land known for its silks, spices and sandalwood, Karnataka adds up as an experience to remember for a lifetime. Tourism in Karnataka stands out with its diverse offerings that include wildlife & national parks, monuments & heritage sites, beaches and pilgrimage sites. Yet another notable point is that tourist attractions in Karnataka are located at geographically extreme ends which interestingly make silicon capital Bengaluru, the focal point of tour itineraries.

The state of Karnataka over the years has contributed towards being a large part of the India's ever-growing tourism arrival figures, both from outside India as well as being a destination to be among India's biggest domestic travel segment.

Bengaluru

Bengaluru is a city of contrasts, going by several aliases: India's Silicon Valley, Pub City, Shopper's Paradise, Garden City, Air-Conditioned City, Gourmet's Delight to the very recent "most dynamic city of the world". The city not only plays host to several international IT companies, reputed educational and research institutions, public sector enterprises and defence organisations, but also lays claim to being the hub of India's emerging biotech industry.

One of the fastest growing cities in the Asia Pacific region especially in the last decade has attracted several Fortune 500 companies like IBM, Microsoft, Intel, Apple Computers, Hewlett Packard, Compaq - Digital, Wrigley's, Siemens, Bosch Group, etc. With an advent of a strong IT focus.

Geographically, Bangalore is located almost at the centre of South India. Thus, making it a definite gateway to South India. With a world-class airport and improved road connectivity, Bangalore is an ideal hub for visitors who want to travel to the many hill stations and coastal towns of South India.

WHY BENGALURU

Located 949m above sea level, Bengaluru enjoys a salubrious climate throughout the year, thus earning the name Air-Conditioned City

- The city boasts vast gardens, parks, tree-lined avenues, a profusion of flowering trees, lakes and parks, earning it the sobriquet "Garden City"
- A rich cultural heritage, historic monuments, cultural centres, traditional arts and crafts stores, theatre, exotic cuisine and friendly people - the city has plenty to offer
- One of South India's best golfing destinations with 8 golf courses in the state and 4 world-class courses in Bangalore alone
- The emerging hub for wellness tourism, almost all systems of medicine are offered hereby some of India's best and trusted wellness brands
- Bangalore is India's emerging MICE city, with some of the top events in various sectors of industry, being hosted here.
- National and International connectivity with over 20 international airlines operating into Bangalore
- Presence of national and international hotel chains

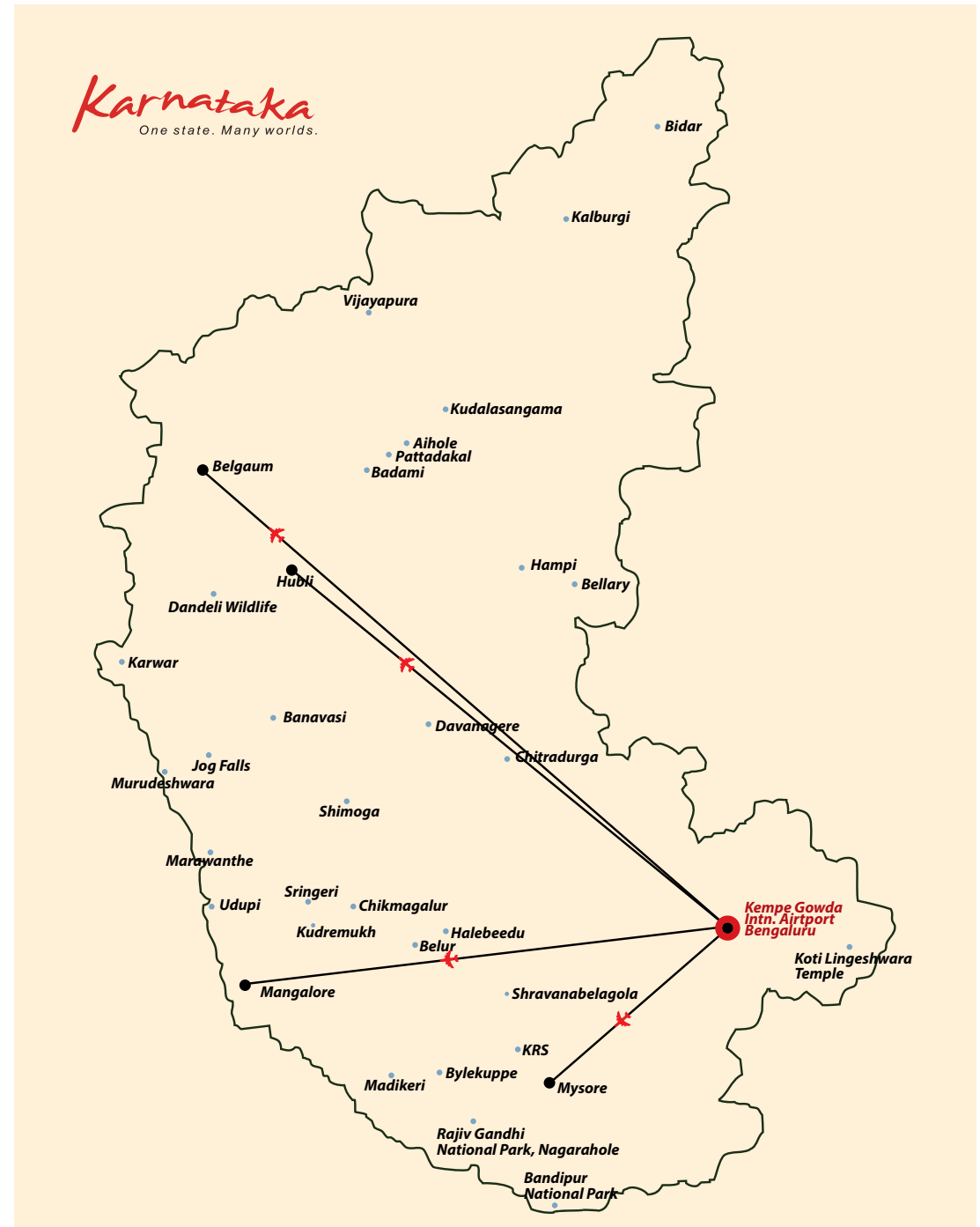
KARNATAKA INTERNATIONAL TRAVEL EXPO 2018

The forthcoming edition of 'Karnataka International Travel Expo', is set on a B2B platform with over 400 Hosted Buyers from over 25 countries exploring business opportunities for discerning travel and tourism products, will make the event one of the most sought-after travel events in the country.

'Karnataka International Travel Expo 2018' recognises that networking is essential for the travel industry and offers unrivalled opportunities for buyers and exhibitors to network outside of the pre-scheduled appointment programme.

Highlights:

- With 400 Hosted delegates from 25 countries, it will be the biggest Hosted Buyer Travel-Event in the country.
- Over 12,000 B2B Appointments
- Over 15 different tourism segments
- Karnataka Connect 2018: Concurrent Event
- Online Appointment Scheduling between Buyers & Sellers





EXHIBITOR ZONE

Why Exhibit?

Exhibiting at KITE is an opportunity to:

- **FIND** new partners and clients among visitors representing destination management companies, travel agents and tour operators, MICE Specialists and other industry professionals India and all over the world.
- **PRESENT** your product to a global audience
- **INCREASE** brand awareness
- **CONDUCT** business, negotiate and sign contracts with trade partners and influential industry associates, travel agents and key associations

KEY EXHIBITOR SEGMENTS – Karnataka

One State, Many Worlds

- The Year of the Wild: Wildlife & Adventure, Eco-Tourism, Off the Beaten-Track, Trekking Trails
- Medical Value Travel: Hospitals, Ayurveda, Spas & Wellness Centres
- The Start-Up Pavilion & Travel Technology
- Karnataka - A Luxury Portfolio: For E.g., The Golden Chariot / Uber Luxury Hotels & Resorts
- Lesser Known Karnataka: Hyderabad Karnataka Regions
- Alternative Accommodations: Homestays
- Cultural Pursuits of Karnataka: Handicrafts & Handlooms, Tribal Welfare, Allied Products that support the tourism industry supports
- Infrastructure & Investment: Airports, Financial Institutions, KIADB, Karnataka Udyog Mitra, etc
- Karnataka – Accommodation Showcase

The Event shall showcase Karnataka as a destination for

- Tourism Investment: in hotels and resorts, travel and tourism operations
- Tourist Attraction: it's wonderful heritage and Culture, wildlife and other tourist attractions



EXHIBITOR PROFILE:

The event shall have participants from the following segments of the tourism industry who form the biggest inbound source of tourists into India.

- National Tourist Organizations, State Tourism Boards & Trade Associations, Transportation: Airlines, Charters, Railways, Ground Transporters, Car Rentals, Travel Agents & Tour Operators: MICE Operators, Online Travel Portals, Hotels & Resorts, Medical Tourism facilities, Adventure & Eco – Tourism facilities, Allied Govt. Departments such as Industries, Tribal Welfare, Handicrafts and Handlooms, etc

BUYER DOMAIN

Hosted Buyers

- 100 International Buyers
- 250 Domestic / National Buyers

Business Visitors (Non-Hosted):

- Travel Agents & Tour Operators
- Destination Management Companies
- Corporate Travel Managers
- MICE Specialists - Event Managers, Professional Conference Organizers, Wedding Planners, Meeting Planners

Pre-Scheduled Appointments:

Registered buyers and sellers will receive a list of exhibitors and buyers respectively before the show. They are required to select through the new online system the companies/ persons on the list whom they would like to meet and select the suitable appointment slot.

Online Appointment Diary:

Up to 35 appointments over a three-day period, with the option of an additional 20 Online Diary appointments

- 20-minute engagements each time
- Spontaneous business as you move from stand to stand
- Unrivalled and focused networking potential

Partner Associations



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