



Travel and Tourism Exhibition

# TRAVEL & TOURISM EXHIBITION



YOUR GATEWAY TO INDIA'S FASTEST  
GROWING MARKETS

**VADODARA**

16, 17, 18  
AUG 2019

**NAGPUR**

11, 12, 13  
OCT 2019

**VIZAG**

01, 02, 03  
NOV 2019

**VARANASI**

13, 14, 15  
DEC 2019

**COIMBATORE**

03, 04, 05  
JAN 2020



REACH OUT TO  
**INDIA'S FASTEST  
GROWING MARKETS:**

Welcome to 'HOLIDAY EXPO', India's leading Travel and Tourism Event to take your business to a new level of growth and to establish an opportunity to create a brand new market in Tier 2 & Tier 3 cities of INDIA.

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 to this very market. 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.

..... The time is perfect! Sign up now for the  
**'HOLIDAY EXPO'**



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 & area of interest.
- Provides a launch pad for discerning entrepreneurs in the field of hospitality, leisure and travel industry an all-inclusive platform Perfect time 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 markets show the most modern travel trends to some of the highly aware market segments.

SALIENT FEATURES OF  
**TIER - 2 & TIER - 3 CITIES**

- Most new investments into 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 among these cities.

**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



**HIGH IMPACT PROMOTIONS**

- High impact promotional activities 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.

**EXHIBITOR PROFILE - CATEGORIES**

- National Tourism Organisations & State Tourism Promotion Boards.
- Trade Associations, Financial Institutions.
- Transport Airlines, Charters, 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 & Holiday Financiers.
- Technology Providers, Online Travel Portals, Hotel Reservation Networks.
- Hotels & 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 & Tourism Studies.
- Medical Tourism & Travel Insurance Services.
- Travel Accessories Services.
- Handicrafts & Speciality Vehicles.

**THE STALLS ARE  
PRICED AT  
RS. 20,000 Per Sq Mtr  
+18% GST.**

A standard booth contains  
1 Table, 2 Chairs, 3 Spot Lights,  
1 Power Point, 1 Dustbin & Fascia Name







**EXCLUSIVE E-MAILERS TO OVER  
120,000 TRAVEL AGENTS ACROSS INDIA**

**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 | Srilanka | Thailand | United Kingdom

**SUPPORTED BY**



**PARTNER ASSOCIATIONS**



**HOLIDAY EXPO SECRETARIAT**

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