



May 18-20, 2022

India Expo Mart
Greater Noida, Delhi NCR, India

REBUILD YOUR TRAVEL BUSINESS



POST SHOW REPORT 2022

INTRODUCTION

SATTE provides a comprehensive platform to domestic and international buyers, and professionals from across the travel, tourism and hospitality industry along with National and State Tourism Boards (NTOs and STOs). It is recognized as South Asia's largest travel and tourism platform to conduct business, share knowledge, capture the pulse of the industry and arrive at solution-driven innovations to counteract economic uncertainties. In its endeavor to promote inbound, outbound and domestic tourism in India, **SATTE** is well-supported by the Ministry of Tourism, Government of India, Indian and International travel and trade associations, wedding planners, corporate travel decision makers and investors amongst others.

**IN ITS
30TH EDITION,
SATTE WILL BE HELD AT
INDIA EXPO MART,
GREATER NOIDA
FROM
9TH - 11TH FEB, 2023**





REVIVAL OF TOURISM INDUSTRY, CREATION OF NEW OPPORTUNITIES & FORMATION OF CONDUCIVE BUSINESS ENVIRONMENT FORM THE MOTTONS OF SATTE 2022.

Informa Markets in India, India's leading B2B exhibition organiser, kickstarted the 29th Edition of SATTE. The much-anticipated event was inaugurated by a star studded dignitary list comprising Shri Shripad Yesso Naik, Minister of State for Tourism, Govt. of India; Dr. M. Mathiventhan, Minister for Tourism, Govt. of Tamil Nadu; Ms. Rupinder Brar, Addl. Director General, Ministry of Tourism, Govt. of India; **Mr. Alhasan Ali Aldabbagh, Chief Markets Officer - Asia Pacific, Saudi Tourism Authority;** Ms. Jyoti Mayal, Vice Chairperson, FAITH; Mr. Rajiv Mehra, Hony. Secretary, FAITH; Mr. Subhash Goyal, Member, National Advisory Council, Ministry of Tourism, Govt. of India; Mr. Yogesh Mudras, MD, Informa Markets in India and Ms. Pallavi Mehra, Group Director, Informa Markets in India.

The three-day expo event, from 18th to 20th May is being organised by keeping all the Covid-19 safety protocols in place at the India Expo Mart, Greater Noida. The cult-tourism centric event is witnessing a roaring response from the travel and tourism sector and has received immense support from the Ministry of Tourism, Government of India, National and International Tourism Boards, Indian and International Travel and Trade associations and organizations, amongst others. Uttar Pradesh is the Host State of **SATTE 2022.**

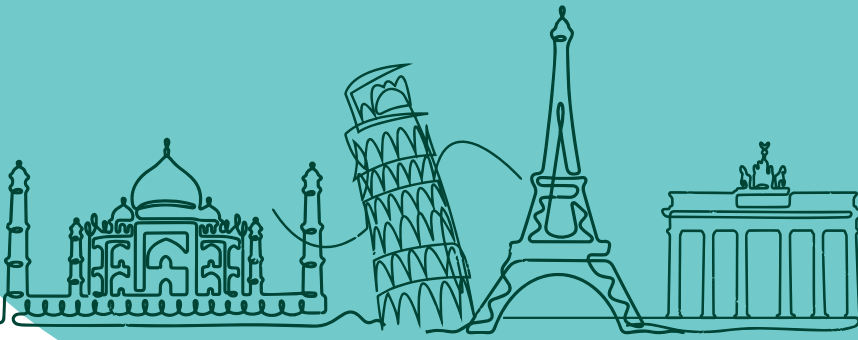
Many international and domestic organisations and associations have extended their support to **SATTE**. It includes organisations like the Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI), Association of Domestic Tour Operators of India (ADTOI), Travel Agents Federation of India (TAFI), Outbound Tour Operators Association of India (OTOAI), IATA Agents Association of India (IAAI), Hotel Association of India (HAI), Federation of Hotel & Restaurant Associations of India (FHRAI), India Convention Promotion Bureau (ICPB), Network of Indian MICE Agents (NIMA), Association of Buddhist Tour Operators (ABTO), Universal Federation of Travel Agents Association (UFTAA), Pacific Asia Travel Association (PATA), Skal, Enterprising Travel Agents Association (ETAA) amongst others to name a few have helped bolster the efforts of **SATTE** this year too.

The **SATTE** event also has an eclectic and enlightening conference lineup that includes subjects such as India Tourism: The Road Ahead!; Cinema & Tourism: Enhancing Destination's Image; Outbound Tourism: Refresh, Rebuild, Re-strategise; Ayurveda and Wellness Tourism: The Big Opportunity for India Tourism; **Trends Shaping the Future of MICE Business** and Travel Technology: Making the Future Perfect.



DESPITE PANDEMIC SATTE 2022 RECEIVED OVERWHELMING RESPONSE

EXHIBITORS



1,000+

BUYERS

550+



VISITORS



25,000+



INDUSTRY SPEAK



SUDHIR PATIL

Founder & Director, Veena World

"I am really very happy that **SATTE 2022** is happening and it's a great opportunity for the entire Travel industry to come together particularly after these 2 years of huge impact on Travel and tourism. Everyone is happy to connect offline after such a long time. Travel agents, service providers, large organizations, and startups everyone is looking up to benefiting from a platform which has **29 years of legacy in delivering success**. With domestic & International tourism board, **SATTE 2022** is providing a bounce back platform for the entire industry and everyone here is networking to make the best of it."



RUPINDER BRAR

Additional Director General - Tourism,
Government of India

"**SATTE 2022** with such a huge participation of Domestic & International Tourism boards has boosted the confidence of the industry drivers. With phenomenal support of associations from across the world this is the event everyone is looking up to today. 3 days of this exhibition will surely bring in business for the exhibitor and visitors both for next 365 days."



JYOTI MAYAL

Vice - chairperson, FAITH and
President, TAAI

"**SATTE 2022** being a physical show post-pandemic and facilitating the much needed networking and business opportunity for the travel and tourism industry. The exhibition has been phenomenal and the way industry has turned up is lovely to watch. In the current times, states like Jammu & Kashmir, Uttarakhand, Kerala and Goa have seen multifold inbound which has boosted our morale. It shows that we are a resilient industry, an industry which can and will help itself nurture and grow. **SATTE** has come out stronger to create our businesses and helped the industry to network and connect to revive."



P.P KHANNA

President, ADTOI

"**SATTE 2022** has set its benchmark once again in Travel exhibitions world with such huge participations and quality visitors and buyers on the floor under on roof. After 2 years of standstill business in tourism the entire industry be it domestic or international is very happy to be here at the gigantic event providing new contacts, networking, business and yearlong tie up which makes the transactions across the globe easier. Setting the tone of the travel industry to reopen and flourish **SATTE 2022** is playing a crucial role to reconnect the dots for revival."



SAMMY YAHIA

Director of Tourism, Israel
- Ministry of Tourism India & Philippines

"**Israel - Ministry of Tourism is happy to participate in SATTE 2022**. This is one exhibition which fulfills our demands right when it comes to planning our 365 days marketing and sales targets. Such vibrant event motivates us to promote ISREAL again and again in India. We have met our old partners and new buyers as well which helps us to penetrate new markets and enhance our reach fulfilling the need and supply gap. I would recommend **SATTE** to everyone from the Travel fraternity, event of this scale will definitely help you skyrocket your business."

VISITORS SPEAK



ISHPREET SINGH

PRADHAN HOLIDAYS



"This is 7th time I am visiting **SATTE** and I must say this has been one exhibition which has taken our business to the heights we never imagined. We visit the expo and meet our partners from across the world which makes the ease of business even better. We have been collaborating with state and country tourism boards and it has been so easy just because we find all of them under one roof and it helps us to find destinations we never had thought to launch. I will recommend everyone one who is from travel and tourism fraternity to visit the expo as this is one vast ocean you can dive and find opportunities to grow your business."



SUMIT DEV

Founder - THE TRIP



"**SATTE** has grown multifold over years and so have we being associated with the exhibition. These 3 days of networking provides us opportunity to network with 100's of DMC's enhancing our knowledge which helps us educate our clients further and helps us to do business for entire year. Its an amazing experience to be back to have face to face meetings at such exhibitions post the pandemic & we look forward for **SATTE** to be bigger in its 30th edition next year."



MICKY

DMC - Vietnam



"This is 1st time I am visiting **SATTE** and we are observing how the exhibition is and we plan forward next year to be an exhibitor here in 2023. We see a lot of serious buyers here and some real travel business happening on the show floor. **SATTE** is biggest every travel expo we have seen. This is really productive and we would like to meet face to face with our stakeholders and make more contacts in India and partner with top organizations here."



SHAFEEK MOHAMMED

Sales & Marketing - TRAVELUST



"We are really happy to have **SATTE** back with Face to Face exhibitions and these 3 days have been really fruitful for us after this pandemic situation. We have networked with our old contacts and did some new networking as well to find new destinations to promote and offer to our clients. The kind of exhibitors here are so rich that even 3 days would be less to learn and understand everything from them. This is something that industry requires even on regional level too so that small players can make the best out of it."



CONFERENCE



SATTE 2022 CONFERENCE WITNESSED OVERWHELMING RESPONSE

One of the Key Features of SATTE 2022 was the Conferences Held on Day 1 & 2 of the Expo.



THE SESSIONS OF THE CONFERENCE TOUCHED ON TOPICS SUCH AS



INDIA TOURISM:
The Road Ahead!



AYURVEDA AND WELLNESS TOURISM:
The Big Opportunity for India



CINEMA & TOURISM:
Enhancing Destination's Image



ICPB CONFERENCE



OUTBOUND TOURISM:
Refresh, Rebuild, Re-strategise



ASSOCIATIONS:
Protecting Consumer Interests



TRAVEL TECHNOLOGY: Making the Future Perfect



SPEAKERS AT CONFERENCE



MR. AASHISH GUPTA

CEO, FAITH



MS. RUPINDER BRAR

ADG, Ministry of Tourism



MR. RAJIV MEHRA

President, IATO



**MR. ROBERT
OBLOGOGIANITA**

EVP, AviaReps



MR. KARNESH SHARMA

Director - Tourism &
Culture Affairs, Punjab Heritage
and Tourism Promotion



ABHIJEET PATIL

Chairman, Raja Rani Travels



MR. BONNIE JAIN

Executive Producer,
Red Chillies Entertainment



MR. NITIN TEH AHUJA

CEO, Producers Guild of India



**MR. SHIVA PRASAD
HEDGE**

GM - Administration, and Ops,
Reliance Entertainment



MR. KARAN JOSHI

Supervising Producer,
Emmay Entertainment
& Motion Pictures



SATPAL MAHARAJ

Minister of PWD, Tourism
and Panchayati Raj,
Government Of Uttarakhand



MR. VATSAL GONDALIYA

Senior Commercial Manager,
Endemol India



MR. RAJEEV NANGIA

COO, Trac Representations India



MR. BAHRUZ ASGAROV

Dy CEO, Azerbaijan Tourism Board



MR. LUIS CABELLO

Trade & Tourism Counsellor
of Peru in India,
PROMPERU India Office



MR. AJAY PRAKASH

President, Travel Agents
Federation of India



MR. ROMIL PANT

SVP & Head - Leisure Business,
Thomas Cook India



MS. VASUDHA SONDHI

MD, OMPL



MS. SHOBA MOHAN

Founder, RARE India



MR. INDRONEEL DAS

Manager, Invest India
from Ministry of Ayush



SPEAKERS AT CONFERENCE



MS. INDRANI MAHTO

Manager, Invest India
from Ministry of Ayush



**MR. MUKUT
CHAKRAVARTI**

VP - Sales & Marketing,
Tamara leisure experiences



MR. K P KHALID

MD, Aurevoir



MR. GIRISH KWATRA

Hony. Secretary,
India Convention
Promotion Bureau.



MR. NEERAJ DHAWAN

Director,
Falcon Exhibitions Pvt. Ltd.



MS. RAJANI NAIR DEB

Commercial Director,
Hilton and Hilton Garden
INN Bengaluru



MR. TEJBIR SINGH ANAND

Member, Executive Committee and
Former President Adventure Tour
Operators Association of India & MD,
Holiday Moods Adventure



MR. CARL VAZ

President, SK&L International India
& Chairman, Vaz Capital & Holding



MS. NALINI GUPTA

MD, Lotus Aero Enterprises and
GSA of Costa Cruises in India,
Sri Lanka, and Bangladesh



MR. P P KHANNA

President, Association of
Domestic Tour Operators in India



MR. RAJAN SEHGAL

President, India Golf
Tourism Association



MR. SUBHASH GOYAL

Member, NTAC, MOT



MR. ASHISH KUMAR

Founder -Start Up Mentor Board &
Co -Chairman FICCI Travel
Technology & Digital Committee



MR. ADITYA SANGHI

Founder, CEO & Co-Founder,
Hotelogix India



MR. ANKUSH NIJHAWAN

Co-founder, TBO.com



MR. MANISH RATHI

Co-founder & CEO, IntrCity



MR. ANIRUDH GUPTA

Founder & CEO, Tripoto



WHY EXHIBIT



Opportunity to conduct business with qualified industry buyers and trade visitors

Showcase your products and services to the global travel trade community

A series of sponsorship and branding avenues to maximize your brand exposure

Unrivalled networking opportunities through events that occur throughout SATTE, including the popular welcome dinner, networking lunches and other show stoppers at the venue

Pre - Scheduled B2B Meetings, serving as an effective tool to do quality business on a global scale

Create strong connect with the travel trade community

Be a part of strong line-up of speakers at the SATTE Conference discussing current industry scenarios



VISITOR PROFILE



Tour Operators



Corporate
Travel Decision
Makers



Potential Investors
In The Field of Hospitality,
Leisure & Travel Industry



Travel Agents



Wedding Planners



Location planners from
leading television & film
production houses



EXHIBITOR BENEFITS & RATES



Generate
New Sales
Leads



Network with
Key Decision
Makers



Launch
New
Products



Develop New
and Existing
Relations



Gather
Market
Intelligence



Increase
Brand
Awareness

RATES

DESCRIPTION	EXHIBITION DISPLAY SPACE	
CURRENCY	(₹) INR	(\$) USD
STANDARD SHELL SCHEME (Unit Price/sqm)	₹ 22,600 (18% GST)	\$ 527 (18% GST)
STANDARD RAW SCHEME (Unit Price/sqm)	₹ 21,600 (18% GST)	\$ 504 (18% GST)
PREMIUM SHELL SCHEME (Unit Price/sqm)	₹ 28,250 (18% GST)	\$ 659 (18% GST)
PREMIUM RAW SCHEME (Unit Price/sqm)	₹ 27,000 (18% GST)	\$ 630 (18% GST)



EXHIBITOR QUOTES

ALHASAN ALDABBAGH

Chief Markets Officer (APAC)
at Saudi Tourism Authority



"Participating in **SATTE** is such an enthralling experience and the response here in 3 days of expo has been phenomenal. The level of excitement and energy that we see from our travel partners here is providing us confidence in our plans to build relations with India as this is one of the key source market for Saudi Arabia. We are looking forward to welcome all the DMC's & our Travel partners to Saudi & start doing business together."

ZEESHAN KHAN

Assistant Director
Directorate of Tourism, Kashmir



"**SATTE** is a very huge and crucial platform for the travel and trade industry in India and on global level as well. We have international players, almost all domestic tourism boards showcasing what they have to deliver. This is one stop solution where you can connect, network, market and sell your offerings to the world at one place. **SATTE** as global exhibition is a blessing and a backbone of the tourism industry at large."

BINITA BARMAN

Sales Manager - Commercial Flybig Airlines



"**This is our 1st time visit to SATTE** & this is such a productive platform for us as we met a lot of big key players here, almost all the domestic tourism boards which will definitely help us grow. Our objectives to visit the expo have been fulfilled and we are looking forward to continue the next year as well and make the best out of such a gigantic event for Travel and Trade industry."

NELISWA NKANI

Hub Head - MEISEA, South African Tourism



"We are thrilled to participate in South Asia's leading travel show **SATTE 2022**, for the 2nd time in a row. Building on last year, we have build profitable partnerships and high-impact meetings between South African exhibitors, global & Indian buyers to stem from this association. **SATTE 2022** has acted as the industry's steady return to normalcy and will help in rebuilding and restoring trade as well as consumer confidence."

At South African Tourism, we continually strive to educate potential travelers from across the globe of our unique only-in-South Africa tourism capabilities. Promoting our new and unexplored regions, MICE, adventure travel for Indians along with sustainable, responsible tourism offerings was our focus year."

SULAIMAN SUIP

Director (North & East India) Malaysia Tourism



"**This is our 18th Year participating in SATTE**. After 2 years of very slow tourism being here at **SATTE 2022** brings a lot of excitement. A lot of trade visitors and buyers have come to meet us and we are really very happy to see such an overwhelming response. **Satte** is a very important event for us as it helps us get a very huge marketing impact and get good distributors of our packages as India is a very big market share for Malaysia tourism. We are happy **SATTE** has grown bigger and better and we always support the brand to grow and flourish."

ELLONA PERERIA

Head, Aviareps India



"**This is the 1st time we have participated as exhibitors at SATTE** and it's an amazing experience to be where the world is for travel and trade. In such a scenario where there has been a paradigm shift in how travelers think and how business happens, this expo has played a vital role for us to showcase what we have to offer and to meet and do business with our clients and stakeholders of the industry. **SATTE** is no more just an exhibition; this is one **BRAND** the entire travel fraternity looks up to for their yearlong business plans and it plays a vital role in how your year is going to look like."



GLIMPSES



GLIMPSES



GLIMPSES



NETWORKING NIGHTS GLIMPSES



NETWORKING NIGHTS GLIMPSES



PARTNERS

PREMIUM PARTNER COUNTRY



PARTNER COUNTRY



HOST STATE



FOCUS STATE



PARTNER STATES



WELLNESS PARTNER



WELFARE PARTICIPANT



OFFICIAL MEDIA PARTNER



DIGITAL MEDIA PARTNERS



PARTNER ASSOCIATIONS



MEDIA PARTNERS



About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare and Pharmaceuticals, Infrastructure, Construction and Real Estate, Fashion and Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

FOR MORE INFORMATION, PLEASE VISIT:
www.informamarkets.com

About Informa Markets & Our Business in India

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content and services, and conferences and seminars. Every year, we hosts over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices across Mumbai, New Delhi, Bangalore and Chennai.

MEET OUR TEAM



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