



YOUR GATEWAY TO INDIA'S  
FASTEST GROWING MARKETS

# TRAVEL & TOURISM EXHIBITION



**VARANASI**  
25,26,27 March  
2022



**VADODARA**  
31 March, 01,02 April  
2022



# REACH OUT TO INDIA'S FASTEST GROWING MARKETS:

..... The time is perfect!  
Sign up now!

Welcome to 'HOLIDAY EXPO', India's leading travel and tourism event to take your business to an energized level of growth and create a brand-new market in India's leading Tier 2 & Tier 3 cities!

Medium sized Indian cities have emerged as one of the fastest growing markets for quality leisure products and 'Holiday expo' is just the perfect travel exhibition to reach out. Thus, ensuring your product profits to its optimum potential.

A growing economy, a tremendous increase in spending capacities and a will to see the world have catapulted this very market into a league of its own...A new marketing horizon for you.

## HOLIDAY EXPO 'YOUR PATH TO PROFITS'

An innovative and cost-effective strategy to kick start your business. A definite advantage to gain an entirely new customer base.

- Visitors and tourists will be provided with a first-hand view of specific tourist destinations.
- Provides a launch pad for discerning entrepreneurs in the field of hospitality, leisure and travel industry Add an all-inclusive platform to enrol potential holiday makers.
- Assured turnout of visitors through high voltage media coverage and aggressive publicity.
- Prime growing market to improve your customer profile. The fastest growing destinations of Vadodara, Nagpur, Visakhapatnam, Varanasi & Coimbatore are clearly prominent travel markets.
- The Holiday Expo events showcase the most modern travel.

## HIGH IMPACT PROMOTIONS

- High impact promotional activities are designed with an emphasis on improving overall travel habits. Well planned and well directed interest build-up through apt media outlets.
- Frequent press advertising
- Special institutional promotions
- Direct mailers to discerning consumers
- Nationwide invitations to prominent trade visitors from the travel industry



# SALIENT FEATURES OF TIER 2 & TIER 3 CITIES

- Most new investments in creating IT & ITES related infrastructure are being diverted into smaller cities, thus creating a larger employment base.
- The retail industry has earmarked two out of three new retail projects in India that are going to be in these cities at least for the next coming 10 years.
- With easy accessibility to Air travel and an improved rail system, these cities form an exciting new market place!
- Visibility for quality international hospitality and tourism brands in these cities

## EXHIBITOR PROFILE CATEGORIES

- National tourism organisation & state tourism promotion boards.
- Trade associations, financial institutions
- Transport airlines, charter, railways, passenger transporters, car rentals, shipping, cruise liners etc.
- Travel agent and tour operators, group travel operators, foreign exchange dealers, destination management companies.
- MICE operators
- Holiday packages and holiday financiers
- Technology providers, online travel portals, hotel reservations network.
- Hotels and resorts: convention centres, wildlife resorts, eco-tourism camps, health spas, ayurvedic centres & golf resorts.
- Time share resorts, corporate clubs, etc
- Adventure sports.
- Educational institutions – hospitality and tourism studies
- Medical tourism and travel insurance services
- Travel accessories services
- Handicrafts and speciality vehicles

## VISITOR PROFILE

- Visitors from the travel trade industry
- Business travellers
- Holiday makers
- Key corporate decision makers
- Potential investors in the field of hospitality, leisure and travel industry.





“ WE REACHOUT TO MORE THAN 1,20,000....  
 TRAVEL TRADE PARTNERS  
 THROUGH EMAILERS,  
 INVITATIONS, SMS, WHATSAPP,  
 SOCIAL MEDIA PLATFORMS,  
 TELECALLING ETC....



### OUR PAST REPRESENTATIVES (STATES)

Andhra Pradesh | Assam | Bihar | Chhattisgarh |  
 Dadra & Nagar Haveli (Silvassa) | Daman & Diu |  
 Delhi | Goa | Gujarat | Himachal Pradesh |  
 Jharkhand | Karnataka | Kerala | Lakshadweep |  
 Maharashtra | Madhya Pradesh | Meghalaya |  
 Puducherry | Rajasthan | Tamil Nadu |  
 Telangana | West Bengal.

### OUR PAST REPRESENTATIVES (COUNTRIES)

Dubai | Indonesia | Malaysia | Mauritius | Nepal |  
 Singapore | Sri Lanka | Thailand | United Kingdom.

#### SUPPORTED BY



#### PARTNER ASSOCIATIONS



### HOLIDAY EXPO SECRETARIAT

No. 473, 2<sup>nd</sup> Floor, 2<sup>nd</sup> Cross, 9<sup>th</sup> Main, HAL II Stage, Indiranagar, Bangalore - 560008

Tel: +91 80 46238709 | Mob: +91 97018 66695 | Fax: +91 80 46238710

www.holidayexpo.in | Email: info@holidayexpo.in

**New Markets - More Marketing Opportunities**