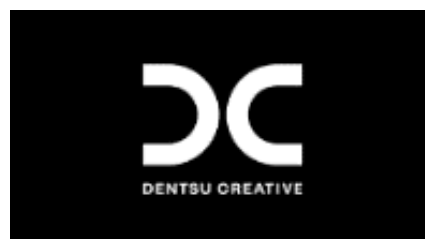


A large, abstract geometric graphic composed of several overlapping, semi-transparent grey polygons, creating a complex, crystalline structure that serves as a background for the title.

COVERAGE REPORT

SATTE - 2025

Prepared By:
Dentsu Creative PR



PRE-EVENT ONLINE COVERAGE

Date	November 25, 2024
Publication	Travel and Tour World
Headline	India's Travel Renaissance: Pallavi Mehra Unveils the Rise of Eco-Tourism, Wellness, and Experiential Journeys at SATTE

Home » Destination News » India's Travel Renaissance: Pallavi Mehra Unveils the Rise of Eco-Tourism, Wellness, and Experiential Journeys at SATTE

India's Travel Renaissance: Pallavi Mehra Unveils the Rise of Eco-Tourism, Wellness, and Experiential Journeys at SATTE

Monday, November 25, 2024  Love



Pallavi Mehra, Senior Group Director at Informa Markets in India and organizer of SATTE (South Asia's Travel and Tourism Exchange), highlights the dynamic transformation of India's travel market. According to Mehra, this evolution is largely fueled by the growing interest in eco-tourism, wellness travel, and experiential tourism, reflecting a shift in traveler priorities.

Date	January 22, 2025
Publication	ET Edge Insight
Headline	India's booming tourism industry: A phenomenon on the rise



Date	December 11, 2024
Publication	Travel Mail
Headline	Reimagining Tourism in India: From sustainability to immersive experiences and skilled

Reimagining Tourism in India: From Sustainability to Immersive Experiences and Skilled

written by Travel Mail | December 11, 2024 | 5 minutes read



Date	January 14, 2025
Publication	Travel World Online
Headline	Redefining Travel in a Technological Era

Redefining Travel in a Technological Era



| *Yogesh Mudras, Managing Director of Informa Markets in India*

Date	December 19, 2024
Publication	Travel and Hospitality
Headline	India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

As the countdown to SATTE 2025 begins, Informa Markets in India has successfully wrapped up an impactful series of the zonal SATTE CONNECT events and the more city-focused Roadshows across major hubs in the country. These initiatives, aimed at strengthening grassroots engagement and collaboration within the travel and tourism industry, including prominent local associations, exhibitors, entrepreneurs and professionals of the industry. The events received an enthusiastic response from industry stakeholders, setting the stage for a dynamic and influential edition of SATTE in 2025.

As part of its strategic outreach and in response to feedback from industry stalwarts, SATTE introduced SATTE Connect—a regional engagement platform that has grown exponentially since its inception two years ago. Starting as a single-city initiative, SATTE Connect expanded in 2024 to encompass three key cities—Chennai, Kolkata, and Ahmedabad—representing the South, East, and West zones.

Date	December 21, 2024
Publication	Travel and Tour World
Headline	SATTE India's Premier Tourism Exhibition Sets Sights on Expanding Venue and Increasing Global Attendance to Support Booming Travel Industry Growth

SATTE India's Premier Tourism Exhibition Sets Sights on Expanding Venue and Increasing Global Attendance to Support Booming Travel Industry Growth

Saturday, December 21, 2024



Date	December 19, 2024
Publication	Media Infoline
Headline	India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

By MediaInfoline
Dec 19, 2024, 13:41 Pm





Date	December 20, 2024
Publication	Travel Daily News
Headline	SATTE 2025: Strengthening India's travel sector through collaboration



Date	December 26, 2024
Publication	Travel Span
Headline	SATTE 2025: Strengthening India's travel sector through collaboration

SATTE 2025: Strengthening India's travel sector through collaboration

By Devender Grewar - December 26, 2024

75 0



SATTE 2025 builds momentum with successful SATTE Connect and Roadshow events, fostering grassroots engagement and driving tourism industry growth.

Date	December 19, 2024
Publication	Passionate Marketing
Headline	India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

December 19, 2024 | **Passionate in Marketing**

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Date	December 19, 2024
Publication	Business News This Week
Headline	India's Travel Industry Gears Up for SATTE 2025 with CONNECT Series

India's Travel Industry Gears Up for SATTE 2025 with CONNECT Series

🕒 December 19, 2024 🧑‍💻 Sujata 📁 Travel 💬 Comments Off



Mumbai, Dec 19, 2024: As the countdown to SATTE 2025 begins, Informa Markets in India has successfully wrapped up an impactful series of the zonal SATTE CONNECT events and the more city-focused Roadshows across major hubs in the country. These initiatives are aimed at strengthening grassroots engagement and collaboration within the travel and tourism industry, including prominent local associations, exhibitors, entrepreneurs, and professionals in the industry. The events received an enthusiastic response from industry stakeholders, setting the stage for a dynamic and influential edition of SATTE in 2025.

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These dynamic regional forums brought together exhibitors and buyers from their respective zones, energizing local trade partners and creating deeper connections within the broader travel and tourism community, all in anticipation of the grand event in New Delhi. The 2024 series saw participation from over 2,000 key decision-makers, including managing directors, founders, and chairpersons of leading national associations, fostering collaboration and building momentum for India's thriving travel and tourism sector.

Date	December 19, 2024
Publication	News Patrolling
Headline	India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

INDIA'S TRAVEL AND TOURISM INDUSTRY UNITES AT SATTE CONNECT AND ROADSHOW SERIES AHEAD OF SATTE 2025

■ Naman Bansal 🕒 December 19, 2024 📁 PR



Mumbai, Dec 19, 2024: As the countdown to SATTE 2025 begins, Informa Markets in India has successfully wrapped up an impactful series of the zonal SATTE CONNECT events and the more city-focused Roadshows across major hubs in the country. These initiatives, aimed at strengthening grassroots engagement and collaboration within the travel and tourism industry, including prominent local associations, exhibitors, entrepreneurs and professionals of the industry. The events received an enthusiastic response from industry stakeholders, setting the stage for a dynamic and influential edition of SATTE in 2025.

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Date	December 20, 2024
Publication	APN News
Headline	India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

by NS — December 20, 2024 in Tourism

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Recent News


Information Classification: General

Date	December 20, 2024
Publication	Exhibition News
Headline	India's leading tourism exhibition eyes bigger venue and higher 2025 attendance to serve booming industry



India's leading tourism exhibition eyes bigger venue and higher 2025 attendance to serve booming industry

Published by Theo Reilly [SHARE](#)

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SATTE achieved record success in 2024. South Asia's main travel and tourism event welcomed over 1,500 exhibitors and 35,000 attendees at India Expo Mart on 22-24 February, including 800+ buyers from India and abroad. Pallavi Mehra, senior group director at Informa Markets India, stated that the Indian travel and tourism industry is "projected to generate 6,100,000 new jobs by 2034". SATTE aims to capitalise on this

Date	December 20, 2024
Publication	For Press Release
Headline	India’s Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

INDIA’S TRAVEL AND TOURISM INDUSTRY UNITES AT SATTE CONNECT AND ROADSHOW SERIES AHEAD OF SATTE 2025

2025-02-28 11:03:36 Events / Trade Shows



574

Mumbai, Dec 19, 2024: As the countdown to SATTE 2025 begins, Informa Markets in India has successfully wrapped up an impactful series of the zonal SATTE CONNECT events and the more city-focused Roadshows across major hubs in the country. These initiatives, aimed at strengthening grassroots engagement and collaboration within the travel and tourism industry, including prominent local associations, exhibitors, entrepreneurs and professionals of the industry. The events received an enthusiastic response from industry stakeholders, setting the stage for a dynamic and influential edition of SATTE in 2025.

Date	December 19, 2024
Publication	Fabian Media
Headline	India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

Dec 19 2024 · Fabian Media Team



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Date	December 19, 2024
Publication	PNI News
Headline	India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

By PNI Admin — Last updated Dec 19, 2024

TOURISM TRAVEL



12 0

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Date	December 19, 2024
Publication	Right Column Media
Headline	India's Travel Industry Gears Up for SATTE 2025 with CONNECT Series

INDIA'S TRAVEL INDUSTRY GEARS UP FOR SATTE 2025 WITH CONNECT SERIES

[Home](#) / [Business](#) / [India's Travel Industry Gears Up for SATTE 2025 with CONNECT Series](#)

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Mumbai, Dec 19, 2024: As the countdown to SATTE 2025 begins, Informa Markets in India has successfully wrapped up an impactful series of the zonal SATTE CONNECT events and the more city-focused Roadshows across major hubs in the country. These initiatives are aimed at strengthening grassroots engagement and collaboration within the travel and tourism industry, including prominent local associations, exhibitors, entrepreneurs, and professionals in the industry. The events received an enthusiastic response from industry stakeholders, setting the stage for a dynamic and influential edition of SATTE in 2025.

Information Classification: General

Date	December 19, 2024
Publication	Local Business News
Headline	India's Travel Industry Gears Up for SATTE 2025 with CONNECT Series

India's Travel Industry Gears Up for SATTE 2025 with CONNECT Series



Mumbai, Dec 19, 2024: As the countdown to SATTE 2025 begins, Informa Markets in India has successfully wrapped up an impactful series of the zonal SATTE CONNECT events and the more city-focused Roadshows across major hubs in the country. These initiatives are aimed at strengthening grassroots engagement and collaboration within the travel and tourism industry, including prominent local associations, exhibitors, entrepreneurs, and professionals in the industry. The events received an enthusiastic response from industry stakeholders, setting the stage for a dynamic and influential edition of SATTE in 2025.

Date	December 19, 2024
Publication	Biz Tech Consulting
Headline	India's Travel Industry Gears Up for SATTE 2025 with CONNECT Series

India's Travel Industry Gears Up for SATTE 2025 with CONNECT Series

👤 Bhumika Lenka 🕒 December 19, 2024



Mumbai, Dec 19, 2024: As the countdown to SATTE 2025 begins, Informa Markets in India has successfully wrapped up an impactful series of the zonal SATTE CONNECT events and the more city-focused Roadshows across major hubs in the country. These initiatives are aimed at strengthening grassroots engagement and collaboration within the travel and tourism industry, including prominent local associations, exhibitors, entrepreneurs, and professionals in the industry. The events received an enthusiastic response from industry stakeholders, setting the stage for a dynamic and influential edition of SATTE in 2025.

Date	December 19, 2024
Publication	Biz Development News
Headline	India's Travel Industry Gears Up for SATTE 2025 with CONNECT Series

India's Travel Industry Gears Up for SATTE 2025 with CONNECT Series

 Bhumika Lenka  Dec 19, 2024  0



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Date	December 19, 2024
Publication	Mena FN
Headline	India's Travel And Tourism Industry Unites At SATTE CONNECT And Roadshow Series Ahead Of SATTE 2025

India's Travel And Tourism Industry Unites At SATTE CONNECT And Roadshow Series Ahead Of SATTE 2025

Date

2024-12-19 08:03:52

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(MENAFN- ForPressRelease) Mumbai, Dec 19, 2024: As the countdown to SATTE 2025 begins, Informa Markets in India has successfully wrapped up an impactful series of the zonal SATTE CONNECT events and the more city-focused Roadshows across major hubs in the country. These initiatives, aimed at strengthening grassroots engagement and collaboration within the [travel](#) and [tourism](#) industry, including prominent local associations, exhibitors, entrepreneurs and professionals of the industry. The events received an enthusiastic response from [industry](#) stakeholders, setting the stage for a dynamic and influential edition of SATTE in 2025.

Date	December 19, 2024
Publication	Konexio Network
Headline	India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

India's Travel and Tourism Industry Unites at SATTE CONNECT and Roadshow Series Ahead of SATTE 2025

by Our Correspondent - Dec 19, 2024



Mumbai: As the countdown to SATTE 2025 begins, Informa Markets in India has successfully wrapped up an impactful series of the zonal SATTE CONNECT events and the more city-focused Roadshows across major hubs in the country. These initiatives, aimed at strengthening grassroots engagement and collaboration within the travel and tourism industry, including prominent local

Date	13 th February 2025
Publication	Travel and Tour World
Headline	Why South Asia Travel and Tourism Exchange (SATTE) is Important to Attend Global Travel Industry Leaders to Connect and Network ?

Why South Asia Travel and Tourism Exchange (SATTE) is Important to Attend Global Travel Industry Leaders to Connect and Network ?

Thursday, February 13, 2025



Date	14 th February 2025
Publication	Travel World Online
Headline	SATTE 2025 Set to Break Records with Global Tourism Showcase



MISCELLANEOUS

SATTE 2025 Set To Break Records With Global Tourism Showcase



▶ 0:00 / 3:46 ————— 🔊 ⋮

SATTE 2025, South Asia's premier travel and tourism exhibition, is gearing up for its 32nd edition from February 19 to 21 at Yashobhoomi, New Delhi. Organized by Informa Markets in India, this year's event is set to be the largest yet, featuring over 2,000 exhibitors, participation from more than

Date	13 th February 2025
Publication	Travel Daily News
Headline	SATTE 2025 poised for a record-breaking edition



Date	13 th February 2025
Publication	Heavenly India
Headline	SATTE 2025 Poised for a Record-Breaking Edition, Showcasing Global Tourism Excellence

SATTE 2025 POISED FOR A RECORD-BREAKING EDITION, SHOWCASING GLOBAL TOURISM EXCELLENCE

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SATTE 2025 Poised for a Record-Breaking Edition, Showcasing Global Tourism Excellence

- The 32nd edition features over 2,000 exhibitors and 50+ countries, expanding its global reach
- 'Atithi' initiative in collaboration with SEPC to bring over 250 international business opportunities to SATTE 2025
- SATTE 2025 to spotlight India's tourism potential with a strong 28 state participation and global engagement

New Delhi, February 13, 2025: Informa Markets in India, the country's leading exhibitions organiser, is set to host **SATTE 2025—South Asia's premier travel and tourism exhibition—from February 19 to 21, 2025, at Yashobhoomi, New Delhi.** This edition promises to be the largest and most dynamic yet, featuring over 2,000 exhibitors, participation from 50 + countries, 28 state tourism boards,

RELATED ARTICLES



OTOAI and OIFA MoU Ceremony – February 2025

February 24, 2025



OTOAI PARTICIPATED IN SATTE 2025

February 24, 2025



Date	13 th February 2025
Publication	Tourism Quest
Headline	SATTE 2025 Poised for a Record-Breaking Edition, Showcasing Global Tourism Excellence

SATTE 2025 Poised for a Record-Breaking Edition, Showcasing Global Tourism Excellence

by admin · February 13, 2025

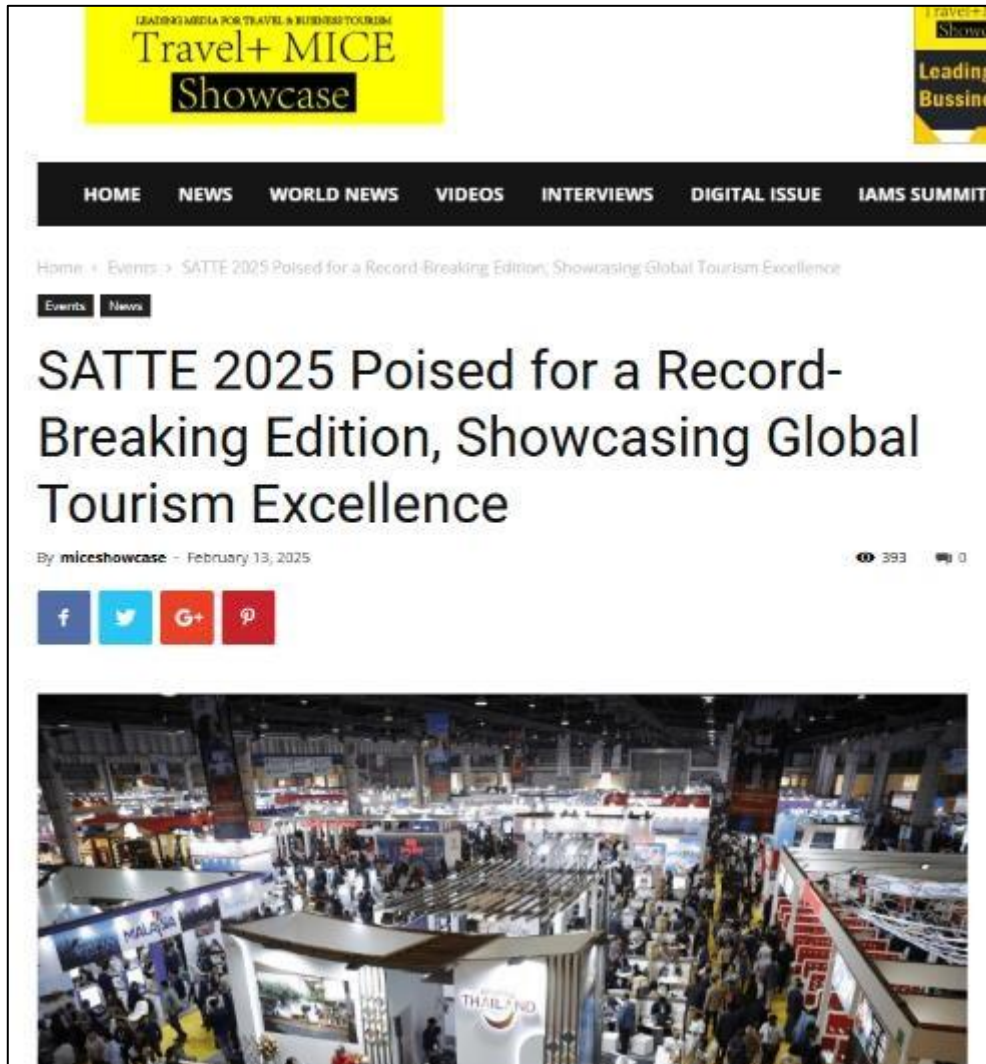
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The 32nd edition features over 2,000 exhibitors and 50+ countries, expanding its global reach

Date	13 th February 2025
Publication	Travel + MICE Showcase
Headline	SATTE 2025 Poised for a Record-Breaking Edition, Showcasing Global Tourism Excellence



Date	13 th February 2025
Publication	Tourism India Online
Headline	SATTE 2025 Poised for a Record-Breaking Edition, Showcasing Global Tourism Excellence

SATTE 2025 Poised for a Record-Breaking Edition, Showcasing Global Tourism Excellence

© February 13, 2025

LISTEN TO THIS

The 32nd edition of SATTE features over 2,000 exhibitors and 50+ countries, expanding its global reach and 'Atithi' initiative in collaboration with SEPC to bring over 250 international business opportunities to SATTE 2025, while SATTE 2025 to spotlight India's tourism potential with strong 28-state participation and global engagement



Date	13 th February 2025
Publication	The Travel and Tourism Times
Headline	SATTE 2025 Poised for a Record-Breaking Edition, Showcasing Global Tourism Excellence

RECORD-BREAKING EDITION, SHOWCASING GLOBAL TOURISM EXCELLENCE

🕒 2 weeks ago 📖 5 Min Read



Date	13 th February 2025
Publication	Travel Span
Headline	SATTE 2025 Poised for a Record-Breaking Edition, Showcasing Global Tourism Excellence



EVENT COVERAGE

ELECTRONIC COVERAGE

Date	19 th February 2025
Publication	Zee Business
Headline	SATTE 2025

The image is a screenshot of a Zee Business news broadcast. At the top, a banner reads 'देश में ट्रिज्म डेस्टिनेशन की कमी नहीं' (No shortage of trigem destinations in the country). Below this, a yellow box contains the text 'योगेश मुद्रास से खास बातचीत' (Special conversation with Yogesh Mudras). The main content area shows a man in a suit and glasses, identified as Yogesh Mudras, speaking into a microphone. To his left, a graphic displays 'देश और दुनिया के 2000 से अधिक एग्जीबिटर्स' (More than 2000 exhibitors from the country and world). Behind him is a backdrop for 'SATTE ALWAYS +1 ONE STEP AHEAD' and 'ONE The forward leader'. At the bottom, another banner reads 'भारत में ट्रिज्म डेस्टिनेशन की कमी नहीं' (No shortage of trigem destinations in India). The bottom right corner includes 'Follow Us On @ZeeBusiness' and the date '19/02/2025'. A small text at the very bottom states 'Channel Available On: Dish TV- 731 | D2H- 873 | Tata Play- 590 | Airtel DTH- 331 | SUT (BQ)- 404 | SUT (Gujarat)- 511'.

ONLINE COVERAGE

Date	19 th February 2025
Publication	PTI
Headline	With infra growth, India at threshold of strong possibilities in tourism sector: Shekhawat



With infra growth, India at threshold of strong possibilities in tourism sector: Shekhawat

NEW DELHI: Union Tourism Minister Gajendra Singh Shekhawat on Wednesday said the growing infrastructure in India, including the construction of state-of-the-art complexes, indicate that the country is standing at the threshold of "strong possibilities" in the tourism sector.

Date	20 th February 2025
Publication	ET Hospitality
Headline	Travel and tourism will be the biggest beneficiary of IT exemption of up to 12 lakh: Gajendra Singh Shekhawat

Travel and tourism will be the biggest beneficiary of IT exemption of up to 12 lakh: Gajendra Singh Shekhawat

Inaugurating the SATTE Travel & Tourism Expo in Delhi, the Union Tourism Minister for the first time spoke about revamping inbound tourism into India as many overseas destinations are surviving merely on the back of Indian tourists.



P. Krishna Kumar • ETHospitalityWorld

Updated On Feb 20, 2025 at 01:04 PM IST



Union Culture and Tourism Minister Gajendra Singh

Union Culture & Tourism minister, Gajendra Singh Shekhawat has said that travel and tourism will be one of the biggest beneficiaries of the recent budget announcement by the government to raise the personal income tax

Date	19 th February 2025
Publication	The Hindu
Headline	Minister Kandula Durgesh urges investors at South Asia Travel & Tourism Exhibition to explore A.P.

Minister Kandula Durgesh urges investors at South Asia Travel & Tourism Exhibition to explore A.P.

The government is promoting tourism through PPP models, offering attractive incentives, Durgesh says, adding that focus is on responsible and sustainable tourism

Published - February 19, 2025 06:28 pm IST - VQAYAWADA



P. SUJATHA VARMA



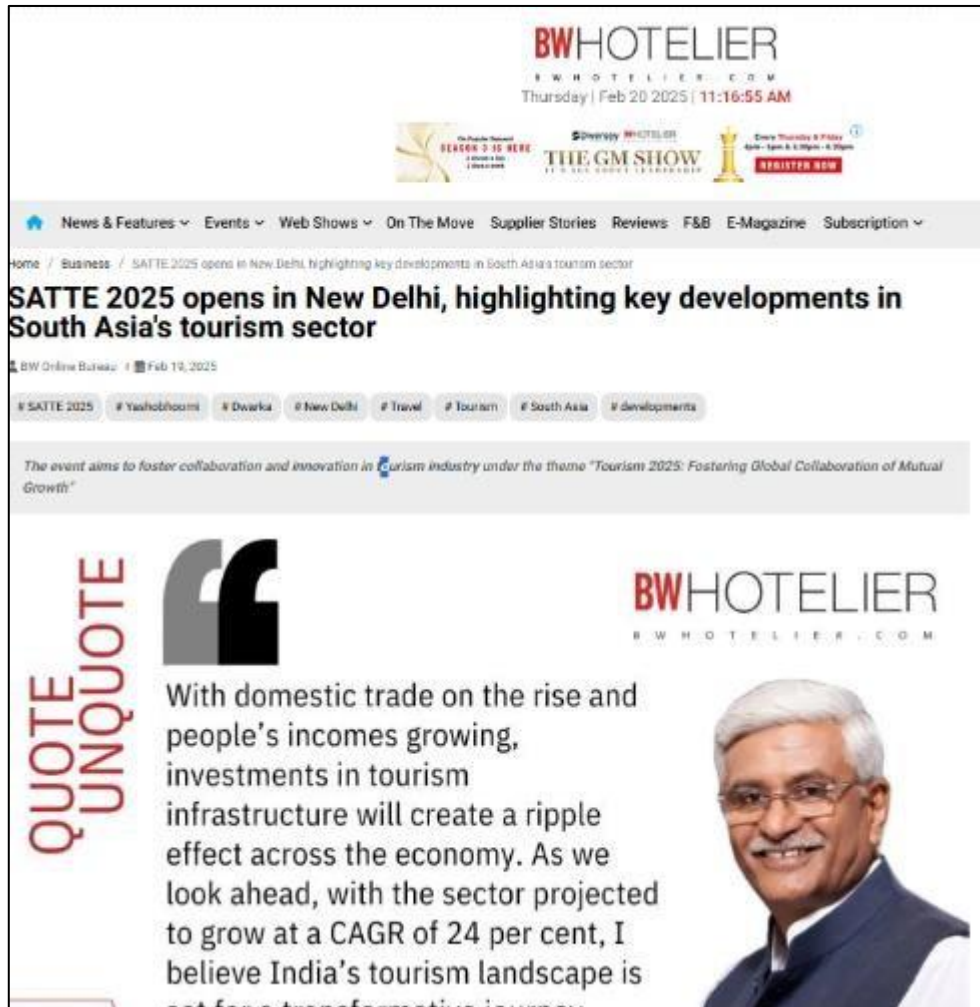
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Andhra Pradesh has set a goal of attracting investments of ₹25,000 crore over the next five years, says Tourism Minister Kandula Durgesh. | Photo Credit: File Photo

Andhra Pradesh Tourism Minister Kandula Durgesh invited investors to partner in developing the tourism sector in the State, at the South Asia Travel & Tourism Exhibition (SATTE) 2025 in New Delhi on Wednesday.

Date	19 th February 2025
Publication	BW Hotelier
Headline	SATTE 2025 opens in New Delhi, highlighting key developments in South Asia's tourism sector



Date	21st February 2025
Publication	BW Hotelier
Headline	Industry collaborations, insights and award recognitions mark day two of SATTE 2025

Industry collaborations, insights and award recognitions mark day two of SATTE 2025

BW Online Bureau 1 Feb 21, 2025

SATTE 2025 # Day 2 # Events # Industry collaborations # Insights # Awards

A key highlight was the signing of a landmark MoU between the Indian Association of Tour Operators (IATO) and its Japanese counterparts

BUSINESS

BW HOTELIER
B W H O T E L I E R . C O M



Industry collaborations, insights and award recognitions mark day two of SATTE 2025

The second day of SATTE 2025, South Asia's leading travel and tourism exhibition, continued to bring industry professionals, exhibitors, and tourism leaders together at Yashobhoomi, New Delhi. The event focused on strengthening business partnerships, exploring new travel trends, and discussing key developments in the global tourism sector.

Date	19 th February 2025
Publication	The Week
Headline	With infra growth India at threshold of strong possibilities in tourism sector Shekhawat

With infra growth India at threshold of strong possibilities in tourism sector Shekhawat

PTI | Updated: February 19, 2025 23:20 IST



New Delhi, Feb 19 (PTI) Union Tourism Minister Gajendra Singh Shekhawat on Wednesday said the growing infrastructure in India, including the construction of state-of-the-art

Date	19 th February 2025
Publication	The Print
Headline	With infra growth, India at threshold of strong possibilities in tourism sector: Shekhawat

With infra growth, India at threshold of strong possibilities in tourism sector: Shekhawat

New Delhi, Feb 19 (PTI) Union Tourism Minister Gajendra Singh Shekhawat on Wednesday said the growing infrastructure in India, including the construction of state-of-the-art complexes, indicate that the country is standing at the threshold of “strong possibilities” in the tourism sector. In his address at the inaugural session of the 32nd edition of South Asia’s [...]

PTI 20 February, 2025 12:00 am IST



New Delhi, Feb 19 (PTI) Union Tourism Minister Gajendra Singh Shekhawat on Wednesday said the growing infrastructure in India, including the construction of state-of-the-art complexes, indicate that the country is standing at the threshold of “strong possibilities” in the tourism sector.

In his address at the inaugural session of the 32nd edition of South Asia’s Travel and Tourism Exchange (SATTE) at the Yashobhoomi complex here, Shekhawat also said that among the new segments of tourism getting developed in India, MICE (meetings, incentives, conferences, and exhibitions) tourism would be the most important.

The Yashobhoomi complex is a state-of-the-art international convention and expo centre in Dwarka, the first phase of which was inaugurated by Prime Minister Narendra Modi in September 2023.

The three-day SATTE 2025, South Asia’s largest travel and tourism expo, opened on Wednesday

Date	19 th February 2025
Publication	Travel and Tour World
Headline	SATTE 2025 kicks off at Yashobhoomi as India's leading travel and tourism exhibition: What you need to know?

SATTE 2025 kicks off at Yashobhoomi as India's leading travel and tourism exhibition: What you need to know?

Wednesday, February 19, 2025



The 32nd edition of SATTE, South Asia's leading travel and tourism exhibition, was inaugurated today at

Date	19 th February 2025
Publication	Travel and Tour World
Headline	What Key Developments in South Asia's Tourism Sector Are Being Shaped by SATTE in New Delhi, and How Are Cities Like Goa and Jammu & Kashmir Leading the Way?

What Key Developments in South Asia's Tourism Sector Are Being Shaped by SATTE in New Delhi, and How Are Cities Like Goa and Jammu & Kashmir Leading the Way?

Wednesday, February 19, 2025



Date	19 th February 2025
Publication	Aviation World
Headline	SATTE 2025 inaugurated with vision to reinforce India's tourism landscape



SATTE 2025 inaugurated with vision to reinforce India's tourism landscape

New Delhi, February 19, 2025:




The 32nd edition of SATTE, South Asia's leading travel and tourism exhibition, was inaugurated at Yashobhoomi, New Delhi, by Gajendra Singh Shekhawat, Minister of Tourism & Culture, Government of India, and V. Vidyavathi, Tourism Secretary, Government of India. Under the theme "Tourism 2025: Fostering Global Collaboration for Mutual Growth," SATTE 2025 brings together global industry leaders, policymakers, and stakeholders to shape the future of travel and tourism.


Date	20 th February 2025
Publication	India Outbound
Headline	SATTE 2025 opens in Delhi with over 2,000 exhibitors from 50 nations

SATTE 2025 opens in Delhi with over 2,000 exhibitors from 50 nations

Over 40,000 visitors explore opportunities in travel, MICE & cruise tourism

2025-02-20 / By India Outbound / New Delhi / Events / Trade News

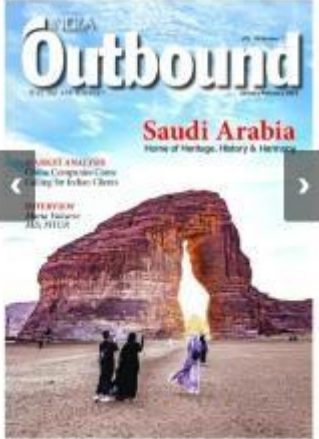
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Tourism Ministers and Industry Leaders converge at SATTE 2025

South Asia Travel and Tourism Exchange, said to be the largest tourism trade fair in Asia, began in New Delhi on Wednesday, with over 2,000 exhibitors from 50 countries participating in the fair which was visited by over 40,000 tourism professionals on the

READ OUR MAGAZINE



Date	19th February 2025
Publication	Travel World Online
Headline	SATTE 2025 Inaugurated at Yashobhoomi, Reinforcing its Leadership in India's Tourism landscape



TRAVEL EVENT

SATTE 2025 Inaugurated At Yashobhoomi, Reinforcing Its Leadership In India's Tourism Landscape



- South Asia's largest travel & tourism expo opens with 2,000+ exhibitors & 40,000+ visitors.
- 50+ countries and 28 state tourism boards join forces to shape the future of travel
- Tourism Ministers and industry leaders converge at SATTE 2025.

Date	19th February 2025
Publication	Times Today
Headline	SATTE 2025, South Asia's leading travel and tourism exhibition from Feb. 19-21 at Yashobhoomi, Dwarka, New Delhi.



Date	20 th February 2025
Publication	Hospitality Tip of the Day
Headline	Yashobhoomi Sets the Stage for SATTE 2025: South Asia's Premier Travel & Tourism Show



Industry Updates

Yashobhoomi Sets the Stage for SATTE 2025: South Asia's Premier Travel & Tourism Show

by TEAM | FEBRUARY 20, 2025 | 2 MIN READ

The 32nd edition of SATTE 2025, South Asia's leading travel and tourism expo, opened today at Yashobhoomi, New Delhi, bringing together key industry leaders, policymakers, and stakeholders. The event was inaugurated by Shri Gaiendra Singh Shekhawat, Hon'ble Minister of

Date	20 th February 2025
Publication	Devdiscourse
Headline	India's Tourism Sector on the Cusp of Transformation: SATTE 2025 Insights

India's Tourism Sector on the Cusp of Transformation: SATTE 2025 Insights

Union Tourism Minister Gajendra Singh Shekhawat discusses India's tourism growth at SATTE 2025, highlighting infrastructure advancements and the potential of MICE tourism. The three-day event features over 2,000 exhibitors, with a focus on fostering global collaboration for mutual growth and exploring India's growing role as a key tourism market.

Devidiscourse News Desk | New Delhi | Updated: 19-02-2025 23:12 IST | Created: 19-02-2025 23:12 IST



Date	19 th February 2025
Publication	The Travel and Tourism Times
Headline	SATTE 2025 INAUGURATED AT YASHOBHOOMI, REINFORCING ITS LEADERSHIP IN INDIA'S TOURISM LANDSCAPE

LEAD NEWS : SATTE 2025 INAUGURATED AT YASHOBHOOMI, REINFORCING ITS LEADERSHIP IN INDIA'S TOURISM LANDSCAPE

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Date	19 th February 2025
Publication	PNI News
Headline	SATTE 2025 Inaugurated at Yashobhoomi, Reinforcing its Leadership in India's Tourism landscape

SATTE 2025 Inaugurated at Yashobhoomi, Reinforcing its Leadership in India's Tourism landscape



PNI News Feb 19, 2025 - 20:34

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SATTE

South Asia's Leading Travel Show



South Asia's largest travel & tourism expo opens with 2,000+ exhibitors & 40,000+ visitors.

Date	19 th February 2025
Publication	Tourism Quest
Headline	SATTE 2025 Inaugurated at Yashobhoomi, Reinforcing its Leadership in India's Tourism Landscape

SATTE 2025 Inaugurated at Yashobhoomi, Reinforcing its Leadership in India's Tourism Landscape

by admin · February 19, 2025

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Gajendra Singh Shekhawat, Hon'ble Minister of Tourism & Culture, Government of India; Rohan Khaunte, Hon'ble Minister for Tourism, IT and Printing & Stationery, Govt of Goa and Yogesh Mudras, Managing Director, Informa Markets in India alongside other key dignitaries at the inauguration of SATTE

Date	19 th February 2025
Publication	Heavenly India
Headline	SATTE 2025 Inaugurated at Yashobhoomi, Reinforcing its Leadership in India's Tourism landscape



SATTE 2025 INAUGURATED AT YASHOBHOOMI, REINFORCING ITS LEADERSHIP IN INDIA'S TOURISM LANDSCAPE




- South Asia's largest travel & tourism expo opens with 2,000+ exhibitors & 40,000+ visitors.
- 50+ countries and 28 state tourism boards join forces to shape the future of travel
- Tourism Ministers, and industry leaders converge at SATTE 2025
- 'Atithi' buyer-seller meet connects 250+ global buyers with India's tourism industry
- Cruise Bharat Mission gains momentum, spotlighting India's vast cruise tourism potential

New Delhi, February 19, 2025: The 32nd edition of SATTE, South Asia's leading travel and tourism exhibition, was inaugurated today at **Yashobhoomi, New Delhi**, by esteemed dignitaries, prominently

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Date	19 th February 2025
Publication	Heavenly India
Headline	SATTE 2025 February 19 to 21, 2025 Yashobhoomi, Dwarka, Delhi – NCR



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Theme: Tourism 2025: Fostering global collaboration for mutual growth

Venue: Yashobhoomi, Dwarka, Delhi NCR

Date: February 19, 2025

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SATTE 2025, South Asia's largest travel & tourism expo opens with 2,000+ exhibitors & 40,000+ visitors and the 'Atithi' buyer-seller meet connects 250+ global buyers with India's tourism industry; 50+ countries and 28 state tourism boards join forces to shape the future of travel and Cruise Bharat Mission gains momentum, spotlighting India's vast cruise tourism potential

The 32nd edition of SATTE, South Asia's leading travel and tourism exhibition, was inaugurated at Yashobhoomi, New Delhi today, February 19, 2025, by esteemed dignitaries, prominently including Mr Gajendra Singh Shekhawat, Union Minister of Tourism & Culture, Government of India, and Ms V. Vidyavathi IAS, Secretary, Ministry of Tourism, Government of India. Under the theme "Tourism 2025: Fostering Global Collaboration for Mutual Growth," SATTE 2025 brings together global industry leaders, policymakers, and stakeholders to shape the future of travel and tourism.

The inaugural ceremony witnessed the presence of dignitaries such as Mr Omar Abdullah, Chief Minister of Jammu & Kashmir; Mr Rohan Khaunte, Minister for Tourism, IT and Printing & Stationery, Govt of Goa; Mr Umid Shadiev, Minister of Tourism Uzbekistan; Mr Kandula Durgesh, Minister for Tourism, Culture & Cinematography, Government of Andhra Pradesh; Mr Jakkaphon Tangsutthitham, Vice Minister, Ministry of Tourism and Sports, Thailand; Mr Subhash Goyal, Chairman- STIC Group; Mr Peter Hall, President, IMEA, Informa Markets, IMEA; Mr

Date	19 th February 2025
Publication	Travel and Environment
Headline	SATTE 2025 Inaugurated at Yashobhoomi, Reinforcing its Leadership in India's Tourism landscape

SATTE 2025 Inaugurated at Yashobhoomi, Reinforcing its Leadership in India's Tourism landscape



New Delhi, February 19, 2025: The 32nd edition of SATTE was inaugurated today at Yashobhoomi, New Delhi, by esteemed dignitaries, prominently including Shri

Date	19 th February 2025
Publication	Bengaluru Live
Headline	India's Tourism Sector on the Cusp of Transformation: SATTE 2025 Insights

India's Tourism Sector on the Cusp of Transformation: SATTE 2025 Insights

By **Atul Chaturvedi** - February 19, 2025 11:17 PM  7  0



At the 32nd edition of South Asia's Travel and Tourism Exchange (SATTE) in Dwarka's Yashobhoomi complex, Union Tourism Minister Gajendra Singh Shekhawat highlighted India's burgeoning infrastructure and the emerging prospects it presents for the tourism sector. He pinpointed MICE (meetings, incentives, conferences, and exhibitions) tourism as a focal area for development, noting its potential significance.

Date	19 th February 2025
Publication	Samachar Lahrein
Headline	यशोभूमि में SATTE 2025 का उद्घाटन, भारत के पर्यटन पररदृश्य में अपने नेतृत्व को मजबूत किया

यशोभूमि में SATTE 2025 का उद्घाटन, भारत के पर्यटन पररदृश्य में अपने नेतृत्व को मजबूत किया

February 19, 2025 admin



नई दिल्ली। दक्षिण एशिया की अग्रणी यात्रा और पर्यटन प्रदर्शनी SATTE के 32वें संस्करण का आज यशोभूमि, नई दिल्ली में सम्मानित गणमान्य व्यक्तियों द्वारा उद्घाटन किया गया, जिनमें प्रमुख रूप से भारत सरकार के पर्यटन और संस्कृति मंत्री श्री गजेन्द्र सिंह शेखावत और भारत सरकार की पर्यटन सचिव श्रीमती वी. विद्यावती शामिल थीं। "पर्यटन 2025: पारस्परिक विकास के लिए वैश्विक सहयोग को बढ़ावा देना" विषय के तहत, SATTE 2025 यात्रा और पर्यटन के भविष्य को आकार देने के लिए वैश्विक उद्योग के नेताओं, नीति निर्माताओं और हितधारकों को एक साथ लाता है। उद्घाटन समारोह में जम्मू और कश्मीर के मुख्यमंत्री श्री उमर अब्दुल्ला; गोवा सरकार के पर्यटन, आईटी और मुद्रण और स्टेशनरी मंत्री श्री रोहन खाउंटे; श्री कंदुला दुर्गेश, माननीय पर्यटन, संस्कृति और छायांकन मंत्री, आंध्र प्रदेश सरकार; श्री जक्काफोन तंगसुथियम, माननीय उप मंत्री, पर्यटन और खेल मंत्रालय, थाईलैंड; श्री सुभाष गोयल, अध्यक्ष- एसटीआईसी समूह; श्री पीटर हॉल, अध्यक्ष, आईएमईए, इंफॉर्मा मार्केट्स, आईएमईए; श्री योगेश मुद्रास, प्रबंध निदेशक, इंफॉर्मा मार्केट्स इन इंडिया और सुश्री पल्लवी मेहरा, सीनियर ग्रुप निदेशक-

Date	19 th February 2025
Publication	MSN
Headline	With infra growth, India at threshold of strong possibilities in tourism sector: Shekhawat

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New Delhi, Feb 19 (PTI) Union Tourism Minister Gajendra Singh Shekhawat on Wednesday said the growing infrastructure in India, including the construction of state-of-the-art complexes, indicate that the country is standing

Date	19 th February 2025
Publication	Content Garden
Headline	Gajendra Singh Shekhawat attends the inauguration ceremony of SATTE 2025

Gajendra Singh Shekhawat attends the inauguration ceremony of SATTE 2025



New Delhi, Feb 19 (ANI): Union Minister of Culture and Tourism Gajendra Singh Shekhawat during the inauguration ceremony of SATTE 2025, in New Delhi on Wednesday. Informa Markets Managing Director Yogesh Mudras and others also seen. (ANI Photo)

Date	19 th February 2025
Publication	News Drum
Headline	With infra growth, India at threshold of strong possibilities in tourism sector: Shekhawat

With infra growth, India at threshold of strong possibilities in tourism sector: Shekhawat



NewsDrum Desk

19 Feb 2025 23:15 IST

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New Delhi, Feb 19 (PTI) Union Tourism Minister Gajendra Singh Shekhawat on Wednesday said the growing infrastructure in India, including the construction of state-of-the-art complexes, indicate that the country is standing at the threshold of "strong possibilities" in the tourism sector.

In his address at the inaugural session of the 32nd edition of South Asia's Travel and Tourism Exchange (SATTE) at the Yashobhoomi complex here, Shekhawat also said that among the new segments of tourism getting developed in India, MICE (meetings, incentives, conferences, and exhibitions) tourism would be the most important.

The Yashobhoomi complex is a state-of-the-art international convention and expo centre in Dwarka, the first phase of which was inaugurated by Prime Minister Narendra Modi in September 2023.

The three-day SATTE 2025, South Asia's largest travel and tourism expo, opened on Wednesday with over 2,000 exhibitors and participants from more than 50 countries and 28 state tourism boards, officials said.

Date	20th February, 2025
Publication	Aviation World
Headline	SATTE 2025 Day 2: MoUs, AI Innovation, and Sustainable Tourism Take Center Stage

SATTE 2025 Day 2: MoUs, AI Innovation, and Sustainable Tourism Take Center Stage

New Delhi, February 20, 2025:

The second day of SATTE 2025, South Asia's leading travel and tourism exhibition, continued to drive strategic collaborations and global networking at Yashobhoomi, New Delhi. The event witnessed a remarkable confluence of industry professionals, exhibitors, and thought leaders, reinforcing SATTE's role as a catalyst for shaping the future of travel and tourism.

Apart from the business on the show floor, several highlights marked the day. A key highlight was the signing of a landmark Memorandum of Understanding (MoU) between the Indian Association of Tour Operators (IATO) and its Japanese counterparts, marking a significant milestone in strengthening tourism ties between India and Japan. This collaboration aims to foster cross-promotion of tourism between the two nations, enrich cultural exchanges, and unlock new travel opportunities. With a focus on Okinawa, the MoU will encourage Indian travellers to explore Japan while facilitating greater tourism from Japan to India, reinforcing the strong ties between the two countries.

The 'Atithi' initiative, an exclusive buyer-seller meet in collaboration with the Service Export Promotion Council (SEPC), continued to serve as a dynamic platform for fostering business relationships, connecting international buyers with Indian tourism stakeholders, and unlocking new opportunities.

The day also featured an array of insightful conference sessions that delved into emerging industry trends, challenges, and market dynamics.

Date	21st February 2025
Publication	Heavenly India
Headline	SATTE 2025 Day 2: MoUs, AI Innovation, and Sustainable Tourism Take Center Stage



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New Delhi, February 20, 2025: The second day of SATTE 2025, South Asia's leading travel and tourism exhibition, continued to drive strategic collaborations and global networking at Yashobhoomi, New Delhi. The event witnessed a remarkable confluence of industry professionals, exhibitors, and thought leaders, reinforcing SATTE's role as a catalyst for shaping the future of travel and tourism.

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IATO signs an MoU with Japanese tourism associations to promote tourism between two countries

February 21, 2025

Date	20th February, 2025
Publication	Tourism India Online
Headline	SATTE 2025 Day 2: MoUs, AI Innovation, and Sustainable Tourism Take Center Stage

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Date	20th February, 2025
Publication	Travel World Online
Headline	SATTE 2025 Day 2: MoUs, AI Innovation, and Sustainable Tourism Drive Global Collaboration

SATTE 2025 Day 2: MoUs, AI Innovation, And Sustainable Tourism Drive Global Collaboration



The second day of SATTE 2025 at Yashobhoomi, New Delhi, continued to foster global partnerships, innovation, and sustainable tourism. A major highlight was the signing of a landmark Memorandum of Understanding (MoU) between the Indian Association of Tour Operators (IATO) and Japanese counterparts, strengthening tourism ties between India and Japan, particularly focusing on Okinawa. The exclusive buyer-seller meet 'Atithi,' in collaboration with the Service Export Promotion Council (SEPC), further facilitated business networking and international partnerships.

Industry leaders engaged in insightful panel discussions covering key topics such as route development, cruise tourism, and sustainable travel. Experts explored outbound travel trends, the role of AI in tourism, and the power of social media in destination marketing. Destination briefings showcased the potential of Rajasthan, Sri Lanka, and Saudi Arabia, while the prestigious SATTE Awards 2025 recognized excellence across 22 categories, including hotels, tour operators, tourism boards, and international cruises.

With over 2,000 exhibitors, 40,000+ visitors, and participation from 50+ countries, SATTE 2025 continues to be South Asia's leading travel and tourism exhibition. This year's event spotlights key international destinations such as Malaysia, Japan, Thailand, and Greece, alongside Indian states including Gujarat, Rajasthan, and Tamil Nadu. As a premier industry platform, SATTE 2025 drives business growth, fosters strategic alliances, and shapes the future of global travel.

Date	21st February 2025
Publication	Travel Daily News
Headline	SATTE 2025: Day 2 saw MoUs, AI innovation and sustainable tourism

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Theodore Koumelis
21.02.2025 238

MEETINGS & EVENTS

SATTE 2025 drives global tourism growth, highlights India-Japan MoU, AI's impact on travel, and honors excellence in travel and hospitality.

NEW DELHI, INDIA – The second day of SATTE 2025 continued to drive strategic collaborations and global networking at Yashobhoomi, New Delhi. The event witnessed a confluence of industry professionals, exhibitors, and thought leaders, reinforcing SATTE's role as a catalyst for shaping the future of travel and tourism.

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Thailand showcases

Date	22nd February 2025
Publication	Travel Span
Headline	SATTE 2025: DAY 2, Paving the Future of Global Tourism

SATTE 2025: DAY 2, Paving the Future of Global Tourism

By **Devender Grover** - February 22, 2025

18 0



The second day of SATTE 2025 at Yashobhoomi, New Delhi, reaffirmed its role as a key platform for shaping the future of travel and tourism. Industry professionals, exhibitors, and thought leaders gathered to discuss emerging trends, foster strategic partnerships, and

Date	21st February 2025
Publication	The Voice of Chandigarh
Headline	SATTE 2025: A New Era of Tourism Innovation, Collaboration, and Sustainable Growth

SATTE 2025: A New Era of Tourism Innovation, Collaboration, and Sustainable Growth

The Voice of Chandigarh News

SATTE 2025, South Asia's leading travel and tourism exhibition, continued to drive strategic collaborations and global networking at Yashobhoomi, New Delhi. The event witnessed a remarkable confluence of industry professionals, exhibitors, and thought leaders, reinforcing SATTE's role as a catalyst for shaping the future of travel and tourism.



Date	20 th February 2025
Publication	Diplomacy & Beyond
Headline	SATTE 2025

SATTE 2025

By **D&B Bureau** - February 20, 2025



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19-21 Feb 2025

Yashobhoomi
(India International Convention & Expo Centre), New Delhi



India's newest convention and exhibition centre



Total of 3,00,000 SQM exhibition space



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SATTE i.e. South Asia's Travel and Tourism Exchange 2025 is taking place at Yashobhoomi, the International Convention and Travel Expo Centre New Delhi from 19-21 February, 2025. SATTE is in its 32nd Edition this year, and it features a series of exclusive events and partnerships, making it the must-attend travel expo for industry leaders worldwide.

The tourism fair conducted by SATTE offers a comprehensive platform to domestic and international buyers and professionals from the travel, tourism, and hospitality industry in addition to National and State Tourism Boards (NTOs and STOs). It is recognised as Asia's leading travel and tourism exhibition for conducting businesses, sharing knowledge, and exchanging ideas in order to arrive at solution-driven innovations while at the same time also accelerating the pace of growth within the travel industry. SATTE is supported by the Ministry of Tourism, Government of India, National and International Tourism Boards, Indian and International travel and trade associations and organizations among others. SATTE 2025 has opened to about 2000+ exhibitors and 40000+ visitors and has witnessed the participation from around 50 countries and 28 state tourism boards who have joined the event to shape the future of travel and tourism, furthering collaboration in these very domains. The event is taking place under the theme Tourism 2025: Fostering Global Collaboration for Mutual Growth.

Coverages basis Omar Abdullah

PRINT

Date	20 th February 2025
Publication	The Tribune
Edition	Delhi
Headline	Omar praises DMRC's airport express line

Omar praises DMRC's airport express line

TRIBUNE NEWS SERVICE

NEW DELHI, FEBRUARY 19
Jammu and Kashmir Chief Minister Omar Abdullah took to social media to highlight the convenience and efficiency of the Delhi Metro Rail Corporation's (DMRC) airport express line during his visit to Yashobhumi for the "SATTE 2025", a tourism promotion event.

Abdullah shared his experience of using the Airport Express on X, stating: "Today I took the @OfficialDMRC Airport Express to get to Yashobhumi for the SATTE 2025 tourism promotion event. Twenty-five minutes in the train beats 1.5 hours in the car hands down and saves fuel & emissions. I'm not driving to Yashobhumi again."

The J&K Chief Minister's tweet underlined the advantages of public transportation, emphasising the time-saving benefits and environmental impact of using metro services over private cars. Abdullah's endorsement comes at a time when promoting sustainable modes of transport is increasingly becoming a priority in urban planning.

The airport express line, known for its high-speed connectivity, offers a quick and efficient alternative for travelers heading to Delhi's international airport and other destinations. Abdullah's positive feedback could encourage more people to consider using metro services for their daily commutes, contributing to reducing traffic congestion and lowering carbon footprints.

ONLINE

Date	21 st February 2025
Publication	The Times of India
Headline	‘Not driving to Yashobhoomi again’: J&K CM Omar Abdullah praises Delhi Metro after ride on Airport Express Line


Times • City News • Delhi News

'Not driving to Yashobhoomi again': J&K CM Omar Abdullah praises Delhi Metro after ride on Airport Express Line

Delhi Metro's Airport Express Line (AEL) has been praised by Jammu and Kashmir Chief Minister Omar Abdullah for its efficiency and speed. He highlighted its role in reducing travel time and congestion, especially for commuters like him who travel to Yashobhoomi. The AEL connects the airport to the city center, providing a quick and reliable mode of transport.

NEW DELHI: Jammu and Kashmir chief minister Omar Abdullah has praised the Delhi Metro Airport Express Line after taking it to Yashobhoomi for the SATY 2025 tourism promotion event on Wednesday.

Sharing his experience on X, Abdullah wrote, "Today I took the @OfficialDMRC Airport Express to get to Yashobhoomi for the SATY 2025 tourism promotion event. 25 minutes in the train beats 1.5 hours in the car, hands-down and saves fuel & emissions. I'm not driving to Yashobhoomi again."



Abdullah, who has previously lauded the metro system, had in 2018 described the Airport Express as a "world class piece of infrastructure" and "by far the best way to get to Terminal 3".

Prime Minister Narendra Modi had inaugurated the extension of the Airport Express Line from Dwarka Sector 21 to Yashobhoomi Dwarka Sector 25 in 2015.

Date	20 th February 2025
Publication	NDTV
Headline	"Not Driving Again": Omar Abdullah After Delhi Metro Ride

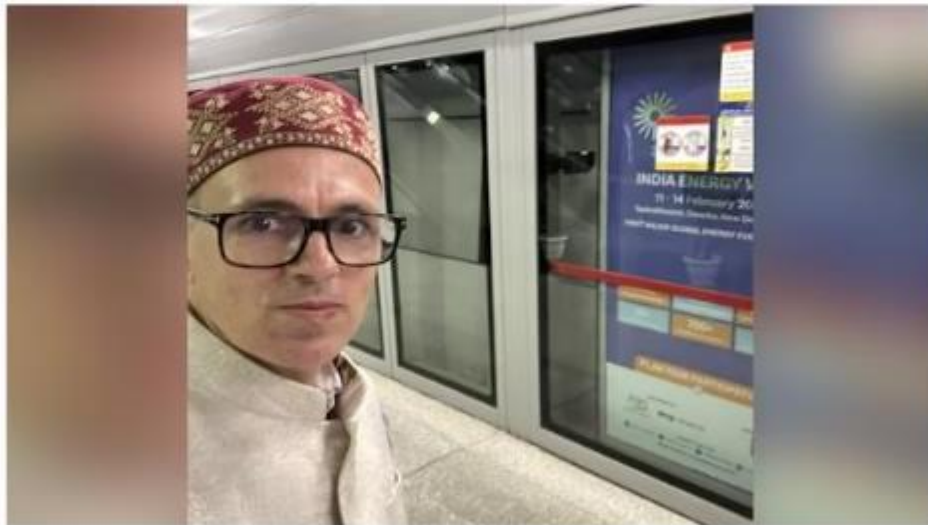
"Not Driving Again": Omar Abdullah After Delhi Metro Ride

Omar Abdullah took a ride in the Delhi Metro on his way to SATTE 2025 at Yashobhoomi.

Edited by: [NDTV News Desk](#) [Delhi News](#) Feb 20, 2025 11:03 am IST ⓘ

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Omar Abdullah said the metro ride saves fuel and emissions.

New Delhi: Jammu and Kashmir Chief Minister Omar Abdullah has declared that he's "not driving again" after travelling on the Delhi Metro Airport Express Line to SATTE 2025, a premier tourism promotion event.

Date	20 th February 2025
Publication	The Print
Headline	<u>J-K emerging out of 'evil eye' shadow to become prominent tourism destination: Omar</u>

J-K emerging out of 'evil eye' shadow to become prominent tourism destination: Omar

By 18 February 2020 06:07 pm IST

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New Delhi, Feb 18 (PTI) Jammu and Kashmir is emerging out of the shadow of "evil eye" and is on verge of reclaiming its status as one of India's leading tourism destinations, Chief Minister Omar Abdullah said on Wednesday.

He also invited people from across the globe to explore the picturesque region popularly known as "paradise on earth".

Speaking at the inauguration of the SATTE exhibition at Vashobhumi here, Abdullah highlighted J&K's rich and diverse offerings beyond its famous tourist spots like Gulmarg and Pahalgam or religious pilgrimage to Mata Vaishno Devi and Amarnath shrines.

Jammu and Kashmir offers a lot more to satisfy anyone from holiday makers to adventure sports lovers and influencers to social media enthusiasts, he said at the South Asia's Travel and Tourism Exchange (SATTE).

The chief minister talked about improved connectivity between Kashmir and the rest of the country, including the direct rail link which is likely to start anytime soon.

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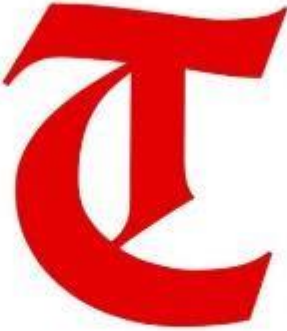
Date	20 th February, 2025
Publication	Tribune India
Headline	Omar praises DMRC's airport express line


Omar praises DMRC's airport express line

Jammu and Kashmir Chief Minister Omar Abdullah took to social media to highlight the convenience and efficiency of the Delhi Metro Rail Corporation's (DMRC) airport express line during his visit to Yashobhumi for the "SATTE 2025", a tourism promotion event.

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DMRC Airport Express Line







Jammu and Kashmir Chief Minister Omar Abdullah took to social media to highlight the convenience and efficiency of the Delhi Metro Rail Corporation's (DMRC) airport express line during his visit to Yashobhumi for the "SATTE 2025", a tourism promotion event. Abdullah shared his experience of using the Airport Express on X, stating: "Today I took the goOfficialDMRC Airport Express to get to Yashobhumi for the SATTE 2025 tourism promotion event. Twenty-five minutes in the train beats 1.5 hours in the car, hands down and saves fuel & emissions. I'm not driving to Yashobhumi again."

Date	19 th February 2025
Publication	Deccan Herald
Headline	Jammu and Kashmir emerging out of 'evil eye' shadow to become prominent tourism destination: Omar Abdullah

Jammu and Kashmir emerging out of 'evil eye' shadow to become prominent tourism destination: Omar Abdullah

He also invited people from across the globe to explore the picturesque region popularly known as 'paradise on earth'.



Last Updated: 19 February 2025, 18:01 IST

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Omar Abdullah. Credit: PTI Photo

New Delhi: Jammu and Kashmir is emerging out of the shadow of 'evil eye' and is on verge of reclaiming its status as one of India's leading tourism destinations, Chief Minister Omar Abdullah said on Wednesday.



He also invited people from across the globe to explore the picturesque region popularly known as 'paradise on earth'.

Speaking at the inauguration of the SATTE exhibition at Yashwanthi here, Abdullah highlighted J&K's rich and diverse offerings beyond its famous tourist spots like Gulmarg and Pahalgam or religious pilgrimages to Mata Vaishno Devi and Amarnath shrines.

Date	19 th February 2025
Publication	Rising Kashmir
Headline	CM Omar Abdullah invites tourists to explore Jammu and Kashmir at SATTE 2025

CM Omar Abdullah invites tourists to explore Jammu and Kashmir at SATTE 2025

Rising Kashmir **RK Online Desk**
Last updated: February 19, 2025 7:25 pm

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SHARE Chief Minister Omar Abdullah today urged people to visit Jammu and Kashmir, emphasizing that J&K has something for everyone and is a year-round destination.

f He made these remarks while addressing the opening ceremony of SATTE (South Asia's Travel & Tourism Exchange) at Yashobhoomi, New Delhi.

e Chief Minister Omar Abdullah, who was the guest of honour at the inaugural event, said: "Whether you're looking for a pilgrimage or religious tourism, whether you're looking for a destination for a wedding or engagement, whether you simply want to be an Instagram or TikTok influencer, or you

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Date	19 th February 2025
Publication	Bold News
Headline	Chief Minister Omar Abdullah invites tourists to explore Jammu and Kashmir at SATTE 2025

Chief Minister Omar Abdullah Invites Tourists To Explore Jammu And Kashmir At SATTE 2025


Jammu & Kashmir: A timeless paradise for every traveler, from adventure seekers to heritage lovers, now emerging stronger with endless possibilities.

Bold News's Online Desk Feb 19, 2025



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'Jammu and Kashmir is India's preeminent destination for domestic tourists'

NEW DELHI, FEBRUARY 19: Chief Minister Omar Abdullah today urged people to visit Jammu and Kashmir, emphasizing that J&K has something for everyone and is a year-round destination.

He made these remarks while addressing the opening ceremony of SATTE (South Asia's Travel & Tourism Exchange) at Yashobhoomi, New Delhi.

Chief Minister Omar Abdullah, who was the guest of honour at the inaugural event, said: "Whether you're looking for a pilgrimage or religious tourism, whether you're looking for a destination for a wedding or engagement, whether you simply want to be an Instagram or TikTok influencer, or you want to visit for adventure tourism, or just to sit back with a book and enjoy beautiful and natural surroundings, Jammu and Kashmir has it all for you."

Jammu & Kashmir is participating in SATTE 2025, showcasing J&K's breathtaking landscapes, rich cultural heritage and warm hospitality.

This year's SATTE event would host over 2,000 exhibitors and is expected to attract more than 40,000 visitors from across the globe.

It provides a comprehensive platform for domestic and international buyers and professionals from the travel, tourism, and hospitality industries, along with National and State Tourism Boards.

Date	19 th February 2025
Publication	The Hill Time
Headline	J-K emerging out of 'evil eye' shadow to become prominent tourism destination: Omar



Date	19th February 2025
Publication	JKAC News
Headline	J&K Emerging Out Of 'Evil Eye' Shadow To Become Prominent Tourism Destination: Omar

J&K Emerging Out Of 'Evil Eye' Shadow To Become Prominent Tourism Destination: Omar



Chief Minister Omar Abdullah declared that Jammu and Kashmir is emerging from a period of difficulty and is poised to regain its status as a premier Indian tourism destination. Speaking at the inauguration of the SATTE exhibition in Yashobhumi, he extended a global invitation to experience the region's diverse offerings.

Abdullah emphasized that Jammu and Kashmir offers more than its renowned tourist spots like Gulmarg, Pahalgam, and religious sites such as Mata Vaishno Devi and Amarnath. He highlighted the region's appeal to various travelers, including holidaymakers, adventure enthusiasts, and social media influencers.

He attributed the past challenges to a period of instability, but stressed that the region is now experiencing a resurgence in both domestic and international tourism, despite ongoing travel advisories. Abdullah referenced the famous Persian poet Amir Khusrau's praise of

Date	19th February 2025
Publication	Good Morning Kashmir
Headline	CM Omar invites tourists to explore Jammu and Kashmir at SATTE 2025

CM Omar invites tourists to explore Jammu and Kashmir at SATTE 2025



by GMK Staff — February 19, 2025 in Latest

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hief Minister Omar Abdullah today urged people to visit Jammu and Kashmir, emphasizing that J&K has something for everyone and is a year-round destination.

He made these remarks while addressing the opening ceremony of SATTE (South Asia's Travel & Tourism Exchange) at Yashobhoomi, New Delhi.

Date	19 th February 2025
Publication	The Diplomat Digital
Headline	Chief Minister Omar Abdullah invites tourist to explore Jammu Kashmir at SATTE 2025

Chief Minister Omar Abdullah invites tourists to explore Jammu and Kashmir at SATTE 2025

Jammu and Kashmir is India's preeminent destination for domestic tourists

By The Diplomat Digital - February 20, 2025

34 0



'Jammu and Kashmir is India's preeminent destination for domestic tourists'

Diplomat Desk

NEW DELHI, FEBRUARY 19: Chief Minister Omar Abdullah today urged people to visit Jammu and Kashmir, emphasizing that J&K has something for everyone and is a year-round destination.

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Date	20 th February 2025
Publication	Kashmir Reader
Headline	J&K emerging from 30-35 years of 'difficult times': Omar

J&K emerging from 30-35 years of 'difficult times': Omar

By KR Desk 1:53 am February 20, 2025

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2:28 am February 23, 2025

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2:27 am February 23, 2025

Invites tourists to explore beauty of UT

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Date	19 th February 2025
Publication	MSN
Headline	J-K emerging out of 'evil eye' shadow to become prominent tourism destination: Omar

J-K emerging out of 'evil eye' shadow to become prominent tourism destination: Omar

Story by PTI • 1w •  4 min read

New Delhi, Feb 19 (PTI) Jammu and Kashmir is emerging out of the shadow of "evil eye" and is on verge of reclaiming its status as one of India's leading tourism destinations, Chief Minister Omar Abdullah said on Wednesday.

He also invited people from across the globe to explore the picturesque region popularly known as 'paradise on earth'.



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Speaking at the inauguration of the SATTE exhibition at Yashobhumi here, Abdullah highlighted J and K's rich and diverse offerings beyond its famous tourist spots like Gulmarg and Pahalgam or religious pilgrimage to Mata Vaishno Devi and Amarnath shrines.

Jammu and Kashmir offers a lot more to satisfy anyone from holiday makers to adventure sports lovers and influencers to social media enthusiasts, he said at the South Asia's Travel and Tourism Exchange (SATTE).

The chief minister talked about improved connectivity between Kashmir and the rest of the country, including the direct rail link which is likely to start anytime soon.

"The shadow of evil eye resulted in a difficult time for J and K over the past 30 to 35 years but the region is now emerging out of it and is once again one of India's prominent destinations for domestic tourism.

Date	19 th February 2025
Publication	Newsdrum
Headline	J-K emerging out of evil eye shadow to become prominent tourist destination: Omar

J-K emerging out of 'evil eye' shadow to become prominent tourism destination: Omar



NewsDrum Desk

19 Feb 2025 17:30 IST



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Date	19 th February 2025
Publication	Jammu Links
Headline	J&K emerging out of 'evil eye' shadow to become prominent tourism destination: CM Omar Abdullah

J&K emerging out of 'evil eye' shadow to become prominent tourism destination: CM Omar Abdullah



FEB 19, 2025

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"The shadow of evil eye resulted in a difficult time for J&K over the past 30 to 35 years but the region is now emerging out of it and is once again one of India's prominent destinations for domestic tourism.

"International tourism is also picking up in spite of the difficulties that we have with travel advisories issued by various embassies and consulates," Abdullah said, referring to the eruption of terrorism in early 1990.

Date	19 th February 2025
Publication	Jansatta
Headline	उमर अब्दुल्ला ने दिल्ली में 'कसम', अब कभी नहीं करेंगे ये काम

उमर अब्दुल्ला ने दिल्ली में ली 'कसम', अब कभी नहीं करेंगे ये काम

Delhi Metro Airport Express: उमर अब्दुल्ला को दिल्ली मेट्रो की यह खास सेवा इतनी पसंद आई कि उन्होंने X पर कहा कि अब वो कभी भी यशोभूमि ड्राइव कर नहीं जाएंगे।

Written by [नयज़ डेस्क](#)

नई दिल्ली | Updated: February 19, 2025 18:28 IST



उमर अब्दुल्ला ने दिल्ली में की एयरपोर्ट एक्सप्रेस की सवारी (Image - X/OmarAbdullah & diprik)

नई दिल्ली देश के सबसे ज्यादा आबादी वाले शहरों में से एक है। इसी वजह से यहां ट्रैफिक की समस्या से आए दिन लोगों को जूझना पड़ता है। कई बार इस समस्या का सामना VIPs को भी करना पड़ता है, इसी वजह से दिल्ली NCR में [दिल्ली मेट्रो](#) आने-जाने के लिए लोगों की पहली पसंद बन गई है। अब दिल्ली मेट्रो के फैंस की लिस्ट में जम्मू-कश्मीर के सीएम उमर अब्दुल्ला का नाम भी जुड़ गया है।

दरअसल जम्मू-कश्मीर के मुख्यमंत्री उमर अब्दुल्ला राजधानी [दिल्ली](#) स्थित यशोभूमि में आयोजित एक कार्यक्रम में शामिल होने के लिए आए थे। यशोभूमि पहुंचने के लिए उन्होंने दिल्ली मेट्रो की एयरपोर्ट एक्सप्रेस सेवा का इस्तेमाल किया। उमर अब्दुल्ला ने शिवाजी स्टेडियम स्टेशन से सुबह 9.46 बजे यशोभूमि द्वारका सेक्टर - 25 के लिए अपनी यात्रा शुरू की।

Date	19 th February 2025
Publication	Social News XYZ
Headline	Jammu and Kashmir Chief Minister Omar Abdullah addresses SATTE 2025 #Gallery

New Delhi: Jammu and Kashmir Chief Minister Omar Abdullah addresses SATTE 2025 #Gallery

POSTED BY: SOCIAL NEWS XYZ FEBRUARY 19, 2025



Date	19 th February 2025
Publication	Greater Kashmir
Headline	Will revisit J&K tourism policy if need arise: CM Omar Abdullah

Will revisit J&K tourism policy if need arise: CM Omar Abdullah

J&K has something for everyone, he in every occasion, he said



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Jaquar, the vice chief minister Omar Abdullah said on Wednesday that if need arise the J&K tourism policy will be revisited to attract more investments in coming times.

In his address at the SATVA J&K Tourism Promotion event held at hotel Le Meridien in New Delhi, the chief minister Omar Abdullah said, "Jammu is the city of temples and Kashmir is the beautiful place that visitors can explore".

Date	19 th February 2025
Publication	Kashmir Life
Headline	‘Paradise on Earth’ Ready for Revival: CM Omar at SATTE 2025

‘Paradise on Earth’ Ready for Revival: CM Omar at SATTE 2025

By Press Trust of India (PTI) - 5:46 pm February 19, 2025



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NEW DELHI: Jammu and Kashmir is emerging out of the shadow of “evil eye” and is on verge of reclaiming its status as one of India’s leading tourism destinations, Chief Minister Omar Abdullah said on Wednesday.

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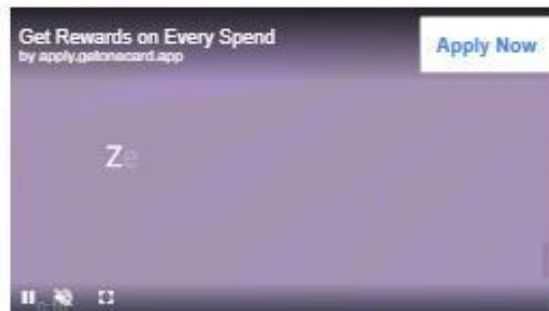
He also invited people from across the globe to explore the picturesque region popularly known as ‘paradise on earth’.

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Date	19 th February 2025
Publication	Daily Excelsior
Headline	J&K Emerging Out Of 'Evil Eye' Shadow To Become Prominent Tourism Destination: Omar

J&K Emerging Out Of 'Evil Eye' Shadow To Become Prominent Tourism Destination: Omar

By Daily Excelsior - February 19, 2025



New Delhi, Feb 19: Jammu and Kashmir is emerging out of the shadow of "evil eye" and is on verge of reclaiming its status as one of India's leading tourism destinations, Chief Minister Omar Abdullah said on Wednesday. [Jammu travel packages](#)

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Date	20 th February 2025
Publication	Kashmir Horizon
Headline	CM Omar invites tourists to explore J&K at SATTE 2025

CM Omar invites tourists to explore J&K at SATTE 2025

Says, "J&K is India's preeminent destination for domestic tourists"

By K.H News Service — February 20, 2025 in Top News Reading Time: 3 mins read

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"J&K Participating In Satte 2025, Showcasing Its Breathtaking Landscapes, Rich Cultural Heritage, Warm Hospitality.

"This Year's SATTE Event Would Host Over 2,000 Exhibitors, Expected To Attract More Than 40,000 Visitors From Across The Globe"

No Honeymoon In India A Honeymoon Unless Planned In Houseboats Of Dal Lake. No Movie In India Considered Complete Unless It Had At Least One Sequence From Valley's Mustard Fields & Snow-Capped Mountains, No Holiday A Holiday Unless Spent Somewhere In J&K."

"J&K Today A Destination Ripe For Investment In Every Sector To Do With The Tourism Industry, For Us, For The Team That Has Accompanied Me"

"It's A Pleasure To Be Back At Satte. We Understand Importance That Satte As An Event In The Annual Calendar For Tourism, Travel Promotion Events."

Date	20 th February 2025
Publication	Brighter Kashmir
Headline	J&K emerging out of 'evil eye' shadow to become prominent tourism destination: CM Omar

J&K emerging out of 'evil eye' shadow to become prominent tourism destination: CM Omar

J&K destination for pilgrims, wedding celebrations, adventure seekers, etc

J&K destination ripe for investment

Jammu has more to offer in border tourism

Kashmir is beyond Pahalgam & Gulmarg



February 20, 2025 | BK News Service



Chief Minister Omar Abdullah on Wednesday said Jammu and Kashmir is emerging out of the shadow of "evil eye" and is on the verge of reclaiming its status as one of India's leading tourism destinations and urged people to visit Jammu and Kashmir.

He made these remarks while addressing the opening ceremony of SATTE (South Asia's Travel & Tourism Exchange) at Yashobhoomi, New Delhi.

Date	20 th February 2025
Publication	Kashmir Monitor
Headline	J&K India's preeminent destination for domestic tourists: Omar hard sells UT at SATTE

J&K India's preeminent destination for domestic tourists: Omar hard sells UT at SATTE



by Monitor News Bureau — Feb. 20, 2025 Updated: 12:09 am IST Reading Time: 5 mins read

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NEW DELHI, FEBRUARY 19: Chief Minister Omar Abdullah today urged people to visit Jammu and Kashmir, emphasizing that J&K has something for everyone and is a year-round destination.

He made these remarks while addressing the opening ceremony of SATTE (South Asia's Travel & Tourism Exchange) at Yashobhoomi, New Delhi.

Chief Minister Omar Abdullah, who was the guest of honor at the inaugural event, said: "Whether you're looking for a pilgrimage or religious tourism, whether you're looking for a destination for a wedding or engagement, whether you simply want to be an Instagram or TikTok influencer, or you want to visit for adventure tourism, or just to sit back with a book and enjoy beautiful and natural surroundings, Jammu and Kashmir has it all for you."

Date	20 th February 2025
Publication	News Now
Headline	J&K emerging out of 'evil eye' shadow to become prominent tourism destination: CM

J&K emerging out of 'evil eye' shadow to become prominent tourism destination: CM

Web Editor February 20, 2025 247

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'Ragging of Kashmiri student in Karnataka unfortunate'

Jammu: Jammu and Kashmir is emerging out of the shadow of "evil eye" and is on verge of reclaiming its status as one of India's leading tourism destinations, Chief Minister Omar Abdullah said on Wednesday.



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He also invited people from across the globe to explore the picturesque region popularly known as 'paradise on earth'.

Date	20 th February 2025
Publication	State Times
Headline	J&K is India's preeminent destination for domestic tourists: Omar

J&K Is India's Preeminent Destination For Domestic Tourists: Omar

By Statetimes_editor — Last updated Feb 20, 2025

CITIES & TOWNS INDIA JAMMU AND KASHMIR



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STATE TIMES NEWS

NEW DELHI: Chief Minister Omar Abdullah on Wednesday urged people to visit Jammu and Kashmir, emphasizing that it has something for everyone and is a year-round destination.



CM Omar Abdullah addressing at the opening ceremony of SATTE at Yashobhoomi, New Delhi on Wednesday.

Addressing the opening ceremony of SATTE (South Asia's Travel & Tourism Exchange) at Yashobhoomi, New Delhi, the Chief Minister said: "Whether you're looking for a pilgrimage or religious tourism, whether you're looking for a destination for a wedding or engagement, whether you simply want to be an Instagram or TikTok influencer, or you want to visit for adventure

Date	20 th February 2025
Publication	Kashmir Observer
Headline	J&K Moving Beyond 'Evil Eye,' Set For Tourism Boom: CM Omar

J&K Moving Beyond 'Evil Eye,' Set For Tourism Boom: CM Omar

by Press Trust of India — February 17, 2025

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J&K Emerging Out Of 'Evil Eye' Shadow To Become Prominent Tourism Destination: Omar

New Delhi- Jammu and Kashmir is emerging out of the shadow of "evil eye" and is on verge of reclaiming its status as one of India's leading tourism destinations, Chief Minister Omar Abdullah said on Wednesday.

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Jammu and Kashmir offers a lot more to satisfy anyone from holiday makers to adventure sports lovers and influencers to social media enthusiasts, he said at the South Asia's Travel and Tourism Exchange (SATTE).

Date	23 rd February 2025
Publication	Kashmir Horizon
Headline	CM Sets Strategies To Re-Establish J&K As India's Premier Travel Destination

CM Sets Strategies To Re-Establish J&K As India's Premier Travel Destination

Says "Motive Is To Change Perceptions About J&K Tourism"

by **Muhammad Irfan** — February 23, 2025 in Sunday Special Reading Time: 7 mins read

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"CM Omar Abdullah's speech at SATTE 2025 underscored the region's diverse tourism potential, from adventure and heritage to wellness and border tourism. With substantial investments in infrastructure, air connectivity, and the hospitality sector, the state is ensuring a smoother and more enriching experience for travelers. The growth of domestic tourism, despite international travel advisories, signals renewed trust in the region's safety and hospitality. By showcasing its evolving attractions and lesser-explored destinations, J&K is making a strong case for itself as a premier travel destination, reaffirming its place as paradise on earth."

Industry Mention


Date	19 th February 2025
Publication	The Times of India
Headline	Andhra Pradesh sets goal of attracting investment worth Rs 25,000 crore over next five years

News - City News - Vijayawada News

Andhra Pradesh sets goal of attracting investments worth Rs 25,000 crore over next five years

Madhu Rasala

Feb 19, 2025, 07:00 PM



Andhra Pradesh sets goal of attracting investments worth Rs 25,000 crore over next five years

Vijayawada: Andhra Pradesh is making significant strides in tourism development and has set a goal of attracting investments worth Rs 25,000 crore over the next five years, said Kandula Durgesh, tourism, culture, and cinematography minister. He extended an invitation to national and international investors at South Asia's Leading Travel and Tourism Exhibition (SATTE) 2025, held at Yashobhoomi in Dwarka, New Delhi, on Wednesday. Addressing the gathering, minister Durgesh assured investors of extensive support and incentives from the state govt to boost the tourism sector.

He emphasised that AP is committed to sustainable and comprehensive tourism development, which will drive economic progress and create employment opportunities. To facilitate this, the state introduced a new Tourism Policy (2024-29), aiming to attract investments through the Public-Private Partnership (PPP) model. "We are offering industry status to the tourism sector, ensuring that investors receive all the benefits and incentives applicable to industrial enterprises," the minister stated.

Date	21 st February 2025
Publication	ET Travelworld
Headline	Tourism Malaysia solidifies presence in Indian market, strengthens engagement with travel trade

Tourism Malaysia solidifies presence in Indian market, strengthens engagements with travel trade

Tourism Malaysia returned to SATTE 2025 in New Delhi, marking its 21st participation in South Asia's leading travel and tourism event. The agency focuses on attracting Indian visitors with niche offerings, including luxury tourism, MICE, and honeymoon packages, in support of the Visit Malaysia 2026 campaign. The event is set to foster stronger ties between Indian travellers and Malaysia's tourism sector.



Online Bureau • ETTravelWorld
Published On Feb 21, 2025 at 05:50 PM IST



Tourism Malaysia participated in SATTE 2025 in New Delhi, further solidifying its commitment to the Indian market. The event, held from 19th to 21st February, marked the 21st time Tourism Malaysia has showcased its offerings at South Asia's leading tourism fair. This initiative is part of ongoing efforts to strengthen Malaysia's position as a preferred destination for Indian travellers.

The agency's focus at SATTE 2025 was on niche products such as luxury tourism, golf, shopping, honeymoon packages, theme parks, and MICE (Meetings, Incentives, Conferences, and Exhibitions). These offerings cater to the evolving demands of Indian tourists. As part of their strategy, Tourism Malaysia also highlighted the country's recognition as the Best MICE Destination for 2024 in the Indian market. The agency aims to tap into the growing interest in MICE tourism and leverage the significant trade and business linkages between the two nations.

Date	19 th February, 2025
Publication	The Hindu
Headline	Minister Kandula Durgesh urges investors at South Asia Travel & Tourism Exhibition to explore A.P.

Minister Kandula Durgesh urges investors at South Asia Travel & Tourism Exhibition to explore A.P.

The government is promoting tourism through PPP models, offering attractive incentives, Durgesh says, adding that focus is on responsible and sustainable tourism

Published - February 19, 2025 06:28 pm IST - VIJAYAWADA



P. SUJATHA VARMA



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Andhra Pradesh has set a goal of attracting investments of ₹25,000 crore over the next five years, says Tourism Minister Kandula Durgesh. [Photo Credit: File Photo]

Andhra Pradesh Tourism Minister Kandula Durgesh invited investors to partner in developing the tourism sector in the State, at the South Asia Travel & Tourism Exhibition (SATTE) 2025 in New Delhi on Wednesday.

Date	20 th February 2025
Publication	Business Standard
Headline	Indonesian Safari Park: An African-Style Safari in Asia - The Ultimate Adventure for Indian Travelers

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Indonesian Safari Park: An African-Style Safari in Asia - The Ultimate Adventure for Indian Travelers



Indonesian Safari Park: An African-Style Safari in Asia - The Ultimate Adventure for Indian Travelers

3 min read Last Updated : Feb 20 2025 | 11:30 PM IST



PRNewswire

New Delhi / Dwarka [India], February 20: As Indonesia targets 14.3 million foreign tourists in 2025, the Ministry of Tourism is promoting Taman Safari Indonesia, an African-style safari experience in Asia. Data from the Central Bureau of Statistics in 2024 shows that the number of Indian tourists visiting Indonesia reached 710,688, an increase of approximately 17.2% compared to 2023. At SATTE 2025, India's largest tourism trade fair, Indonesia showcases Taman Safari's family-friendly and adventure-packed attractions for Indian travelers.

Unlike traditional zoos, Taman Safari Indonesia offers an immersive, open-habitat safari adventure. Strategically located near major airports, its parks Taman Safari Bogor, Prigen, Bali, Solo Safari, & Jakarta Aquarium Safari, provide visitors with close encounters with orangutans, Sumatran tigers, and other native and exotic species.

Explore a 24-hour safari adventure, at Taman Safari Bogor from a drive-thru safari with lions, giraffes, and elephants to interactive experiences like swimming with dolphins and feeding penguins. Night Safari lets visitors see nocturnal wildlife, followed by free rides and live performances. Stay at Safari Resort, a family-friendly retreat with heritage-inspired architecture surrounded by nature.

Date	20 th February, 2025
Publication	BW Hotelier
Headline	Madhya Pradesh Tourism showcases sustainable tourism at SATTE 2025

Madhya Pradesh Tourism showcases sustainable tourism at SATTE 2025

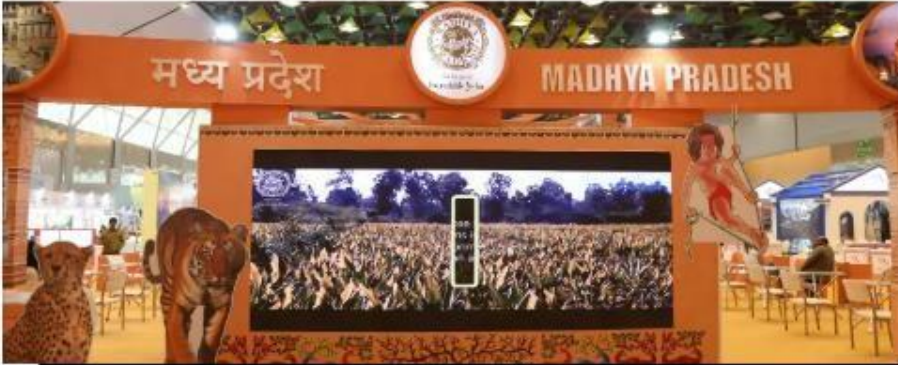
BW Online Bureau • Feb 20, 2025

#MPTB #SATTE 2025 #Sustainable tourism #Travel

MPTB is showcasing eco-friendly experiences, adventure activities, and wellness retreats, while also promoting rural tourism through Homestays, Gramstays, and Farmstays

BUSINESS

BW HOTELIER
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Madhya Pradesh Tourism showcases sustainable tourism at SATTE 2025

The Madhya Pradesh Tourism Board (MPTB) is captivating visitors at SATTE 2025, being held from February 19 to 21 at India Expo Mart, Greater Noida. With a spotlight on sustainable tourism, MPTB is presenting the state's rich cultural heritage, untouched landscapes, and unique offbeat destinations, reinforcing its title as the "Heart of Incredible India."

As one of South Asia's largest travel and tourism exhibitions, SATTE 2025 provides a key platform for industry leaders to connect, build business opportunities, and promote both domestic and international travel.

Date	21 st February 2025
Publication	BW Hotelier
Headline	Madhya Pradesh wins Best State Tourism Award at SATTE 2025

Madhya Pradesh wins Best State Tourism Award at SATTE 2025

BW Online Bureau • Feb 21, 2025

[# Madhya Pradesh](#)
[# Best Tourism Award](#)
[# SATTE 2025](#)
[# Event](#)
[# Travel and Tourism](#)

Madhya Pradesh was selected by a panel of experts for its commitment to sustainable tourism, cultural preservation, and adventure tourism

BUSINESS





Madhya Pradesh wins Best State Tourism Award at SATTE 2025

Madhya Pradesh has been honoured with the Best State Tourism Award at SATTE 2025, South Asia's largest travel and tourism exhibition, strengthening its position as one of India's premier travel destinations. The award was presented during the SATTE Awards ceremony held yesterday at Vashobhoomi, IICC, New Delhi.

The SATTE Awards celebrate excellence in travel and tourism, recognising organisations and states that have made a significant impact on the industry through innovation, global collaborations, and visitor engagement. Madhya Pradesh was selected by a panel of experts for its commitment to sustainable tourism, cultural preservation, and adventure tourism.

Date	21 st February 2025
Publication	BW Hotelier
Headline	Goa Tourism showcases sustainable travel at SATTE 2025

Goa Tourism showcases sustainable travel at SATTE 2025

BW Online Bureau | Feb 21, 2025

#GoaTourism #SATTE2025 #SustainableTravel #Showcase #Event #TravelandTourism

During the event, Minister Khaunte held a meeting with the Minister for Tourism, Uzbekistan, Shri Umid Shadiev, to explore tourism collaboration opportunities

BUSINESS

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BWHOTELIER.COM



Goa Tourism showcases sustainable travel at SATTE 2025

The Department of Tourism, Government of Goa, made a strong impact at SATTE 2025, with the grand inauguration of the Goa Pavilion at Yashabhoomi, New Delhi. The pavilion was officially opened by Goa's Tourism Minister, Rohan A Khaunte, who led the state's delegation at the event. He was accompanied by Secretary of Tourism, Sanjaev Ahuja, IAS, and other key officials from the Goa Tourism Development Corporation (GTDC) and the Department of Tourism.

Running until today, the pavilion highlights Goa's commitment to regenerative tourism, sustainable travel, and cultural heritage, presenting the state's diverse tourism offerings beyond its famous beaches. Minister Khaunte participated in a panel discussion with international tourism leaders, including dignitaries from Uzbekistan, Thailand, and Nagaland, as well as representatives from Informa Markets India and the STIC Group. The discussion focussed on global tourism trends and new opportunities for growth. Additionally, Khaunte met with Uzbekistan's Minister of Tourism, Umid Shadiev, to explore collaboration opportunities and held B2B meetings with key industry figures.

Date	21 st February 2025
Publication	BW Hotelier
Headline	Dubai showcases tourism excellence at SATTE 2025

Dubai showcases tourism excellence at SATTE 2025

By BW Online Bureau | Feb 21, 2025

#Dubai #SATTE 2025 #Tourism Excellence #Travel #Events

The city's presence at SATTE is helping to strengthen relationships with Indian travel industry stakeholder.




“Dubai deeply values its long-standing relationship with India, and 2024 has further strengthened this bond. As we continue to advance the Dubai Economic Agenda, D33, India will remain an essential partner in solidifying Dubai’s status as a global hub for business, tourism, and investment

Bader Ali Habib
 Director of Proximity Markets,
 Dubai Department of Economy and Tourism

Dubai is showcasing its diverse tourism offerings at SATTE 2025, strengthening its position as a preferred destination for Indian travellers. The city, represented by the Dubai Department of Economy and Tourism, is highlighting its multicultural attractions, world-class hospitality, and seamless connectivity, reinforcing its commitment to India as a key tourism and business partner.

In 2024, Dubai welcomed 3.14 million overnight visitors from South Asia, contributing significantly to its total of 18.72 million international visitors, a nine per cent increase from the previous year. The city's presence at SATTE is helping to strengthen relationships with Indian travel industry stakeholders, including airlines, destination management companies, and hotels, further enhancing collaboration.

Date	22 nd February 2025
Publication	Punjab Kesari
Headline	गोवा सरकार ने SATTE 2025 में गोवा परवेलियन का भव्य उद्घाटन किया, पर्यटन दृष्टिकोण पर चर्चा की

<p>गोवा सरकार ने SATTE 2025 में गोवा परवेलियन का भव्य उद्घाटन किया, पर्यटन दृष्टिकोण पर चर्चा की</p> <p>punjabkesari.in Saturday, Feb 22, 2025 - 03:04 PM (IST)</p> <p>नई दिल्ली: गोवा सरकार के पर्यटन विभाग ने नई दिल्ली के यशोवर्मा (Yashovarma) में गोवा परवेलियन के भव्य उद्घाटन के साथ दक्षिण एशिया के यात्रा और पर्यटन एक्सपोज़िशन (SATTE) 2025 में अपनी पहचान छाप छोड़ी। इस मौके का आधिकारिक उद्घाटन गोवा सरकार के माननीय पर्यटन मंत्री रोहन ए. खाउंडे ने किया, जो इस कार्यक्रम में गोवा प्रतिनिधिमंडल का नेतृत्व कर रहे हैं। उनके साथ गोवा सरकार के पर्यटन सचिव संजीव आठवले, IAS; पर्यटन मंत्री के आएसटी सॉल गैटिस; OTDC के उप महाप्रबंधक (विपणन) दीपक नारैक; पर्यटन विभाग के सहायक निदेशक जयेश केकोलकर; और पर्यटन विभाग की सहायक पर्यटक अधिकारी श्रीमती निजा तैयूरकर भी मौजूद थीं।</p> <p>कार्यक्रम में इन दिग्गजों ने हिस्सा भाग</p> <p>कार्यक्रम के हिस्से के रूप में, रोहन ए. खाउंडे, उज्जयिन्तान के माननीय पर्यटन मंत्री, तमिल शादिक, चंडीगढ़ के पर्यटन और खेल मंत्रालय के माननीय उप मंत्री, जयकाशोन तोंगयुधिमन; नागार्जुन सरकार के माननीय पर्यटन मंत्री, तेमनेन इरा अलंग; इफॉर्मी मार्केट्स इंडिया के प्रबंध निदेशक, योगेश मुन्नाल; इफॉर्मी मार्केट्स की वरिष्ठ समूह निदेशक और टेक्नो ट्रेड्स टुडे की प्रकाशक, श्रीमती पल्लवी मेहरा; इफॉर्मी मार्केट्स के IMEA अध्यक्ष, गीतर हॉल; और STIC समूह के अध्यक्ष, रमाथ गौयल सहित गणमान्य व्यक्तिों के साथ SATTE इंडिया 2025 में एक विचारोत्तेजक फैलाव चर्चा में भाग लिया।</p>
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Date	20 th February 2025
Publication	Nicobar Times
Headline	Andaman Tourism Delegation Showcases 'Brand Andamans' at SATTE 2025

[LOCAL NEWS](#) [NICOBAR](#) [NORTH AND MIDDLE ANDAMAN](#) [SOUTH ANDAMAN](#)

Andaman Tourism Delegation Showcases 'Brand Andamans' at SATTE 2025

📅 February 20, 2025 💬 No Comments



Tarun Karthick

Sri Vijaya Puram, 20 February 2025

A delegation of tourism stakeholders from the Andaman and Nicobar Islands is actively participating in SATTE 2025, South Asia's largest tourism exhibition, which commenced on 19th February 2025 at the Yashobhoomi Convention Centre, Dwarka, Delhi.

The delegation includes members of the Andaman Association of Tour Operators (AATO), led by its President, Mr. M. Vinod, along with Makruzz, led by Mr. Mohammad Jadwet, and Reeflooker – Semi Submarine, led by Mr. Mohammed Sajid.

Date	21 st February 2025
Publication	Andaman Seekha
Headline	Andaman Tourism Stakeholders Showcase at SATTE 2025 in Delhi

Andaman Tourism Stakeholders Showcase at SATTE 2025 in Delhi

FEBRUARY 19, 2025 BY [SANJIB KUMAR ROY](#) — [LEAVE A COMMENT](#)



Sri Vijaya Puram, Feb 19: Islands Tourism Stakeholders Participate in SATTE, A Delegation of Islands Tourism Stakeholders are Participating in Satte .South Asia's Largest Tourism exhibition which started today at Yashobhoomi Convention Centre, Dwarka .Delhi.

A Delegation Of members of Andaman Association Of Tour Operators led by its President Mr. M.Vinod is participating in Satte along with Makkrus led Mr. Mohammad Jadwet and Reeflooker .Semi Submarine led by Mohammed Sajid.

Mrs. Mugdha Sinha, IAS, Director General (Tourism), Ministry Of Tourism along with Officials of Ministry of tourism visited the Andaman Pavilion put up by Makruzz and AATO.

The participants are promoting brand Andaman through there well designed stall The fair will be for three days from 19th February to 21st February 2025.




Mr. Vinod further said that Participation in such big Fairs will definitely help in promoting Brand Andamans as a major tourist destination

at National Level and also provide an opportunity to the Islands tourism stakeholders to interact with Various travel Agents from all over the country .

Date	20 th February 2025
Publication	Travel Trade Journal
Headline	Air India showcases premium business class and virtual reality A350 experience at SATTE 2025

Air India showcases premium business class and virtual reality A350 experience at SATTE 2025

By TQ - February 20, 2025



Air India is showcasing its latest Business Class and Premium Economy seats from its retrofitted A320 family aircraft and a virtual reality journey of the state-of-the-art A350 aircraft at SATTE 2025 taking place from February 19 to 21, 2025, at Yashobhoomi, New Delhi.

Air India's booth at the travel and tourism exhibition draws inspiration from the airline's signature gold window frame, 'The Vista,' that stands out as a key design element, seamlessly combining aesthetics with immersive digital interactions.

At the pavilion, Air India aims to offer its visitors an opportunity to witness the airline's transformation journey through live demonstrations of Business Class and Premium Economy seats of the newly retrofitted A320 family aircraft.

Air India currently offers Premium Economy cabins on more than eighty aircraft that are deployed on domestic and international routes. The airline has started refurbishing 27 of its legacy A320 aircraft which will be completed by mid-2025. This will see the installation of new cabins, seats, upholstery, and carpets as well as the addition of Premium Economy cabins in these aircraft, thus significantly increasing the total count of aircraft in a three-class configuration.

Date	20 th February 2025
Publication	Travel Daily Media
Headline	Air India's Business & Premium Economy seats, A350 VR experience on display at SATTE 2025

Air India's Business & Premium Economy seats, A350 VR experience on display at SATTE 2025

By: Kanchan Nath
TDM Editor



Air India, India's leading global airline, is showcasing its latest Business Class and Premium Economy seats from its retrofitted A320 family aircraft and a virtual reality journey of the state-of-the-art A350 aircraft at South Asia's Travel & Tourism Exchange (SATTE) 2025 taking place from 19 to 21 February 2025 at Yashobhoomi (India International Convention and Expo Centre), New Delhi.

Date	20 th February 2025
Publication	ANI
Headline	Indonesian Safari Park: An African-Style Safari in Asia - The Ultimate Adventure for Indian Travelers

Indonesian Safari Park: An African-Style Safari in Asia - The Ultimate Adventure for Indian Travelers

ANI | Updated: Feb 20, 2025 10:41 IST

PRNewswire

New Delhi / Dwarka [India], February 20: As Indonesia targets 14.3 million foreign tourists in 2025, the Ministry of Tourism is promoting Taman Safari Indonesia, an African-style safari experience in Asia. Data from the Central Bureau of Statistics in 2024 shows that the number of Indian tourists visiting Indonesia reached 710,688, an increase of approximately 17.2% compared to 2023. At SATTE 2025, India's largest tourism trade fair, Indonesia showcases Taman Safari's family-friendly and adventure-packed attractions for Indian travelers.

Unlike traditional zoos, Taman Safari Indonesia offers an immersive, open-habitat safari adventure. Strategically located near major airports, its parks Taman Safari Bogor, Prigen, Bali, Solo Safari, & Jakarta Aquarium Safari, provide visitors with close encounters with orangutans, Sumatran tigers, and other native and exotic species.

Explore a 24-hour safari adventure, at Taman Safari Bogor from a drive-thru safari with lions, giraffes, and elephants to interactive experiences like swimming with dolphins and feeding penguins. Night Safari lets visitors see nocturnal wildlife, followed by free rides and live performances. Stay at Safari Resort, a family-friendly retreat with heritage-inspired architecture surrounded by nature.

At [Taman Safari Prigen](#) in East Java, visit the Australiana Zone, home to kangaroos, wombats, emus, and soon, koalas. Enchanting Forest offers stunning views of Mount Arjuna, while thrill-seekers can enjoy an ATV off-road adventure. Stay at Baobab Resort, where guests experience an African-inspired savanna retreat. In Central Java, [Solo Safari](#) offers kid-friendly attractions like the Dino Ride, Savannah Zipline, and Go-Kart, plus a unique dining experience overlooking the lion exhibition at Makunde Bistro.

Date	19 th February 2025
Publication	Mediabrief
Headline	Air India showcases business and premium economy seats, A350 VR experience at SATTE 2025

Air India showcases business and premium economy seats, A350 VR experience at SATTE 2025

By **MBDesk** · February 19, 2025



Air India, a global airline, is showcasing its latest Business Class and Premium Economy seats from its retrofitted A320 family aircraft and a virtual reality journey of the A350 aircraft at South Asia's Travel and Tourism Exchange (SATTE) 2025 taking place from 19 to 21 February 2025 at Yashobhoomi (India International Convention and Expo Centre), New Delhi.

Air India's booth at the travel and tourism exhibition draws inspiration from the airline's signature gold window frame, "The Vista," that stands out as a key design element, combining aesthetics with digital interactions.

Date	19 th February 2025
Publication	Industrial Punch
Headline	Air India Business & Premium Economy seats, A350 VR Experience on Display at Satte 2025

Air India Business & Premium Economy seats, A350 VR Experience on Display at Satte 2025

Air India's booth design, inspiration from the airline's signature gold window frame, 'The Vista'

By [Anandharaj Panthi](#) 19 February 2025

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CM of Maharashtra and Union Minister of State for Power

Bengaluru, 19 February 2025: Air India, India's leading global airline, is showcasing its latest Business Class and Premium Economy seats from its retrofitted A320 family aircraft and a virtual reality journey of the state-of-the-art A350 aircraft at South Asia's Travel & Tourism Exchange (SATTE) 2025 taking place from 19 to 21 February 2025 at Yashobhoomi (India International Convention and Expo Centre), New Delhi.

Air India's booth at the travel and tourism exhibition draws inspiration from the airline's signature gold window frame, 'The Vista,' that stands out as a key design element, seamlessly combining aesthetics with immersive digital interactions.

Date	20 th February 2025
Publication	MSN
Headline	SATTE 2025: Air India showcases business class, premium economy seats from A320 family aircraft

SATTE 2025: Air India showcases business class, premium economy seats from A320 family aircraft

Story by India Blooms News Service • 1w •  2 min read

India, Feb. 19 -- Tata Group-owned Air India is showcasing its latest Business Class and Premium Economy seats from its retrofitted A320 family aircraft and a virtual reality journey of the state-of-the-art A350 aircraft at South Asia's Travel & Tourism Exchange (SATTE) 2025 taking place from February 19 to 21 at Yashobhoomi (India International Convention and Expo Centre), New Delhi.



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Air India's booth at the travel and tourism exhibition draws inspiration from the airline's signature gold window frame, 'The Vista,' that stands out as a key design element, seamlessly combining aesthetics with immersive digital interactions.

Air India currently offers Premium Economy cabins on more than eighty aircraft that are deployed on domestic and international routes.

The airline has started refurbishing 27 of its legacy A320 aircraft that will be completed by mid-2025.

The addition of Premium Economy will offer passengers the comfort of a dedicated, upscale cabin and seats with extra legroom, enhanced meals, priority services on ground, and more.

Date	21 st February 2025
Publication	News Mantra
Headline	AIR INDIA'S BUSINESS & PREMIUM ECONOMY SEATS, A350 VR EXPERIENCE ON DISPLAY AT SATTE 2025

AIR INDIA'S BUSINESS & PREMIUM ECONOMY SEATS, A350 VR EXPERIENCE ON DISPLAY AT SATTE 2025

by Newsmantra · February 19, 2025

Bengaluru, 19 February 2025: Air India, India's leading global airline, is showcasing its latest Business Class and Premium Economy seats from its retrofitted A320 family aircraft and a virtual reality journey of the state-of-the-art A350 aircraft at South Asia's Travel & Tourism Exchange (SATTE) 2025 taking place from 19 to 21 February 2025 at Yashobhoomi (India International Convention and Expo Centre), New Delhi.

Air India's booth at the travel and tourism exhibition draws inspiration from the airline's signature gold window frame, *'The Vista,'* that stands out as a key design element, seamlessly combining aesthetics with immersive digital interactions.

At the pavilion, Air India aims to offer its visitors an opportunity to witness the airline's transformation journey through live demonstrations of Business Class and Premium Economy seats of the newly retrofitted A320 family aircraft.

Air India currently offers Premium Economy cabins on more than eighty aircraft that are deployed on domestic and international routes. The airline has started

Date	20 th February 2025
Publication	TTG Asia
Headline	Tourism Malaysia launches Visit Malaysia 2026 campaign in India

Tourism Malaysia launches Visit Malaysia 2026 campaign in India

By Rohit Kaul / Posted on 20 February, 2025 10:30

Tourism Malaysia has unveiled its Visit Malaysia 2026 (VM2026) campaign in India along with a target of 1.6 million Indian arrivals. A series of strategic travel trade initiatives will back its campaign ambitions.

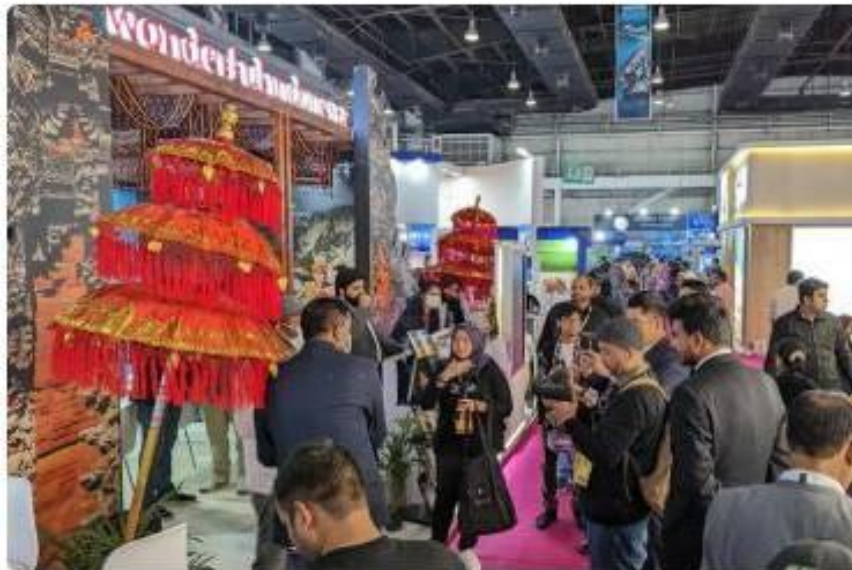
The NTO has been actively engaging with the Indian travel trade industry. Earlier this year, Tourism Malaysia participated in the OTM 2025 travel tradeshow in Mumbai, and led a sales mission across key Southern Indian cities including Hyderabad, Bengaluru and Kochi. Continuing its engagement, Tourism Malaysia will soon join SATTE 2025 in New Delhi from February 19 to 21.



Date	20 th February 2025
Publication	Jakarta daily
Headline	Indonesia to Strengthen Tourism Ties at SATTE 2025 in India

Indonesia to Strengthen Tourism Ties at SATTE 2025 in India

Mukhtar Wijaya - 20 February 2025 08:30 WIB



Indonesia's participation in SATTE 2025 highlights its commitment to enhancing tourism from India, particularly to Bali. (Photo: Jakartadaily/Ministry of Tourism)

JAKARTADAILY.ID - In a strategic move to bolster **Indonesia's** **tourism** presence in South Asia, the Ministry of Tourism will participate in the South Asia's Travel and Tourism Exchange (SATTE) 2025.

The event, scheduled for February 19-21, 2025, at Yashobhoomi in New Delhi, aims to increase Indian tourist visits to Indonesia, particularly to popular destinations like Bali.

Date	19 th February 2025
Publication	Aviacion Aldia
Headline	Air India Showcases New A320 Business Class and Premium Economy Cabins at SATTE 2025

Air India Showcases New A320 Business Class and Premium Economy Cabins at SATTE 2025

BY: AVIACION ALDIA - FEBRUARY 19, 2025



Follow us on social media and always stay updated



Air India is showcasing its new Business Class and Premium Economy cabins for the Airbus A320 at the South Asia's Travel & Tourism Exchange (SATTE) 2025, taking place from February 19 to 21 at Yashobhoomi (India International Convention and Expo Centre) in New Delhi.

An Immersive Experience at Air India's Stand

The airline's pavilion at SATTE 2025 stands out for its design inspired by the iconic golden window frames of the airline, known as "The Vista." This aesthetic element is combined with immersive digital interactions to provide an innovative experience for visitors.

Date	20 th February 2025
Publication	APN News
Headline	Air India's Business & Premium Economy Seats, A350 Vr Experience On Display At Satte 2025

Air India's Business & Premium Economy Seats, A350 Vr Experience On Display At Satte 2025

by NS — February 20, 2025 · in Tourism · 0

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Bengaluru : Air India, India's leading global airline, is showcasing its latest Business Class and Premium Economy seats from its retrofitted A320 family aircraft and a virtual reality journey of the state-of-the-art A350 aircraft at South Asia's Travel & Tourism Exchange (SATTE) 2025 taking place from 19 to 21 February 2025 at Yashobhoomi (India International Convention and Expo Centre), New Delhi.

Air India's booth at the travel and tourism exhibition draws inspiration from the airline's signature gold window frame, 'The Vista,' that stands out as a key design element, seamlessly combining aesthetics with immersive digital interactions.

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Air India currently offers Premium Economy cabins on more than eighty aircraft that are deployed on domestic and international routes. The airline has started refurbishing 27 of its legacy A320 aircraft that will be completed by mid-2025. This will see the installation of new cabins, seats, upholstery, carpets as well as the addition of Premium Economy cabins in these aircraft, thus significantly increasing the total count of aircraft in three-class configuration.

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Date	19 th February 2025
Publication	AIZ Goa
Headline	AIR INDIA SHOWCASES PREMIUM SEATS AND A350 VR EXPERIENCE AT SATTE 2025

AIR INDIA SHOWCASES PREMIUM SEATS AND A350 VR EXPERIENCE AT SATTE 2025



AIR INDIA SHOWCASES PREMIUM SEATS AND A350 VR EXPERIENCE AT SATTE 2025

Gurugram, February 19, 2025: Air India, India's leading global airline, is showcasing its latest Business Class and Premium Economy seats from its retrofitted A320 family aircraft at South Asia's Travel & Tourism Exchange (SATTE) 2025.

The airline's booth at the travel and tourism exhibition draws inspiration from its signature gold window frame, 'The Vista.' Visitors can experience the airline's transformation journey through live demonstrations of Business Class and Premium Economy seats.

Air India is also showcasing a Virtual Reality experience zone, allowing visitors to explore its state-of-the-art A350 fleet. The airline's flagship A350 offers a three-class cabin configuration, wider cabins, larger windows, mood lighting, Wi-Fi connectivity, and advanced inflight entertainment systems.

"We're excited to showcase our premium offerings at SATTE 2025," said Nipun Aggarwal, Chief Commercial Officer, Air India. "Our goal is to provide a world-class experience for our passengers."

Visitors to the Air India booth can also enroll in the airline's revamped loyalty program, Maharaja Club, and participate in a raffle to win exclusive gifts and a complimentary economy class ticket.

About Air India

Air India is India's leading global airline, operating over 300 aircraft to 55 domestic and 48 international destinations. The airline is undergoing a five-year transformation program, and has placed an order for 570

Date	20 th February 2025
Publication	AIZ Goa
Headline	Goa Tourism showcases sustainable and experiential travel at SATTE 2025*

Goa Tourism showcases sustainable and experiential travel at SATTE 2025*



Goa Tourism showcases sustainable and experiential travel at SATTE 2025



"Panaji, 20 February 2025:" The Department of Tourism, Government of Goa, made a strong impression at South Asia's Travel and Tourism Exchange (SATTE) 2025 with the grand inauguration of the Goa Pavilion at Yashbhoomi (IICC), New Delhi. The pavilion was officially inaugurated by the Hon'ble Minister for Tourism, Government of Goa, Shri Rohan A. Khaunte, who is leading the Goa delegation at the event. He is accompanied by Secretary Tourism, Government of Goa, Shri Sanjeev Ahuja, IAS; Shri Shawn Mendes, OSD to the Tourism Minister; Shri Deepak Narvekar, Deputy General Manager (Marketing), GTDC; Shri Jayesh Kankonkar, Assistant Director of Tourism, Department of Tourism; and Smt Chitra Vengurlekar, Assistant Tourist Officer, Department of Tourism. Goa Tourism will be showcasing its diverse offerings at SATTE 2025 over the next two days, until 21st February 2025.

Date	20 th February 2025
Publication	Hospibuzz
Headline	Türkiye Makes Powerful Impact on Opening Day of SATTE 2025, Showcasing Record Tourism Growth

Türkiye Makes Powerful Impact on Opening Day of SATTE 2025, Showcasing Record Tourism Growth

Discover Türkiye's vibrant culture and tourism offerings at SATTE 2025 in New Delhi. Join us at Yashobhoomi for an unforgettable travel experience.



New Delhi, 20th February 2025: The Ministry of Culture and Tourism of the Republic of Türkiye and the Türkiye Tourism Promotion and Development Agency (TGA) attach great importance to the Indian market and marked a commanding presence on the inaugural day of SATTE 2025, South Asia's premier travel and tourism exhibition. The event is being held at the state-of-the-art Yashobhoomi (India International Convention and Expo Centre) in New Delhi.

H.E. Mr. Firat Sunel, Ambassador of the Republic of Türkiye to India, attended the opening ceremony and welcomed visitors at the GoTürkiye Pavilion, highlighting the strong tourism ties between the two nations. Turkish Delegation led by Mr. Basak Onsel Demir, Counsellor for Culture and Tourism Affairs at the Embassy of the Republic of Türkiye, accompanied by the Türkiye Tourism Promotion and Development Agency (TGA) representatives Ms. Cagla Yontem (MICE Director-Weddings&Incentives) and Mr. Dogukan Lale (Exhibition Assistant Manager) showcased the country's remarkable tourism achievements and diverse offerings through an innovative display at Booth B54, featuring around 20 companies.

Date	19 th February 2025
Publication	India Blooms
Headline	SATTE 2025: Air India showcases business class, premium economy seats from A320 family aircraft

SATTE 2025: Air India showcases business class, premium economy seats from A320 family aircraft

India Blooms News Service | [@indiablooms](#) | Feb 19, 2025, at 05:28 pm

[#AirIndia](#) [#TataGroup](#) [#SATTE](#)

Tata Group-owned Air India is showcasing its latest Business Class and Premium Economy seats from its retrofitted A320 family aircraft and a virtual reality journey of the state-of-the-art A350 aircraft at South Asia's Travel & Tourism Exchange (SATTE) 2025 taking place from February 19 to 21 at Yashobhoomi (India International Convention and Expo Centre), New Delhi.

Air India's booth at the travel and tourism exhibition draws inspiration from the airline's signature gold window frame, 'The Vista,' that stands out as a key design element, seamlessly combining aesthetics with immersive digital interactions.

“

At the pavilion, Air India aims to offer its visitors an opportunity to witness the airline's transformation journey through live demonstrations of Business Class and Premium Economy seats of the newly retrofitted A320 family aircraft.

Air India currently offers Premium Economy cabins on more than eighty aircraft that are deployed on domestic and international routes.

The airline has started refurbishing 27 of its legacy A320 aircraft that will be completed by mid-2025.

“

This will see the installation of new cabins, seats, upholstery, carpets as well as the addition of Premium Economy cabins in these aircraft, thus significantly increasing the total count of aircraft in three-class configuration.

The addition of Premium Economy will offer passengers the comfort of a dedicated, upscale cabin and seats with extra legroom, enhanced meals, priority services on ground,

Date	21 st February 2025
Publication	Travel Daily Media
Headline	Goa Tourism showcases sustainable and experiential travel at SATTE 2025

Goa Tourism showcases sustainable and experiential travel at SATTE 2025

By Karshan Nath
TDM Editor

On Feb 21, 2025



The Department of Tourism, Government of Goa, made a strong impression at South Asia's Travel and Tourism Exchange (SATTE) 2025 with the grand inauguration of the Goa Pavilion at Yashobhoomi (IICC), New Delhi. The pavilion was officially inaugurated by the Minister for Tourism, Government of Goa, Rohan A. Khaunte, who is leading the Goa delegation at the event. He is accompanied by Secretary Tourism, Government of Goa, Sanjeev Ahuja, IAS, Shawn Mendes, OSD to the Tourism Minister; Deepak Narvekar, Deputy General Manager (Marketing), GTDC; Jayesh Kankonkar, Assistant Director of Tourism, Department of Tourism; and Chitra Vengurlekar, Assistant Tourist Officer, Department of Tourism.

As part of the event, Rohan A. Khaunte, along with dignitaries including Minister of Tourism, Uzbekistan, Umid Shadiev, H Vice Minister, Ministry of Tourism and Sports, Thailand, Jakkaphon Tangsuthitham; Minister of Tourism, Government of Nagaland, Temjen Imna Along; Yogesh Mudras, Managing Director, Informa Markets India; Pallavi Mehra, Senior Group Director, Informa Markets & Publisher, Travel Trends Today; Peter Hall, President, IMEA, Informa Markets; and Chairman, STIC Group, Subhash Goyal, participated in a thought-provoking panel discussion at SATTE India 2025. The discussion explored key trends and opportunities shaping the global tourism landscape.

During the event, Minister for Tourism, Rohan A. Khaunte held a meeting with the Minister for Tourism, Uzbekistan, Umid Shadiev, to explore tourism collaboration opportunities. He also interacted with media persons and conducted a B2B meeting with top officials, accompanied by Secretary Tourism, Government of Goa Shri Sanjeev Ahuja, IAS.

Speaking about Goa's participation at SATTE 2025, Rohan A. Khaunte stated: "Goa has always been a pioneer in the tourism sector, and at SATTE 2025, we are further strengthening our vision of responsible and regenerative tourism. Our focus is on sustainable and experiential travel, enhancing visitor experiences while ensuring benefits for local communities. We look forward to engaging with industry leaders, stakeholders, and travellers to showcase the evolving dimensions of Goa's tourism sector."

Date	21 st February 2025
Publication	Travel and Tour World
Headline	Tourism Authority of Thailand Pushes for Record Growth in Indian Arrivals with Tailored Campaigns and Collaborations at SATTE 2025

Tourism Authority of Thailand Pushes for Record Growth in Indian Arrivals with Tailored Campaigns and Collaborations at SATTE 2025

Friday, February 21, 2025



The Tourism Authority of Thailand showcases diverse travel experiences at SATTE 2025, aiming to attract 2.3 million Indian visitors with tailored campaigns and B2B connections.

The Tourism Authority of Thailand (TAT) is making a powerful statement at the South Asia Travel and Tourism Exchange (SATTE) 2025, held from 19 to 21 February at Yashobhoomi – India International Convention and Expo Centre. Celebrating its 16th year of participation, TAT is leveraging this prestigious platform to showcase Thailand's vibrant tourism offerings and strengthen its appeal among Indian travelers, one of its fastest-growing visitor markets.


Ms. Pattaraanong Na Chiangmai, TAT Deputy Governor for International Marketing – Asia and South Pacific, emphasised the significance of the event, stating: "SATTE 2025 is a vital platform for Thai tourism operators to foster business opportunities, introduce new travel products, and promote exclusive packages tailored to Indian tourists. It strengthens Thailand's position as a premier destination under the globally recognised 'Amazing Thailand' brand, aligning with the 'Amazing Thailand Grand Tourism and Sports Year' initiative."

Date	20 th February 2025
Publication	Travel and Tour World
Headline	Dubai Sets New Benchmarks at SATTE 2025, Strengthening Its Legacy as India's Leading Travel Hub

Home / India Travel / Dubai Sets New Benchmarks at SATTE 2025, Strengthening Its Legacy as India's Leading Travel Hub

Dubai Sets New Benchmarks at SATTE 2025, Strengthening Its Legacy as India's Leading Travel Hub

Thursday, February 20, 2025



As Dubai cements its position as a top destination for Indian travelers, the city is making a powerful statement at SATTE 2025 this week, highlighting its vibrant multicultural experiences, world-renowned landmarks, diverse accommodations, and seamless connectivity.

In 2024, Dubai welcomed an impressive three point one four million overnight visitors from South Asia, contributing significantly to its record-breaking eighteen point seven two million international visitors, a nine percent year-on-year increase. Building on this momentum, Dubai's presence at SATTE, spearheaded by the Dubai Department of Economy and Tourism, is reinforcing key relationships with Indian airlines, hotels, and travel companies, further solidifying India's pivotal role in Dubai's tourism and business landscape.

The city's participation at SATTE also reflects its strategic focus on catering to Indian travelers, offering a dynamic mix of luxury shopping, family-friendly attractions, and premium business events. This deepening collaboration with India's travel sector underscores Dubai's ambition to strengthen its position as a global hub for both leisure and commerce—a city that ranks among the best places to visit, live, and work.

Date	20 th February 2025
Publication	Travel and Tour World
Headline	Madhya Pradesh Honoured as Best State at South Asia Travel and Tourism Exhibition 2025 for Its Unparalleled Travel Contributions'

Madhya Pradesh Honoured as Best State at South Asia Travel and Tourism Exhibition 2025 for Its Unparalleled Travel Contributions

Thursday, February 20, 2025



Madhya Pradesh has been awarded the prestigious Best State Tourism Award at the South Asia Travel and Tourism Exhibition (SATTE) 2025, cementing its position as one of India's most sought-after travel destinations. The award ceremony took place on February 20, 2025, at Yashobhoomi, IICC, New Delhi, celebrating exceptional achievements in the tourism industry. SATTE, known as South Asia's largest travel and tourism exhibition, attracts global attention, and Madhya Pradesh's recognition at this esteemed platform is a testament to its remarkable contributions to the sector.

Recognizing Excellence: SATTE Awards 2025

The SATTE Awards honor exceptional achievements within the travel and tourism industry, recognizing individuals and organizations that have significantly contributed to enhancing tourism experiences, fostering global partnerships, and promoting cultural exchange. A distinguished panel of industry experts and leaders selected the winners, ensuring that only the most deserving participants receive this prestigious accolade.

Madhya Pradesh: The Heart of India's Tourism

Celebrated as the 'Heart of India,' Madhya Pradesh has consistently led the way in innovative tourism strategies, making it a top choice for travelers seeking diverse experiences. The state is renowned for its UNESCO World Heritage Sites, including Khajuraho, Sanchi, and Bhimbetka, attracting history enthusiasts

Date	19 th February 2025
Publication	Network KNT
Headline	Tourism Malaysia Resumes to Attract the Indian Market at SATTE 2025

Tourism Malaysia Resumes to Attract the Indian Market at SATTE 2025

January 1, 1970 Last Updated: January 1, 1970

0 17 0 minutes read



Tourism Malaysia returns to the South Asia's Travel & Tourism Exchange (SATTE), one of India's largest tourism fair for its 21st participation in New Delhi. The three-day event occurring from 19th to 21st February is a continuous effort to keep Malaysia as a preferred tourist destination in the minds of Indian travellers.



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Tourism Malaysia booth inaugurated by H.E. Dato Muzafar Shah Mustafa, High Commissioner of Malaysia to India along with Ahmad Johanif Mohd Ali, Director, Tourism Malaysia Delhi

Tourism Malaysia intends to focus on niche products such as shopping, golfing, luxury tourism, soft tourism, theme parks and honeymoon packages to inspire the global campaign of Visit Malaysia 2026 at this year's SATTE. Consequently, Tourism Malaysia is also leveraging the niche product segments such as wedding with Meetings, Incentives, Conferences, and Exhibitions (MICE).

Date	20 th February 2025
Publication	Hospibuzz
Headline	Goa Tourism showcases sustainable and experiential travel at SATTE 2025

Goa Tourism showcases sustainable and experiential travel at SATTE 2025

Discover the vibrant offerings of Goa at SATTE 2025. Join the Goa delegation led by Minister Rohan A. Khaunte at the grand pavilion in New Delhi.



New Delhi, 20 February 2025: The Department of Tourism, Government of Goa, made a strong impression at South Asia's Travel and Tourism Exchange (SATTE) 2025 with the grand inauguration of the Goa Pavilion at Yashobhoomi (IICC), New Delhi. The pavilion was officially inaugurated by the Hon'ble Minister for Tourism, Government of Goa, Shri Rohan A. Khaunte, who is leading the Goa delegation at the event. He is accompanied by Secretary Tourism, Government of Goa, Shri Sanjeev Ahuja, IAS; Shri Shawn Mendes, OSD to the Tourism Minister; Shri Deepak Narvekar, Deputy General Manager (Marketing), GTDC; Shri Jayesh Kankonkar, Assistant Director of Tourism, Department of Tourism; and Smt Chitra Vengurlekar, Assistant Tourist Officer, Department of Tourism. Goa Tourism will be showcasing its diverse offerings at SATTE 2025 over the next two days, until 21st February 2025.

Date	20 th February 2025
Publication	Hospibuzz
Headline	Türkiye Makes Powerful Impact on Opening Day of SATTE 2025, Showcasing Record Tourism Growth

Türkiye Makes Powerful Impact on Opening Day of SATTE 2025, Showcasing Record Tourism Growth

Discover Türkiye's vibrant culture and tourism offerings at SATTE 2025 in New Delhi. Join us at Yashobhoomi for an unforgettable travel experience.

 Hospibuzz    



New Delhi, 20th February 2025: The Ministry of Culture and Tourism of the Republic of Türkiye and the Türkiye Tourism Promotion and Development Agency (TGA) attach great importance to the Indian market and marked a commanding presence on the inaugural day of SATTE 2025, South Asia's premier travel and tourism exhibition. The event is being held at the state-of-the-art Yashobhoomi (India International Convention and Expo Centre) in New Delhi.

Date	20 th February 2025
Publication	Travel World Online
Headline	Madhya Pradesh Tourism Showcases Sustainable Tourism at SATTE 2025

Madhya Pradesh Tourism Showcases Sustainable Tourism At SATTE 2025



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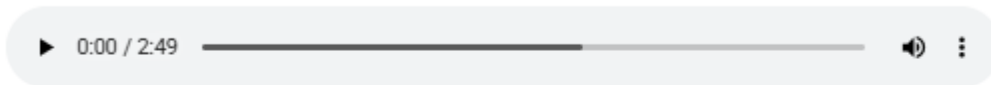
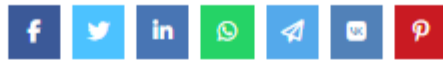
The Madhya Pradesh Tourism Board (MPTB) is currently captivating visitors at SATTE 2025, being held from February 19 to 21 at Yashobhoomi Dwarka, New Delhi. With a spotlight on sustainable tourism, MPTB is presenting the state's rich cultural heritage, untouched landscapes, and unique offbeat destinations, reinforcing its title as the "Heart of Incredible India."

As one of South Asia's largest travel and tourism exhibitions, SATTE 2025 provides a key platform for industry leaders to connect, build business opportunities, and promote both domestic and international travel.

MPTB is showcasing eco-friendly experiences, adventure activities, and wellness retreats, while also promoting rural tourism through Homestays, Gramstays, and Farmstays that immerse visitors in local traditions and culture.

Date	20 th February 2025
Publication	Travel World Online
Headline	TOURISM MALAYSIA RESUMES TO ATTRACT THE INDIAN MARKET AT SATTE 2025

TOURISM MALAYSIA RESUMES TO ATTRACT THE INDIAN MARKET AT SATTE 2025



Tourism Malaysia returns to the South Asia's Travel & Tourism Exchange (SATTE), one of India's largest tourism fair for its 21st participation in New Delhi. The three-day event occurring from 19th to 21st February is a continuous effort to keep Malaysia as a preferred tourist destination in the minds of Indian travellers.

Tourism Malaysia intends to focus on niche products such as shopping, golfing, luxury tourism, soft tourism, theme parks and honeymoon packages to inspire the global campaign of Visit Malaysia 2026 at this year's SATTE. Consequently, Tourism Malaysia is also leveraging the niche product segments such as wedding with Meetings, Incentives, Conferences, and Exhibitions (MICE).

Being recognized as the Best MICE Destination 2024 in the Indian market, Malaysia continues to maintain its reputation and a destination of choice for Indian corporations. With approximately more than 40,000 trade visitors, the event anticipates a significant increase in Indian tourists to Malaysia through the rigorous promotion and stronger cooperation between tour operators and members of the tourism fraternity.

The Malaysian delegation is headed by **Mr. Ahmad Johanif Mohd Ali, Director of Tourism Malaysia New Delhi Office**, together with **60 organisations** representing tour agents, hotel and resort operators, tourism product owners, airline operators, Sabah Tourism Board and Tourism Melaka.

Date	21 st February 2025
Publication	Travelers World
Headline	Türkiye's Tourism Surge Takes Center Stage at SATTE 2025

Türkiye's Tourism Surge Takes Center Stage at SATTE 2025



New Delhi, February, 2025: The Republic of Türkiye marked a significant presence on the opening day of the South Asia Travel and Tourism Exchange (SATTE) 2025, South Asia's leading travel and tourism exhibition. Held at the Yashobhoomi (India International Convention and Expo Centre) in New Delhi, the event saw the participation of the Ministry of Culture and Tourism of the Republic of Türkiye alongside the Türkiye Tourism Promotion and Development Agency (TGA), underlining the country's increasing engagement with the Indian market.

The opening ceremony was attended by H.E. Mr. Firat Sunel, Ambassador of the Republic of Türkiye to India, who welcomed visitors at the GoTürkiye Pavilion. Accompanying the Turkish delegation were Ms. Basak Onsal Demir, Counsellor for Culture and Tourism Affairs at the Turkish Embassy, and TGA representatives, including Ms. Cagla Yontem, Director for Weddings and Incentives (MICE), and Mr. Dogucan Lale, Exhibition Assistant Manager. The Turkish booth (B54) featured around 20 companies showcasing the country's diverse tourism offerings and achievements.

The participation of Türkiye at SATTE 2025 follows a period of robust tourism growth, with the country welcoming 62.2 million international visitors in 2024—a 9.8% increase from the previous year. The Indian market played a crucial role in this expansion, recording a 20.7% surge in visitors compared to 2023, reflecting the rising interest of Indian travelers in Turkish destinations.

Date	20 th February 2025
Publication	Industrial Punch
Headline	Tourism Malaysia Resumes to Attract the Indian Market at SATTE 2025

Tourism Malaysia Resumes to Attract the Indian Market at SATTE 2025

Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia.

By Industrial Punch 18 February 2025








Tourism Malaysia returns to the South Asia's Travel & Tourism Exchange (SATTE), one of India's largest tourism fair for its 21st participation in New Delhi. The three-day event occurring from 19th to 21st February is a continuous effort to keep Malaysia as a preferred tourist destination in the minds of Indian travellers.

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CM of Maharashtra and Union Minister of State for Power addressed...

Industrial Punch 18 February 2025

The 2nd meeting of Group of Ministers (GoM), constituted for addressing issues related to stability of electricity distribution policies, was held in Mumbai today...



WCL and MSPGCL Hold Courtesy Meeting to Discuss Coal Supply

18 February 2025



ISRO launches satellite on...

Date	20 th February 2025
Publication	Tourism India Online
Headline	IATO signs MoU with Japanese Tourism Associations to promote Tourism between two Countries

IATO signs MoU with Japanese Tourism Associations to promote Tourism between two Countries

© February 20, 2025

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To facilitate tourism between India and Japan, IATO, the national apex tourism body signed an MOU with Okinawa-India Friendship Association (OIFA) & Onna Village Tourism Association of Japan in New Delhi on February 20, 2025. The MOU was signed on behalf of IATO by Mr. Rajiv Mehra, President of IATO and Mr. Moritake Tomikawa, President – Okinawa India Friendship Association (OIFA) and Ms. Rumiko Miyazaki, Chairperson – Onna Village Tourism Association. Present on the occasion were Mr. Yoshimi Nagahama, Mayor of Onna Village and Mr. Ravi Gosain – Vice President-IATO.



Date	21 st February 2025
Publication	Travel and Tour World
Headline	Goa's Tourism Spectacle at SATTE 2025 Features a Captivating Inauguration by Minister Rohan A. Khaunte in New Delhi

Goa's Tourism Spectacle at SATTE 2025 Features a Captivating Inauguration by Minister Rohan A. Khaunte in New Delhi

Friday, February 21, 2025



At the 2025 South Asia's Travel and Tourism Exchange (SATTE) held in Yashobhoomi (IIC), New Delhi, the Goa Pavilion was a standout feature, inaugurated with great fanfare. The ceremony was led by Shri Rohan A. Khaunte, the esteemed Minister for Tourism of Goa, who heads the state's delegation. Accompanying him were several key officials including Shri Sanjeev Ahuja, IAS, Secretary of Tourism; Shri Shawn Mendes, Officer on Special Duty to the Tourism Minister; Shri Deepak Narvekar, Deputy General Manager (Marketing) at GTDC; Shri Jayesh Kankonkar, Assistant Director of Tourism; and Smt Chitra Vengurlekar, Assistant Tourist Officer, all representing Goa's Department of Tourism. The Goa Tourism team will be presenting their varied tourism initiatives at the event, which continues until the 21st of February 2025.

In a significant highlight of the event, Shri Rohan A. Khaunte joined a distinguished panel including the Minister of Tourism from Uzbekistan, Shri Umid Shadiev; the Vice Minister of the Ministry of Tourism and Sports of Thailand, Shri Jakkaphon Tangutthitham; Nagaland's Minister of Tourism, Shri Tamjen Imne Along; Shri Yogesh Mudres, Managing Director of Informa Markets India; Smt Pallavi Mehra, Senior Group Director at Informa Markets and Publisher of Travel Trends Today; Shri Peter Hall, President of IMEA at Informa Markets; and Shri Subhash Goyal, Chairman of the STIC Group. Together, they engaged in a dynamic discussion on the prevailing trends and emerging opportunities within the international tourism sector.

Date	21 st February 2025
Publication	Business News This Week
Headline	Goa Tourism Highlights Sustainable and Experiential Travel at SATTE 2025

Goa Tourism Highlights Sustainable and Experiential Travel at SATTE 2025

🕒 February 21, 2025 👤 Biswaranjan Jena 📁 Business 💬 Comments Off



New Delhi, 21st February 2025: The Department of Tourism, Government of Goa, made a strong impression at South Asia's Travel and Tourism Exchange (SATTE) 2025 with the grand inauguration of the Goa Pavilion at Yashobhoomi (IICC), New Delhi. The pavilion was officially inaugurated by the Hon'ble Minister for Tourism, Government of Goa, Shri Rohan A. Khaunte, who is leading the Goa delegation at the event. He is accompanied by Secretary Tourism, Government of Goa, Shri Sanjeev Ahuja, IAS; Shri Shawn Mendes, OSD to the Tourism Minister; Shri Deepak Narvekar, Deputy General Manager (Marketing), GTDC; Shri Jayesh Kankonkar, Assistant Director of Tourism, Department of Tourism; and Smt Chitra Vengurlekar, Assistant Tourist Officer, Department of Tourism. Goa Tourism will be showcasing its diverse offerings at SATTE 2025 over the next two days, until 21st February 2025.

As part of the event, Shri Rohan A. Khaunte, along with dignitaries including Hon'ble Minister of Tourism, Uzbekistan, Shri Umid Shadiev; Hon'ble Vice Minister, Ministry of Tourism and Sports, Thailand, Shri Jakkaphon Tangsutthitham; Hon'ble Minister of Tourism, Government of Nagaland, Shri Temjen Imna Along; Shri Yogesh Mudras, Managing Director, Informa Markets India; Smt Pallavi Mehra, Senior Group Director, Informa Markets & Publisher, Travel Trends Today; Shri Peter Hall, President, IMEA, Informa Markets; and Chairman, STIC Group, Shri Subhash Goyal, participated in a thought-provoking panel discussion at SATTE India 2025. The discussion explored key trends and opportunities shaping the global tourism landscape.

Date	21 st February 2025
Publication	Goemkarpon
Headline	Goa Tourism showcases sustainable and experiential travel at SATTE 2025

Goa Tourism showcases sustainable and experiential travel at SATTE 2025

By Team Admin — February 21, 2025 — LOCAL NEWS — No Comments — 3 Mins Read



Team Goemkarponn

Panaji: The Department of Tourism, Government of Goa, made a strong impression at South Asia's Travel and Tourism Exchange (SATTE) 2025 with the grand inauguration of the Goa Pavilion at Yashobhoomi (ICC), New Delhi. The pavilion was officially inaugurated by the Hon'ble Minister for Tourism, Government of Goa, Shri Rohan A. Khaunte, who is leading the Goa delegation at the event. He is accompanied by Secretary Tourism, Government of Goa, Shri Sanjeev Ahuja, IAS; Shri Shawn Mendes, OSD to the Tourism Minister; Shri Deepak Narvekar, Deputy General Manager (Marketing), GTDC; Shri Jayesh Kankonkar, Assistant Director of Tourism, Department of Tourism; and Smt Chitra Vengurlekar, Assistant Tourist Officer, Department of Tourism. Goa Tourism will be showcasing its diverse offerings at SATTE 2025 over the next two days, until 21st February 2025.

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Date	21 st February 2025
Publication	Indian PSU
Headline	Goa Tourism Showcases Sustainable And Experiential Travel At SATTE 2025

Goa Tourism Showcases Sustainable And Experiential Travel At SATTE 2025

Goa is showcasing a diverse range of tourism offerings with a strong emphasis on Regenerative Tourism, heritage, culture, adventure and sustainable travel experiences

February 21, 2025

75 12 minutes read



The Department of Tourism, Government of Goa, made a strong impression at South Asia's Travel and Tourism Exchange (SATTE) 2025 with the grand inauguration of the Goa Pavilion at Yashobhoomi (IICC), New Delhi. The pavilion was officially inaugurated by the Hon'ble Minister for Tourism, Government of Goa, Rohan A. Khaunte, who is leading the Goa delegation at the event. He is accompanied by Secretary Tourism, Government of Goa, Sanjeev Ahuja, IAS; Shewin Mendes, OSD to the Tourism Minister; Deepak Narvekar, Deputy General Manager (Marketing), GTDC; Jayesh Kankonkar, Assistant Director of Tourism, Department of Tourism; and Chitra Vengurlekar, Assistant Tourist Officer, Department of Tourism. Goa Tourism will be showcasing its diverse offerings at SATTE 2025 over the next two days, until 21st February 2025.

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Date	24 th February 2025
Publication	Business Traveller
Headline	Thailand enhances tourism connections with India at SATTE 2025

News

Thailand enhances tourism connections with India at SATTE 2025

24 Feb 2025 by Anvika Thakur



Thailand's grand presence at SATTE 2025

At SATTE 2025, Thailand made a bold move to reinforce its position as a top destination for Indian tourists. The Tourism Authority of Thailand (TAT) showcased its vibrant culture and luxury escapes, attracting thousands of attendees. Spanning 300 sqm, the Thailand pavilion featured an information hub, business networking zone, and cultural demonstration section, offering visitors a taste of traditional Thai artistry.

India: A key growth market for Thailand

India has emerged as one of Thailand's fastest-growing tourism markets, with 2.13 million Indian visitors in 2024, marking a 30.74 per cent growth. This surge is fuelled by Thailand's visa exemption policy for Indian travellers and an extensive flight network. TAT aims to surpass 2.3 million visitors in 2025, with targeted strategies focusing on luxury travellers, families, and wedding tourism.

Exclusive campaigns for Indian travellers

TAT launched two campaigns:

- **'Living it Up in Thailand'** targets millennials, showcasing Thailand's vibrant nightlife and cuisine.
- **'Celebrations with Care and Inner Shine'** focuses on weddings, offering exclusive promotions and luxury venues.

Date	23 rd February 2025
Publication	Travel and Tour World
Headline	Thailand Strengthens Tourism Ties with India at SATTE 2025 with New Travel Initiatives

Home > India Travel News > Thailand Strengthens Tourism Ties with India at SATTE 2025 with New Travel Initiatives

Thailand Strengthens Tourism Ties with India at SATTE 2025 with New Travel Initiatives

00 Sunday, February 23, 2025



Thailand captivates Indian travelers at SATTE 2025, showcasing vibrant culture, luxury escapes, and exclusive travel deals to strengthen tourism ties with India.

Thailand Elevates Its Tourism Appeal at SATTE 2025 to Entice Indian Travelers

Thailand is making a grand statement at SATTE 2025, South Asia's largest travel and tourism exhibition, to solidify its position as a top destination for Indian tourists. With its world-famous hospitality, cultural heritage, and curated travel experiences, the Tourism Authority of Thailand (TAT) is leveraging this mega-event, held from February 19-21 at Yashobhoomi - India International Convention and Expo Centre, to expand its influence in the Indian travel market.

Boasting a dominant presence at SATTE 2025, Thailand has unveiled an expansive 300-square-metre pavilion, segmented into three dynamic zones: an information hub, a business networking arena, and an immersive cultural demonstration section where visitors can experience traditional Thai artistry. The Thailand Stand is set to be a major networking hub, with over 50 Thai tourism businesses engaging in B2B discussions to foster new partnerships and expand travel collaborations.

Date	24 th February 2025
Publication	Travel and Tour World
Headline	India Embraces The Future Of Global Travel As Goa Demonstrates Its Commitment To Sustainable Tourism At The South Asia's Travel And Tourism Exchange, SATTE 2025

India Embraces The Future Of Global Travel As Goa Demonstrates Its Commitment To Sustainable Tourism At The South Asia's Travel And Tourism Exchange, SATTE 2025

Monday, February 24, 2025



India's Goa captivates SATTE 2025 with a revolutionary sustainable tourism vision at the Goa Pavilion in New Delhi, showcasing eco-friendly innovations & legacy.

At SATTE 2025, the Department of Tourism, Government of Goa, made a resounding impact by unveiling the Goa Pavilion at Yashbhoomi in New Delhi. The event was spearheaded by Goa's Tourism Minister, Shri Rohan A. Khaunte, who led the state's delegation. He was joined by prominent officials including Secretary of Tourism, Shri Sanjeev Ahuja, IAS; Shri Shawn Mendes, OSD to the Tourism Minister; Shri Deepak Narvekar, Deputy General Manager (Marketing) at GTDC; Shri Jayesh Kankonkar, Assistant Director of Tourism; and Smt. Chitra Vengurlekar, Assistant Tourist Officer. Over the next two days, until 21st February 2025, Goa Tourism showcased an impressive range of offerings.

During the event, Minister Khaunte took part in a dynamic panel discussion alongside notable dignitaries such as Uzbekistan's Tourism Minister, Shri Umid Shadiev; Thailand's Vice Minister of Tourism and Sports, Shri Jakkaphon Tangsutthitham; Nagaland's Tourism Minister, Shri Temjen Imna Along; and industry leaders like Shri Yogesh Mudras, Managing Director of Informa Markets India; Smt. Pallavi Mehra, Senior Group Director of Informa Markets & Publisher of Travel Trends Today; Shri Peter Hall, President of IMEA at Informa Markets; and Chairman of STIC Group, Shri Subhash Goyal. The conversation delved into emerging trends and opportunities that are reshaping the global tourism landscape.

Date	24 th February 2025
Publication	Travel Daily News
Headline	Goa showcases sustainable tourism vision at SATTE 2025

Goa showcases sustainable tourism vision at SATTE 2025

George Diamantopoulos
24.02.2025 · 263



Goa Tourism highlights regenerative travel, heritage, and adventure at SATTE 2025, reinforcing its commitment to sustainable tourism growth.

NEW DELHI, INDIA – The Department of Tourism, Government of Goa, made a strong impression at South Asia's Travel and Tourism Exchange (SATTE) 2025 with the grand inauguration of the Goa Pavilion (Yashobhooni) (ICC), New Delhi. The pavilion was officially inaugurated by the Hon'ble Minister for Tourism, Government of Goa, **Shri Rohan A. Khavnar**, who is leading the Goa delegation at the event. He is accompanied by Secretary Tourism, Government of Goa, **Shri Sanjeev Khuja**, IAS; **Shri Shawn Mendes**, OSD to the Tourism Minister; **Shri Deepak Narvekar**, Deputy General Manager (Marketing), GTDC; **Shri Jayesh Karikankar**, Assistant Director of Tourism, Department of Tourism; and **Smt Chitra Vengurlekar**, Assistant Tourist Officer, Department of Tourism. Goa Tourism will be showcasing its diverse offerings at SATTE 2025 over the next two days, until 21st February 2025.

As part of the event, **Shri Rohan A. Khavnar**, along with dignitaries including Hon'ble Minister of Tourism, Uzbekistan, **Shri Umid Shadiev**; Hon'ble Vice Minister, Ministry of Tourism and Sports, Thailand, **Shri Jakkaphon Tangsuthitham**; Hon'ble Minister of Tourism, Government of Nagaland, **Shri Teinjen Imna**; along with **Shri Yogesh Mudras**, Managing Director, Informa Markets India; **Smt Pallavi Mehra**, Senior Group Director, Informa Markets & Publisher, Travel Trends Today; **Shri Peter Hall**, President, IMTA, Informa Markets; and Chairman, STC Group, **Shri Subhash Goyal**, participated in a thought-provoking panel discussion at SATTE India 2025. The discussion explored key trends and opportunities shaping the global tourism landscape.

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Malaysia Airlines at SATTE 2025: Boosting Indian market and modernization



Tourism Malaysia strengthens India ties at SATTE 2025 participation

Date	24 th February 2025
Publication	Travel Daily News
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Tourism Malaysia strengthens India ties at SATTE 2025 participation

Vicky Karamzadeh
24.02.2025 · 515



Tourism Malaysia joins SATTE 2025 to boost Indian arrivals, promoting niche tourism, MICE offerings, and Visit Malaysia 2026 campaign.

NEW DELHI, INDIA – Tourism Malaysia returns to South Asia's Travel & Tourism Exchange (SATTE) for its 21st participation in New Delhi. The three-day event occurring from 19th to 21st February is a continuous effort to keep Malaysia as a preferred tourist destination in the minds of Indian travellers.

Tourism Malaysia intends to focus on niche products such as shopping, golfing, luxury tourism, soft tourism, theme parks and honeymoon packages to inspire the global campaign of Visit Malaysia 2026 at this year's SATTE. Consequently, Tourism Malaysia is also leveraging the niche product segments such as wedding with Meetings, Incentives, Conferences, and Exhibitions (MICE).

Being recognised as the Best MICE Destination 2024 in the Indian market, Malaysia continues to maintain its reputation and a destination of choice for Indian corporations. With approximately more than 40,000 trade visitors, the event anticipates a significant increase in Indian tourists to Malaysia through the rigorous promotion and stronger cooperation between tour operators and members of the tourism fraternity.

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Malaysia Acclimates at SATTE 2025: Boosting Indian market and modernisation



Date	22 nd February 2025
Publication	Travel Span
Headline	Türkiye Makes Powerful Impact on Opening Day of SATTE 2025, Showcasing Record Tourism Growth

Türkiye Makes Powerful Impact on Opening Day of SATTE 2025, Showcasing Record Tourism Growth

By **Devender Grover** · February 22, 2025

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The Ministry of Culture and Tourism of the Republic of Türkiye and the Türkiye Tourism Promotion and Development Agency (TGA) attach great importance to the Indian market and marked a commanding presence on the inaugural day of SATTE 2025, South Asia's premier travel and tourism exhibition. The event is being held at the state-of-the-art Yashobhoomi (India International Convention and Expo Centre) in New Delhi.

H.E. Mr. Fırat Sunel, Ambassador of the Republic of Türkiye to India, attended the opening ceremony and welcomed visitors at the GoTürkiye Pavilion, highlighting the strong tourism ties between the two nations. Turkish Delegation led by **Ms. Basak Onsal Demir**,

Date	22 nd February 2025
Publication	Travel Span
Headline	Goa Shines at SATTE 2025 with Grand Inauguration by Minister Rohan A. Khaunte

Goa Shines at SATTE 2025 with Grand Inauguration by Minister Rohan A. Khaunte

By Devender Grover - February 22, 2025

13 0



New Delhi's Yashobhoomi (IICC) played host to the much-anticipated South Asia's Travel and Tourism Exchange (SATTE) 2025, where the Goa Pavilion emerged as a remarkable highlight. The pavilion was inaugurated with grandeur by Shri Rohan A. Khaunte, the esteemed Minister for Tourism of Goa, who led the state's delegation with a vision to showcase Goa's evolving tourism landscape.

Accompanying the Minister were key officials including Shri Sanjeev Ahuja, IAS, Secretary of Tourism; Shri Shawn Mendes, Officer on Special Duty to the Tourism Minister; Shri Deepak Narvekar, Deputy General Manager (Marketing) at GTDC; Shri Jayesh Kankonkar, Assistant Director of Tourism; and Smt Chitra Vengurlekar, Assistant Tourist Officer. Together, they represented the Goa Department of Tourism, emphasizing the state's commitment to innovation and sustainability in travel. The Goa Tourism team is set to

Date	22 nd February 2025
Publication	Hospibuzz
Headline	Dubai solidifies India market connections at SATTE after record destination performance in 2024

Dubai solidifies India market connections at SATTE after record destination performance in 2024

Discover Dubai's vibrant offerings at SATTE 2025, showcasing multicultural experiences, iconic landmarks, and seamless connectivity for Indian travelers.



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National, 20th February 2025: As Dubai continues to solidify its position as a destination of choice for Indian travellers, the city is this week showcasing its strengths at SATTE 2025, including multicultural offerings, iconic landmarks, diverse accommodations, and easy connectivity and accessibility.

Dubai welcomed 3.14 million overnight visitors from the wider South Asia region in 2024, making a significant contribution towards the overall 18.72 million international overnight visitors that came to the city, up 9% year-on-year. Building on this performance, the city's presence at SATTE, led by the Dubai Department of Economy and Tourism, is playing a crucial role in reinforcing relationships with Indian travel industry stakeholders, including airlines, destination management companies, and hotels, further solidifying Dubai's commitment to India as a key partner in business and tourism.

Date	23 rd February 2025
Publication	First India
Headline	Azerbaijan's tourism potential promoted at SATTE 2024 in India

Azerbaijan's tourism potential promoted at SATTE 2024 in India



73 Feb-2025 12:46 PM 48

By: FirstIndia

Baku: Co-organized by Azerbaijan's State Tourism Agency and Tourism Board, the country is showcasing its tourism opportunities at the SATTE 2024, South Asia's leading B2B travel and tourism trade exhibition, held in New Delhi, India.

Azerbaijan's national stand displays services of 19 tourism companies, as well as "Shahdag" Tourism Center, highlighting the country's must-see destinations, hotels, ski centers, national cuisine, and tourist routes.

Azerbaijani Ambassador to India Elchin Huseynli visited the national stand, while CEO of the Azerbaijan Tourism Board (ATB) Florian Sengstschmid attended the panel session held as part of the SATTE 2023 organized by the Pacific

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Date	21 st February 2025
Publication	India Outbound
Headline	Dubai seeks to broaden its tourism inflow from India

Dubai seeks to broaden its tourism inflow from India

Emirate showcases diverse offerings at SATTE 2025

2025-02-22 / By India Outbound / New Delhi / Trade News



314 million South Asian tourists visited Dubai in 2024

Dubai, one of the most popular destinations for outbound travel from India, is keen to broaden its base in India and showcased its diverse offerings at SATTE travel tourism fair.

★★★★★ 5/5 - (10 votes)

Strengthening its position as a preferred destination for Indian travellers, Dubai recently showcased its diverse attractions at SATTE, a leading travel trade event that concluded on Friday in Delhi.

In a press statement, Dubai Department of Economy & Tourism (DET) says that aiming to reinforce its appeal among Indian tourists, it highlighted its multicultural experiences, iconic landmarks, varied accommodations, and seamless connectivity.

The statement adds that its strategy aligned with its broader strategy to attract a diverse range of Indian travellers, be it luxury shopping, family-friendly attractions, and high-profile business events.

In 2024, [Dubai](#) welcomed 314 million overnight visitors from South Asia, contributing to the city's total of 18.72 million international visitors, a 9 pc year-on-year increase.

The DET adds that to strengthen tourism and business collaborations, it actively engaged with key Indian travel stakeholders including airlines, destination management companies, and hotels at the event.

Date	21 st February 2025
Publication	TAT News
Headline	Thailand Showcases Tourism Potential at SATTE 2025 in New Delhi

Press Release

Thailand Showcases Tourism Potential at SATTE 2025 in New Delhi

Strengthening Thailand's Presence in the Indian Market with New Travel Offerings and Business Partnerships

TAT Newsroom · 1 week ago · 105 · 2 minutes read

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New Delhi, 20 February 2025 – The Tourism Authority of Thailand (TAT) is showcasing Thailand's tourism potential at the South Asia Travel and Tourism Exchange (SATTE) 2025, held from 19-21 February at Yashobhoomi – India International Convention and Expo Centre. Now in its 16th year of participation, TAT is leveraging the event to highlight Thailand's diverse travel experiences and strengthen its appeal among Indian travellers.

As India's largest travel and tourism fair, SATTE 2025 is set to welcome over 35,000 visitors and 1,400 exhibitors. The Thailand Stand, spanning 300 square metres, features three zones: an information area, a business networking space, and an interactive cultural demonstration area showcasing Thai art and culture. The stand is jointly presented by 50 Thai tourism businesses, facilitating business-to-business (B2B) engagements and collaborations.

Weather

34 °C

Bangkok

Scattered Clouds

32 °C

34 °C

34 °C

34 °C

35 °C

Mon

Tue

Wed

Thu

Fri

Information Classification: General

Date	20 th February 2025
Publication	The Bengal
Headline	Tourism Malaysia Resumes to Attract the Indian Market at SATTE 2025

Tourism Malaysia Resumes To Attract The Indian Market At SATTE 2025

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Tourism Malaysia returns to the South Asia's Travel & Tourism Exchange (SATTE), one of India's largest tourism fair for its 21st participation in New Delhi. The three-day event occurring from 19th to 21st February is a continuous effort to keep Malaysia as a preferred tourist destination in the minds of Indian travellers.



Tourism Malaysia booth inaugurated by H.E. Dato Muzafar Shah Mustafa, High Commissioner of Malaysia to India along with Ahmad Johanif Mohd Ali, Director, Tourism Malaysia Delhi

Tourism Malaysia intends to focus on niche products such as shopping, golfing, luxury tourism, soft tourism, theme parks and honeymoon packages to inspire the global campaign of Visit Malaysia 2026 at this year's SATTE. Consequently, Tourism Malaysia is also leveraging the niche product segments such as wedding with Meetings, Incentives, Conferences, and Exhibitions (MICE).

Date	21 st February 2025
Publication	Goa Newslink
Headline	Goa Tourism showcases sustainable and experiential travel at SATTE 2025

Goa Tourism showcases sustainable and experiential travel at SATTE 2025

goanewslink 1 week ago 4 2 minutes read



Goa Tourism showcases sustainable and experiential travel at SATTE 2025

Panaji, 20 February 2025: The Department of Tourism, Government of Goa, made a strong impression at South Asia's Travel and Tourism Exchange (SATTE) 2025 with the grand inauguration of the Goa Pavilion at Yashobhoomi (IICC), New Delhi. The pavilion was officially inaugurated by the Hon'ble Minister for Tourism, Government of Goa, Shri Rohan A. Khaunte, who is leading the Goa delegation at the event. He is accompanied by Secretary Tourism, Government of Goa, Shri Sanjeev Ahuja, IAS; Shri Shawn Mendes, OSD to the Tourism Minister; Shri Deepak Narvekar, Deputy General Manager (Marketing), GTDC; Shri Jayesh Kankonkar, Assistant Director of Tourism, Department of Tourism; and Smt Chitra Vengurlekar, Assistant Tourist Officer, Department of Tourism. Goa Tourism will be showcasing its diverse offerings at SATTE 2025 over the next two days, until 21st February 2025.

As part of the event, Shri Rohan A. Khaunte, along with dignitaries including Hon'ble Minister of Tourism, Uzbekistan, Shri Umid Shadiev; Hon'ble Vice Minister, Ministry of Tourism and Sports, Thailand, Shri Jakkaphon Tangsutthitham; Hon'ble Minister of Tourism, Government of Nagaland, Shri Temjen Imna Along; Shri Yogesh Mudras, Managing Director, Informa Markets India; Smt Pallavi Mehra, Senior Group Director, Informa Markets & Publisher, Travel Trends Today; Shri Peter Hall, President, IMEA, Informa Markets; and Chairman, STIC Group, Shri Subhash Goyal, participated in a thought-provoking panel discussion at SATTE India 2025. The discussion explored key trends and opportunities shaping the global tourism landscape.

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Date	22 nd February 2025
Publication	PSU Connect
Headline	Goa Tourism showcases sustainable and experiential travel at SATTE 2025

Goa Tourism showcases sustainable and experiential travel at SATTE 2025

BY PSU CONNECT - DATE: 22-02-25 -

Hon'ble Minister for Tourism, Shri Rohan A. Khaunte held a meeting with the Hon'ble Minister for Tourism, Uzbekistan, Shri Urmid Shadiev, to explore tourism collaboration opportunities.



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New Delhi: The Department of Tourism, Government of Goa, made a strong impression at South Asia's Travel and Tourism Exchange (SATTE) 2025 with the grand inauguration of the Goa Pavilion at Yashobhoomi (IICC), New Delhi. The pavilion was officially inaugurated by the Hon'ble Minister for Tourism, Government of Goa, Shri Rohan A. Khaunte, who is leading the Goa delegation at the event.

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Date	20 th February 2025
Publication	DD News
Headline	Tourism Malaysia participates in SATTE 2025 in India



Tourism Malaysia participates in SATTE 2025 in India



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Date	22 nd February 2025
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Headline	Tourism Malaysia का SATTE 2025 में ज़ोरदार आगाज़ भारतीय बाज़ार को आकर्षित करने का प्रयास



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Date	22 nd February 2025
Publication	DD News
Headline	Tourism Malaysia at SATTE 2025: Showcasing New Heights in Tourism for Indian Travelers



Tourism Malaysia at SATTE 2025: Showcasing New Heights in Tourism for Indian Travelers



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