

19-21 Jan 2027

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



POST SHOW REPORT

2026

www.satte.in

The Global Marketplace for the Indian Travel Economy

India is emerging as one of the world's most powerful travel markets. The country's travel and tourism sector contributed nearly **\$199 billion to the economy in 2023** and is projected to exceed **\$500 billion by 2030**. With over **1.8 billion domestic tourist visits annually** and a rapidly expanding middle class, demand for both domestic and international travel continues to surge. India's outbound travel market alone is expected to reach **100 million travellers by 2040**, supported by one of the fastest-growing aviation sectors globally. **SATTE brings together global destinations, tourism boards, airlines, hotels and travel professionals**, creating the leading platform where the world connects with India's dynamic travel economy.



Shri. Gajendra Singh Shekhawat,
Union Minister of Tourism & Culture, Govt. of India.

Over 33 years, SATTE has shaped industry conversations, fostered partnerships, and expanded tourism across India and Asia-Pacific. Today's gathering is significant as India's tourism has arrived on the world stage as a powerful force of growth, innovation, and global influence.

While many travel shows focus on a single segment of the industry, SATTE stands apart as the only platform that brings together the entire Indian travel ecosystem — connecting global destinations with India's rapidly growing outbound, inbound and domestic tourism markets.



New Delhi provides SATTE with a distinct strategic advantage as the host city for South Asia's and India's No.1 travel trade exhibition. As the capital of India, Delhi is the centre of tourism policy, diplomacy & international engagement, housing the Ministry of Tourism, national tourism bodies and over 150 embassies that actively drive global tourism partnerships. The city is also home to Indira Gandhi International Airport, one of Asia's busiest aviation hubs with direct connectivity to major global destinations.

Positioned at the gateway to India's most iconic tourism circuits including Agra, Rajasthan and the Himalayas, Delhi places SATTE at the heart of the country's inbound, outbound and domestic travel ecosystem, creating unmatched opportunities for global tourism businesses.



SATTE: Connecting entire travel ecosystem



Smt. Anita Mendiratta,
Special Advisor to Secretary General of UN Tourism & Global Tourism Leader.

Being at SATTE this year is incredibly special as tourism is being reshaped—not by where or what, but by why people travel. This conference is vital for unlocking Incredible India's potential and strengthening global connections. It's an honour to be here, and I look forward to the incredible impact this event will create now and in the future.

2200+
Exhibitors

45000+
Visitors

1500+
Hosted &
VIP Buyers

20000+
SQM

28
State Tourism
Board

60+
Countries



SATTE serves as the meeting point for the entire travel and tourism ecosystem, bringing together global destinations, national and state tourism boards, airlines, hotels, cruise companies, travel technology providers and industry leaders. The event connects these suppliers with India's most influential travel buyers including travel agents, tour operators, corporate travel managers, MICE planners and luxury travel specialists. By integrating inbound, outbound and domestic travel markets on one platform, SATTE creates a comprehensive marketplace where global tourism businesses can engage with the rapidly growing Indian and South Asian travel economy.



Glimpses



Shri. Omar Abdullah,
Chief Minister of Jammu and
Kashmir

SATTE is a very important B2B platform for Jammu & Kashmir Tourism. It enables us to build valuable industry connections and learn from best practices across the sector. This year's response has been encouraging, and we are optimistic about increased bookings and tourist inflow as the season begins.



SATTE- Ecosystem Powering the Future of Travel & Tourism



SATTE CONNECT
Building Stronger Business Bonds



SATTE ROAD SHOW
Taking SATTE to Your City



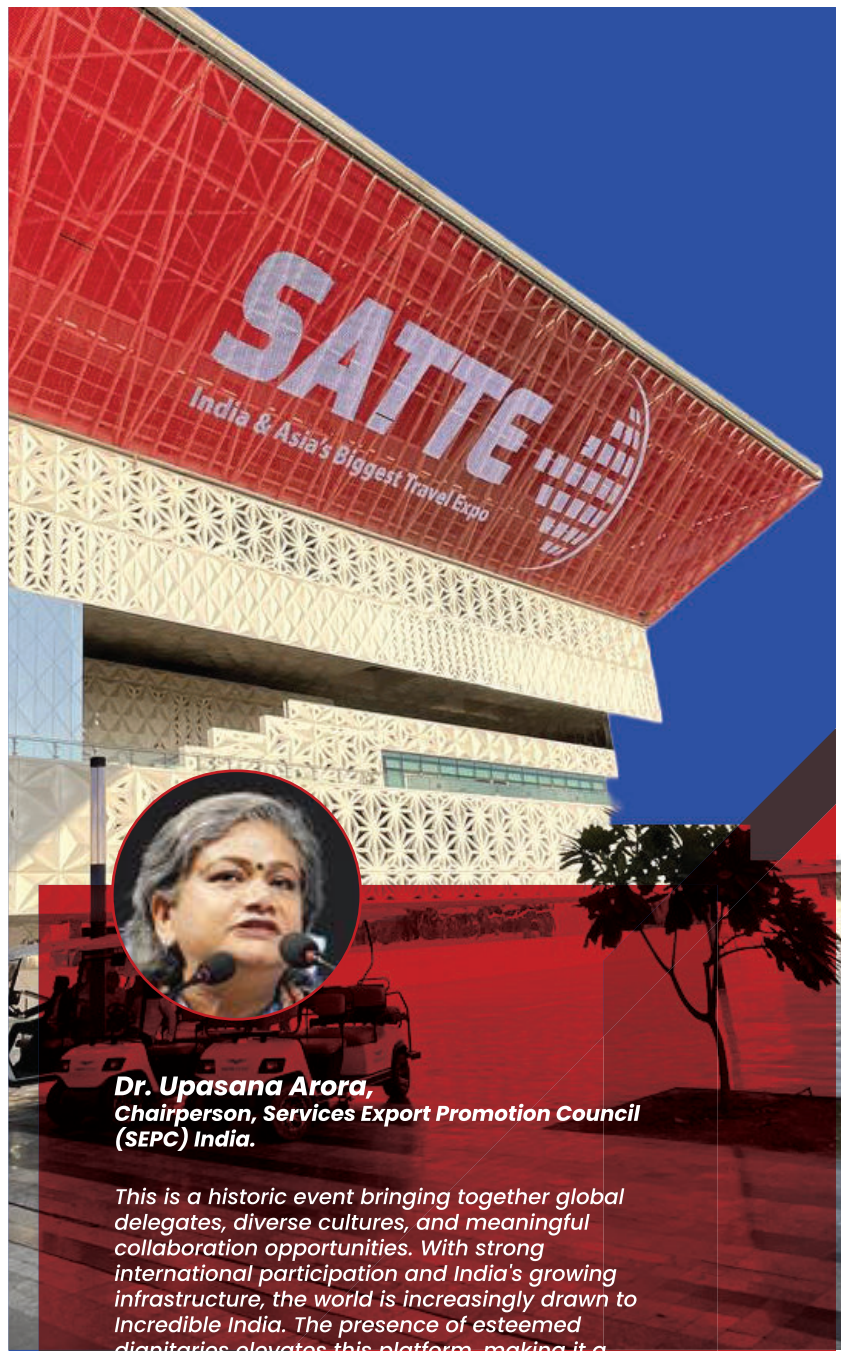
SATTE 365 CLICKS
Your Year- Round Digital Showcase



**SATTE LEADERSHIP
SUMMIT**
Shaping the Future of Travel



SATTE AWARDS
Celebrating Excellence in Tourism



Dr. Upasana Arora,
Chairperson, Services Export Promotion Council
(SEPC) India.

This is a historic event bringing together global delegates, diverse cultures, and meaningful collaboration opportunities. With strong international participation and India's growing infrastructure, the world is increasingly drawn to Incredible India. The presence of esteemed dignitaries elevates this platform, making it a powerful space for dialogue, partnerships, and growth. Wishing all participants a rewarding experience.

2023

600+ BUYERS | 30,000+ VISITORS | 1,200+ EXHIBITORS

2024

800+ BUYERS | 35,000+ VISITORS | 1,500+ EXHIBITORS

2025

1,000+ BUYERS | 40,000+ VISITORS | 2,000+ EXHIBITORS

2026

1,500+ BUYERS | 45,000+ VISITORS | 2,200+ EXHIBITORS

Milestones

Conference Speakers



Anita Mendiratta
Special Advisor to
Secretary General of UN
Tourism



MP Bezbaruah
Member (ex-officio) &
Secretary General- Hotel
Association of India



Dr Abhay Sinha
Director General, Services
Export Promotion Council
(SEPC)



Ravi Gosain
President – IATO



Vivek Atray
ex IAS, Former Director
Tourism & TEDx
Motivational Speaker



Himanshu Patil
President- OTOAI
(Outbound Tour
Operators Association of
India)



Nuwal Fadhilah Ku Azmi
Senior Director, Tourism
Malaysia



Lim Ben-Jie
Chief People Officer,
AirAsia MOVE & Head of
Ecosystem & Partnerships,
Capital A



Romil Pant
Executive Vice President &
Head – Holidays at
Thomas Cook (India)
Limited



Varun Sarda
Co-founder, DMC Bazaar



Parikshit Choudhury
Chief Business Officer –
B2B & Customer Contact
Group, MakeMyTrip



Ankush Nijhawan
Co-founder, TBO.COM



Raj Rishi Singh
CMO & CBO of
MakeMyTrip Limited



Anirudh Kandpal
Co-founder, The Postcard
Hotel



Raghunath Kodakandala
Founder and Managing
Director of SRK Hospitality



Rakesh Bawa
Senior Vice President &
Head – Holidays, SOTC
Travel Limited



Nitin John
Vice Chairman, Riya
Travel & Tours India Pvt
Ltd



Harikishore S. IAS
Chairman, ICPB & Joint
Secretary, Ministry of
Tourism



Suneel Anchipaka IAS
MD & CEO, Delhi Tourism
and Transportation
Development Corporation



Promila Gupta IRTS
Group General Manager
Tourism, IRCTC

Conference Speakers



Col. Pushpam Kumar
Sr. General Manager, ITPO



P Ramakrishna
CEO, India Mobile Congress, New Delhi



Surendra Pal Singh
Head of Marketing,
Informa Markets India



Pallavi Mehra
Sr. Group Director &
Publisher
Travel Trends Today



Raj Basu
Adviser Rural Tourism &
Homestays, Government
of Arunachal Pradesh



Manisha Pande
Co-Founder & Managing
Director of Village Ways &
Director on Board, ICRT
Indian and Global



Chandrashekhar Jaiswal
General Manager,
Maharashtra Tourism



Vasudha Sondhi
Managing Director, OMPL
Group



Anshul Sethi
Head of Sales – India,
IndiGo



Dr Subhash Goyal
Chairman, STIC Travel &
Air Charter Group



Arun Srivastava
Joint DG, Ministry of
Tourism



Sunil Kumar
President, TAAI



Sachn Bansal
Chief Revivalist – India
Experiences



Chef Davinder Kumar
Vice President and
Executive Chef at Le
Meridien Hotel, New Delhi



Jaal Shah
Group Managing Director
& Founder of RezLive.com



Manan Bajoria
Group SVP Growth,
Product Marketing and
Analytics, ixigo



Manoj Samuel
CEO & Director, Riya Travel
& Tours



Chirag Agrawal
Co-Founder at TravClan



EXHIBITORS



We are delighted to be back at SATTE, a platform we have been part of for over two decades. As one of India's leading international travel fairs, it remains extremely important for us—especially as we promote our 'Visit Malaysia 2026' campaign. With over 55 industry partners participating, we look forward to strengthening engagement with Indian travel trade and positioning Malaysia as a preferred holiday destination for Indian travellers.

Shri. Manoharan Periasamy, Chairman, Tourism Malaysia



I first attended SATTE in 2004 and since then to now, it has evolved, it has grown and truly blossomed. And the fact that we have an outstanding facility place called Yashobhomi, makes it possible for us to host an event like SATTE which is truly world class.

Shri. Suman Billa IAS, AS & DG, Ministry of Tourism, Govt. of India



It is a great honour and pleasure to be part of India and Asia's largest travel show. We are proud to represent Uttarakhand with a strong delegation of 99 participants from across the state. We warmly invite everyone to visit our stall and engage with our experienced partners to explore the diverse tourism offerings of Uttarakhand.

Smt. Poonam Chand, Director, Uttarakhand Tourism



We've had an incredible first day and a half, with an overwhelming response at SATTE. The footfall at our booth was truly fantastic. It's been exciting to connect with our partners and suppliers, making this a very meaningful experience. We're looking forward to the next one and a half days and wish SATTE 2026 great success, hoping it grows even bigger and better in 2027.

Shri. Ankush Nijhawan, Co-founder & Joint Managing Director, TBO.com



"We are delighted to be part of SATTE, one of Asia's leading tourism platforms, and invite the Indian travel trade to discover Uganda's rich wildlife, iconic Big Five, and diverse attractions."

Shri. David Edyelu, Marketing Manager, Uganda Tourism Board

EXHIBITORS



“SATTE has been a highly productive platform for Maldives, enabling us to connect with partners, media, and the travel trade while showcasing our diverse offerings – from luxury resorts to MICE and local tourism.”

Shri. Nasrulla Adam, Chief Commercial Officer, Visit Maldives Corporation



“We are proud to participate in SATTE once again. It is a key platform that supports the growth of tourism between India and Uzbekistan, and we truly appreciate the efforts of the organizers in making it bigger and more impactful each year.”

Shri. Aziz Mirdjalilov, Head of Marketing, Uzbekistan Tourism Committee.



“SATTE remains a key platform for us at TripJack, bringing together our teams and partners under one roof. It enables valuable interactions with distributors, suppliers, and the wider travel trade, making it an integral part of our annual calendar.”

Shri. Rishi Piparaiya, CEO insurance, Tripjack



“Having participated multiple times, we see SATTE as an essential platform for Thailand tourism. It enables Thai businesses to engage directly with Indian partners, update them on new offerings, and strengthen connections with the Indian market.”

Smt. Pattaraanong Na Chiangmai, Deputy Governor for International Marketing (Asia and South Pacific), Tourism Authority of Thailand



“India represents a high-growth market for us, and SATTE provides the perfect platform to strengthen existing partnerships and build new ones. We’re excited to bring more Indian travelers closer to global fly-cruise experiences across Europe, Alaska, the Caribbean, and beyond.”

Shri. Damian Borg, Senior Director of Sales Strategy & Operations, Asia Pacific at Norwegian Cruise Line.

ASSOCIATIONS



“Our long association with SATTE reflects the value it brings to the travel trade. With over 2,600 member companies, TAI actively supports and participates in this platform, which continues to grow and innovate with every edition. SATTE is truly a unique and powerful event that connects the industry globally.”

Shri. Sunil Kumar, Co-Founder & Commercial Head at AirRetailer, President, TAAI



SATTE holds a special place in my journey—from witnessing India's first travel expo in 1994 to seeing it evolve into a global platform. Over the years, it has consistently raised the bar, uniting industry leaders and buyers worldwide. Congratulations on the 33rd edition. I'm confident the future will bring even more successful editions.

Shri. Abbas Moiz, President, TAFI



I find SATTE this year to be exceptionally well-organized, with seamless execution, clear signages, and a smooth overall experience. SATTE, along with SEPC, is playing a significant role in bringing in foreign buyers and promoting inbound tourism to India. I wish them continued success and hope to see a steady rise in international tourist arrivals in the coming years.

Shri. Rajiv Mehra, General Secretary, FAITH



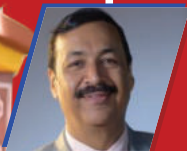
“I'm delighted to be part of SATTE 2026. It is a fantastic platform that brings together the entire travel and tourism ecosystem across inbound, outbound, and domestic segments. Over the years, SATTE has grown significantly and positioned India strongly on the global exhibition map. Initiatives like the Atithi program further enhance its value by attracting international buyers and promoting India as a destination.”

Shri. Ravi Gosain, President, IATO



It is a pleasure to be part of this edition of SATTE. The energy and environment here are truly impressive, and we look forward to engaging in meaningful networking over the next few days. SATTE continues to be a strong and evolving platform for collaboration, innovation, and new partnerships across the travel, tourism, and hospitality industry.”

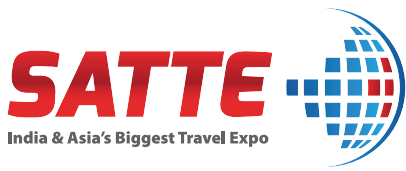
Shri. Sanjeev Mehra, National President India, SKAL



The 33rd edition of SATTE demonstrates the credibility and importance this show holds for Indian business. With global participation and representation from nearly every state, it's one of India's premier trade platforms. The move to a state-of-the-art venue has enhanced its value, enabling more effective business interactions. Wishing SATTE continued success.

Shri. Jagdeep Bhagat, President, Tourism India Alliance





THE INDUSTRY HAS SPOKEN SATTE 2026 DELIVERS

Independently validated by



Performance exceeding global exhibition benchmarks

98.2%
Business

96.9%
Satisfaction

97.4%
Return

Exhibitors Confidence

93.7%
Will Exhibit Again

92.8%
Recommend SATTE

99.2%
Will Consider Future Participation

87.1%
Easy to Exhibit

Visitor Impact

90.8%
Achieved Objectives

94.2%
Objectives Met

92.9%
Value for Time & Travel

95.9%
Presence of Leading Companies

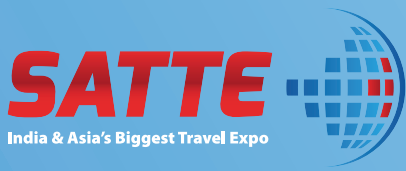
From connections to conversations
SATTE is where business happens

Source: Independent research conducted by Explori 2026



Shri. Pasang Dorjee Sona,
Tourism Minister Arunachal Pradesh

I am delighted to be part of SATTE here in Delhi. The scale and diversity of participation from across the globe and all Indian states make it a truly remarkable platform. Despite being a B2B-focused event, the level of engagement is outstanding. SATTE provides an excellent opportunity to showcase tourism potential and will undoubtedly give a strong boost to the travel and tourism industry.



Now beyond the event days.

Your year-round digital gateway to the travel & tourism industry.

DOWNLOAD THE APP TODAY



- 35,000+ Verified Industry Stakeholders**
Connect with a strong network of travel & tourism professionals across global markets.

- 15,000+ Successful Meetings on SATTE 365**
Transforming connections into business opportunities with data-driven matchmaking and smooth scheduling.

- Exclusive Access to T3 Magazine**
SATTE 365 Edition Stay updated with curated insights, emerging trends, and expert perspectives.

- Personalized Leaderboard with Smart Analytics**
Track meetings, monitor performance, and optimize your networking with real-time insights.

SATTE CONNECT

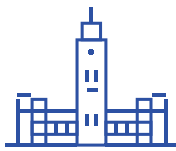
“ Bringing to you **CONVERSATIONS**
that take you places ”



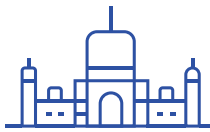
AHMEDABAD
16 - 17 Nov 2026



BANGALORE
18 - 19 Nov 2026



CHENNAI
20 - 21 Nov 2026



KOLKATA
23 - 24 Nov 2026

Per City Cost: INR 1,40,000 + GST



4
CITIES



2000+
ATTENDEES



**COMMERCIAL
EXCHANGE**

**Expand your footprint with integrated SATTE Connect and
Roadshow combo offers, Contact Our Team**

SATTE ROAD SHOW

**YOUR CITY.
THE WORLD'S
STAGE.
ONE BUSINESS
MEET.**

BENEFITS:

- Direct access to key travel trade buyers across multiple Indian cities
- Strong brand visibility among decision-makers
- High ROI through focused B2B interactions
- Quality networking and partnership opportunities
- Real-time market insights and lead generation
- Effective platform for product training and brand recall

**5 CITIES ROADSHOW
NOV-DEC 2026**

Per City Cost: INR 75,000 + GST



Kavinder Gupta
Lieutenant Governor of the Union Territory of Ladakh

"SATTE serves as a powerful platform to unite the world, with India at its heart. I extend my sincere gratitude to the Ministry of Tourism for organizing such an impactful event. We are keen to see Ladakh's tourism grow exponentially, especially by promoting its unique winter sports and winter tourism offerings. With participation from around 60 countries and strong representation from Ladakh's stakeholders, this platform creates immense opportunities for growth. I am confident that initiatives like these will significantly boost our tourism. I also extend my thanks to the Secretary for his continued support. Through this platform, I warmly invite everyone to experience the beauty of Ladakh."



FOR BARE SPACE

**INR 30,100 per sq mtr
+ 18% GST**

**USD 678 per sq mtr
+ 18% GST**

FOR SHELL SCHEME

**INR 31,000 per sq mtr
+ 18% GST**

**USD 707 per sq mtr
+ 18% GST**

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

A mandatory fee of INR 31,500 + 18% GST/USD 375 + 18% GST will be charged for listing the exhibitor in the digital event catalogue, in addition to the stand space fee.



About Informa Markets

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

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

About Informa Markets & Our Business in India

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

Meet Our Team



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