

25-27 Feb 2026

Yashobhoomi Convention Centre,
Dwarka, New Delhi.

SATTE
ALWAYS +1
ONE STEP AHEAD



We are **ONE**
in the travel trade

Actually,
we are
the only **ONE**



Introduction to SATTE 2026



**SOUTH ASIA'S LARGEST TRAVEL SHOW, SATTE 2025
CELEBRATED YET ANOTHER SIGNIFICANT MILESTONE IN THE
TRAVEL SECTOR, MARKING ITS 32ND YEAR OF LEGACY.**

32
YEARS

OF TRUST & LEGACY

The 32nd edition of SATTE (South Asia's Travel & Tourism Exchange) was a resounding success, further solidifying its position as a cornerstone event in the global travel and tourism calendar. This year's event attracted a high-caliber audience, including key industry stakeholders, government representatives, and influential travel professionals from around the world. With a comprehensive lineup of targeted seminars, insightful panel discussions, and product showcases, SATTE 2025 set the stage for future growth, innovation, and sustainable development in the tourism industry.

92%

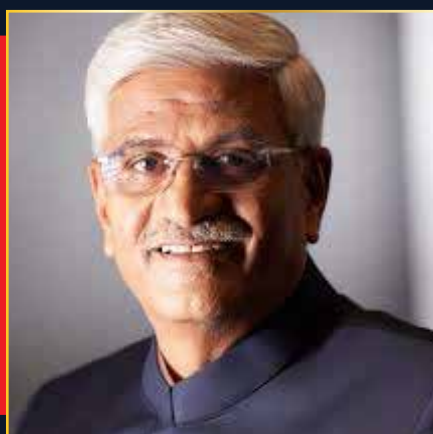
only travelled to
delhi for SATTE

97%

Exhibitor will
exhibit again

89%

exhibitor claimed they
received good ROI



"It's truly a remarkable moment as SATTE marks 32 years of bringing the travel and tourism community together and opening doors to new opportunities. Today's energy and enthusiasm at SATTE reflect this vibrant sector's incredible potential. We are committed to fostering new collaborations in the South Asia Pacific region, and SATTE plays a key role in driving this vision forward."

Chief Guest

**Shri Gajendra Singh Shekhawat,
Hon'ble Minister of Tourism & Culture, Government of India**



About SATTE

SATTE (South Asia's Travel & Tourism Exchange) offers a comprehensive platform to domestic and international buyers and professionals from across the travel, tourism, and hospitality industry along with National and State Tourism Boards (NTOs and STOs). SATTE is recognized as Asia's Largest travel and tourism exhibition to conduct business, share knowledge, exchange ideas in order to arrive at solution-driven innovations to accelerate the pace of the growth of the industry. SATTE is well-supported by the Ministry of Tourism, Government of India, National and International Tourism Boards, Indian and International travel and trade associations and organizations amongst others.



2100+
Exhibitors



45000+
Visitors



1500+
VIP & Buyers



40000+
SQM



28
State Tourism
Boards



50+
Countries

FOR BARE SPACE

INR 27,875 per sq mtr + 18% GST

USD 627 per sq mtr + 18% GST

FOR SHELL SCHEME

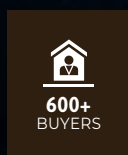
INR 28,700 per sq mtr + 18% GST

USD 654 per sq mtr + 18% GST

***ADDITIONAL 25% FOR MAIN AISLE AND 20% FOR CORNER LOCATION APPLICABLE.**

In addition to the stand space fee, compulsory additional fee of inr 18,000 + 18% gst or usd 225 + 18% gst will be charged for including the exhibitor's details in our digital event catalogue.

2023



600+
BUYERS



30,000+
VISITORS



1,200+
EXHIBITORS

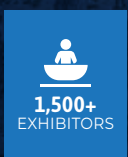
2024



800+
BUYERS



35,000+
VISITORS



1,500+
EXHIBITORS

2025



1000+
BUYERS



40,000+
VISITORS



2,000+
EXHIBITORS

Conference Speakers



AASHISH GUPTA

Founder, Strategy Pluto & Consulting CEO -FAITH



AALAP BANSAL

KPMG's Partner- Government & Public Services, Industrial & Infrastructure Development Advisory and Co-Lead- Tourism, Sports and Leisure



DR ABHAY SINHA

DG, (Services Export Promotion Council), SEPC



ABHISHEK GOYAL

CEO & Executive Director, Aeroprime Group



AJAY SOOD

Travel Influencer



AMRAPALI KATA

IAS, CEO, Andhra Pradesh Tourism Authority



ANANDITA CHATTERJEE

Travel Influencer



ANIL PARASHAR

Executive Director, InterGlobe Technology Quotient



ANKUSH NIJHAWAN

Co-Founder, TBO.com



ANSHUL GUPTA

Managing Director, Industry Lead for Travel & Hospitality, Accenture



ARVIND SINGH

Former Tourism Secretary, Govt. of India



CHANDER MANSHARAMANI

Managing Director, Alpcord Network Travel & Conferences



CHALAKA GAJABAHU

Head of Destinations at Classic Destinations & Former Chairman, Sri Lanka Tourism Board



CHETAN VOHRA

Chair, FICCI Wedding Tourism Taskforce & Managing Director, Weddingline



CHIRAG AGRAWAL

Co-founder & COO, TravClan



DAMIAN BORG

Senior Director, Sales Strategy & Operations, Asia Pacific, Norwegian Cruise Line (NCL)



DEEPAK JOSHI

CEO, Nepal Tourism Board



HYUNG PHIL CHUNG

CEO (BoD member) of KINEXIN Convention Management (Yashobhoomi-IIICC Operating Company)



JAAL SHAH

Group Managing Director, Travel Designer Group



JURGEN BAILOM

President & CEO, Waterways Leisure Tourism Pvt. Ltd. (Cordelia Cruises)



KB KACHRU

Chairman – South Asia, Radisson Hotel Group

Conference Speakers

**MANOJ SAMUEL**

CEO & Director,
Riya Travels Group

**MANUJ RALHAN**

General Manager, JECC &
Novotel Jaipur Convention
Centre, Accor

**MANDIP SINGH SOIN**

Founder & MD at Ibex
Expeditions Pvt Ltd and
Founding President Responsible
Tourism Society of India

**MUGDHA SINHA**

IAS, Director General of
Tourism, Govt. of India

**MOHAMMAD ALI**

Director of Global Sales – India,
Accor

**NALINI GUPTA**

Managing Director,
Lotus Destinations
(Representative of Costa
Cruises India)

**NARESH RAWAL**

Senior VP of Sales & Marketing,
Resorts World Cruises

**NAVNEET MENDIRATTA**

Senior Travel Journalist &
Vice President, PR & Media at
Think Strawberries

**NISHITH SAXENA**

Founder & Director,
Cruise Professionals LLP
(Representative for
Princess Cruises)

**PARAS LOOMBA**

Founder-Director, Global
Himalayan Expedition

**PAUL SHIH**

Director, Taiwan Tourism
Administration (TTA)

**PRADEEP SABOO**

CEO & Executive Director,
Aeroprime Group

**PRERANA AGARWAL
SAXENA**

Chair, EEMA Wedding Council,
Theme Weavers Designs

**RAJ SINGH**

Founder and Chairman,
Antara Cruises

**RAJEEV NANGIA**

Chief Operating Officer,
TRAC Representations
India Pvt. Ltd.

**RAJIV MEHRA**

President of IATO &
General Secretary of FAITH

**RAJIV JALOTA**

Former Chairman,
Mumbai Port Trust & Advisor,
Indian Ports Association

**ROSHAN M THOMAS**

Director, Skilling & Capacity
Building, Ministry of Tourism,
Govt. of India.

**SANDEEP DWIVEDI**

Managing Director –
Travel Sellers, India and
Subcontinent, Amadeus

**SANDEEP SHEVALE**

Regional Manager,
International Markets,
VisitQatar

**SANJAY BASU**

Chairman, Far Horizon Tours &
Member, CII National Tourism &
Hospitality Committee &
Chairman, CII Sub Committee
Sustainability, Eco, Adventure &
Cruise Tourism.

Conference Speakers



SHREYA CHEEMA

Assistant Editor,
Outlook Traveller Magazine



**STEPHEN SANYI
MASABA**

Director, Tourism and Business
Development, Uganda Wildlife
Authority



SUDHEER REDDY R

Co-Founder and Director-
TripGain



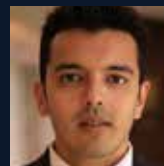
SUNIL KUMAR

President, Travel Agents
Association of India



VARUN CHADHA

CEO, TIRUN Travel Marketing
(India Representative for
Royal Caribbean Cruises Ltd)



VINAYAK SABOO

Managing Partner at
Paradise Group India



VIKAS NARWAL

Managing Director-
Indian Ports Association)



VINOD ZUTSHI

Former Secretary,
Ministry of Tourism,
Government of India



VISHAL BHATIA

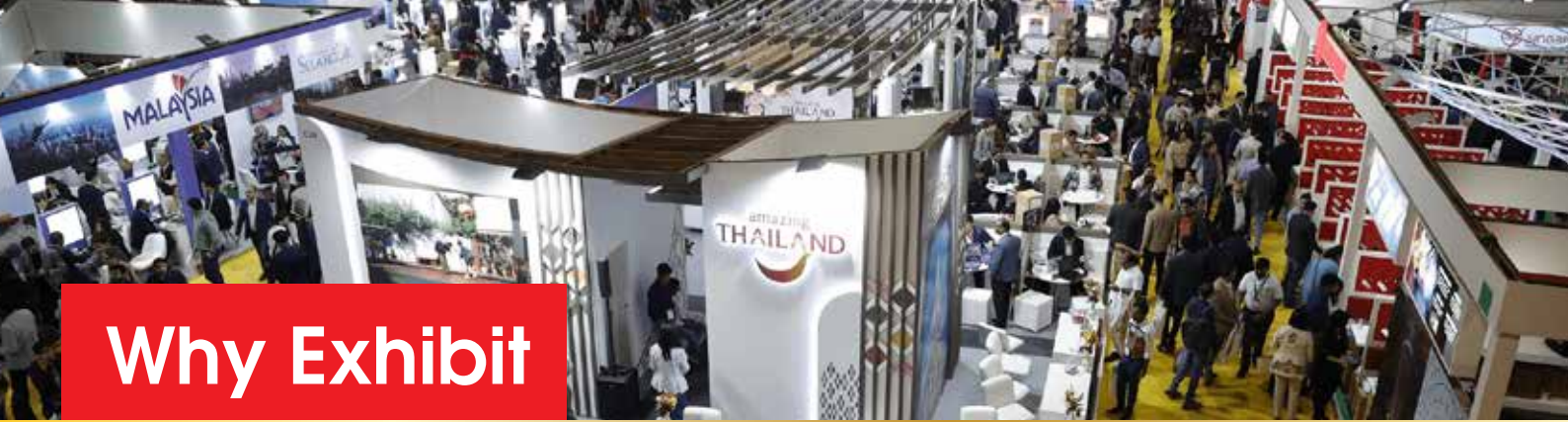
Country Manager – India
for VisitBritain



YOGESH MUDRAS

Managing Director,
Informa Markets - India





Why Exhibit



Opportunity to conduct business with qualified industry buyers and trade visitors

Showcase your products and services to the global travel trade community



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

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



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

Create strong connect with the travel trade community



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



Visitor Profile



Tour Operators



Corporate Travel
Decision Makers



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



Travel Agents



Wedding Planners





Rohan Khaunte,
Hon'ble Tourism Minister,
Goa Tourism

Being part of SATTE 2025 was incredible! Witnessing 28 states unite under one roof for tourism's future was inspiring. The connections and collaborations here will drive Goa to new heights!



Mugdha Sinha,
Director General of Tourism,
Government of India

It's an honor to be a part of SATTE 2025. I truly appreciate the enthusiasm and active participation from the entire industry. We are dedicated to showcasing India to the world 365 days a year, and SATTE stands as the premier and most influential platform for representing our brand on a global stage.



Vivek Acharya,
Board- Managing Director,
Chhattisgarh Tourism

SATTE 2025 in India is one of the largest and most influential travel and tourism events in the country. A special thanks to T3 Magazine for highlighting Chhattisgarh Tourism. We sincerely appreciate SATTE and Travel Trends Today for their continued support and collaboration.



Sarojkanta Prashan,
Assistant Director,
OTS, ODISHA

This year, we are proud to participate in SATTE, It has provided us with fantastic opportunities, and we invite you to visit Odisha and discover all that our state has to offer.



Paul Shih,
Director - Taiwan Tourism
Administration

As Taiwan steps into the dynamic Indian market, the progress we see is truly remarkable! SATTE has been an incredible platform, allowing us to build strong networks, forge meaningful partnerships, and showcase the best of Taiwan to a global audience. The connections we've made here are invaluable, and the exposure is unparalleled. This exhibition is a gateway to endless possibilities, and we are excited for the journey ahead.



Rovshan Rahimov,
Board - Regional Manager,
South Asia,
Azerbaijan Tourism

We are excited to return to SATTE as proud partners, representing Azerbaijan. Over the years, our partnership with SATTE has been instrumental in shaping a favorable image of Azerbaijan. SATTE remains an unparalleled platform for fostering impactful collaborations, and we look forward to further successes in 2026.





Rajiv Mehra,
President,
IATO

SATTE 2025 was a phenomenal experience! With seamless management and a strong presence of foreign buyers, it truly fostered inbound and outbound tourism. A powerhouse of opportunities, SATTE continues to drive global collaborations. Kudos to the team for an impactful event!



Sunil Kumar,
President,
TAAI

As TAAI proudly approaches its 75th year, I am thrilled to witness the energy and excellence at SATTE, the ultimate B2B platform shaping the future of travel. Our large TAAI delegation is here not just to participate but to celebrate SATTE's outstanding contribution in connecting the global travel fraternity. The impact of this exhibition is phenomenal fostering collaborations, unlocking opportunities, and elevating the industry to new heights. I am truly fascinated and impressed by the scale and success of SATTE, and I believe it will leave a lasting mark on the world of travel and tourism!



Sanjeev Mehra,
President,
Skal International

SATTE is the No. 1 event in the travel industry, and collaborating with SATTE is a significant achievement for Indian tourism. Through SATTE, we get the opportunity to meet top-quality vendors and partners. It's an excellent platform that fosters meaningful connections and business growth. We are proud to have SATTE in India and look forward to many more successful editions!



Anil Kalsi, TAFI - Vice President.

Exciting to be part of the 32nd edition of SATTE at the brand-new venue! The atmosphere perfectly reflects SATTE's legacy, bringing together the finest in the travel industry.



Subhash Goyal,
Chairman,
STIC Travel Group

I am truly grateful to be at SATTE, India's No.1 Travel Show! SATTE has redefined opportunities for the tourism industry. With a powerful gathering of buyers, exhibitors, and industry leaders, SATTE is the ultimate platform for fostering global connections, driving business growth, and shaping the future of travel.



Fawzan Fareid,
Regional Manager – India,
Bangladesh & Nepal,
SriLankan Airlines

India is SriLankan Airlines' largest market, bringing 45,000 tourists monthly. With 95 flights a week from nine Indian cities, we aim for strong double-digit growth. SATTE is the perfect platform to engage with key tour operators and drive this vision forward. Sri Lanka has so much more to offer, and we look forward to welcoming more travelers aboard!



Rajeev Nangia,
Chief Operating Officer
Jamaica Tourism Board

Having associated with SATTE almost since its inception its pleasure to watch how SATTE has grown over the years and has carved a niche for itself, one has to be present and its has become a calendar marked event not only for Indian Travel Trade but even for destination and trade that has either has interest or looking at entering the Indian market.



Vinay Gupta,
Founder,
Nexus DMC

Being at SATTE 2025 has been an incredible experience. SATTE is an unmissable opportunity for every travel company, offering unmatched exposure and limitless growth. Proud to be part of this game-changing event!



Sukesh Shetty,
Head of Cleartrip,
Flipkart Travel

SATTE 2025 has been a fantastic debut for us! Meeting B2B tour operators face-to-face is invaluable, and this platform perfectly connects the industry. The new venue is incredible, and we're excited to showcase our upcoming innovations. Looking forward to many more editions!



Deepak Narula,
Founder,
GRN Connect

SATTE has been an exceptional platform, uniting the entire travel industry under one roof—making networking seamless and impactful. It's an invaluable opportunity to connect, grow, and innovate!



Mita Vohra,
Board Director,
Sarova Hotels

We have been very committed to the Indian markets. It's wonderful to be here at SATTE, I will be looking forward to attend SATTE 2026.



Radhey Tawar,
Chief Commercial Officer,
Cinnamon Hotels & Resorts

We are thrilled to be part of SATTE 2025 this year and consistently participate in the event annually. India continues to be the top market for Sri Lankan hotels. Cinnamon Hotels is eager to bring the best of Sri Lanka to the world.



Irshad Dadan,
Director,
One Above DMC

SATTE stands as one of India's largest travel trade shows and a premier platform for showcasing products. We are excited to introduce our new B2B product at SATTE, aiming to elevate it to new heights. With each passing year, our commitment to SATTE remains strong as we continue to stay closely connected to the industry.



Hasan Patel,
Director,
TripJack

Delighted to partner with SATTE for its 32nd edition – an exceptional event with a dynamic atmosphere. It's been a pleasure connecting with industry partners, and we're eager to continue our collaboration at SATTE next year.



Glimpses



Networking Night (Goa Tourism)



Networking Night (Jharkhand Tourism)





SATTE AWARDS

20th February 2025

Hall 1A, Yashobhoomi (India International
Convention & Expo Centre), New Delhi

 **informa**markets

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- Branding at Roadshow: 1 Standee at the Event & Logo Presence on Roadshow Invitation & Branding
- Table Space

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"The months and the cities of the Roadshows are tentative and subject to change"



Tri - regional **CONNECTS**

“ Bringing to you
CONVERSATIONS that
take you places ”

SATTE
CONNECT


3
CITIES


2000+
ATTENDEES



**COMMERCIAL
EXCHANGE**



AHMEDABAD
Double Tree by Hilton
17-18 Nov 2025



CHENNAI
The Radisson
19-20 Nov 2025



KOLKATA
The Park
21-22 Nov 2025

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₹ 1,40,000/ + GST

Partners 2025



Incredible India

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Partner



informa markets

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Welcome
to Arabia

FOCUSED ZONE

atithi

Organized by



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HOST STATE



FOCUSED STATES



PARTNER STATES



PARTNER COUNTRIES



WELFARE PARTICIPANT



AIRLINE PARTNER



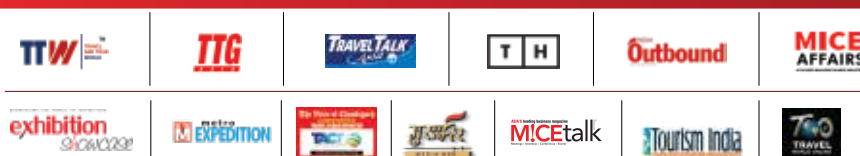
PARTNER ASSOCIATIONS



OFFICIAL MEDIA PARTNER



MEDIA PARTNERS



SUSTAINABILITY PARTNER



About Informa Markets

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

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

About Informa Markets & Our Business in India

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

Meet Our Team

FOR MARKETING AND ALLIANCES

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