SATTE
South Asia's Leading Travel Show

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Incredible India

informa markets

Feb 9-11, 2023

India Expo Mart
Greater Noida, Delhi NCR, India

30th EDITION

30 years of
Glorious Legacy

POST SHOW REPORT 2023

www.satte.in

SATTE
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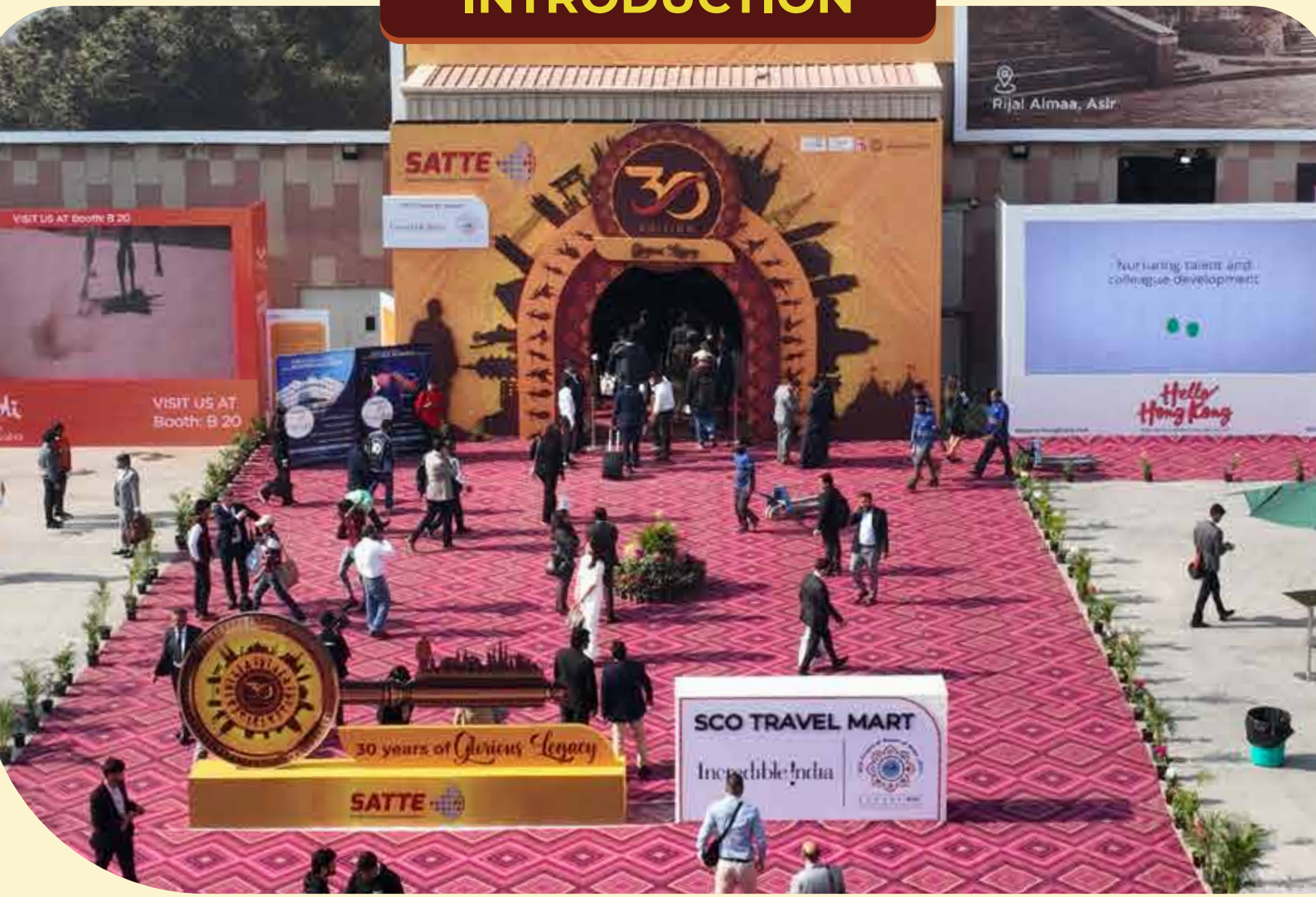
INTRODUCTION



As a leading international B2B travel and tourism exhibition on the Indian sub-continent catering to the growth and development of regional, **South Asian and international travel and tourism, SATTE** offers an unmatched and most comprehensive programme of events. It is a premier networking and business platform for the stakeholders in domestic, regional, inbound and outbound travel and tourism, as well as of inter-regional co-operation and inclusive business development. Furthermore, the sought-after **SATTE** Conferences takes up many a travel and tourism issues and helps develop innovative ideas and solutions. **SATTE** remains committed to help shape and contribute to a more sustainable and dynamic future for Indian, South Asian and Global travel and tourism sector.

IN ITS 31ST EDITION, SATTE WILL BE HELD AT INDIA EXPO MART, GREATER NOIDA FROM 22ND - 24TH FEB, 2024 HALL 9, 10, 11, 14 & 15

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SATTE 2023 A BRILLIANT ACHIEVEMENT

The United Nation World Tourism Organisation (UNWTO) holds SATTE as the year's first major international tourism show for its enormous contribution to regional, South Asian and global travel and tourism industry. True to that calling, SATTE emerged as the only international B2B travel expo that organised in-person physical shows in 2020, 2021 and 2022 (SATTE's 27th, 28th and 29th edition respectively) and stood by the global and regional travel and tourism industry throughout pandemic ravaged years with steadfast loyalty, leading them into a very successful SATTE 2023, it's 30th edition that concluded recently.

As a catalyst of growth for the regional and international tourism, be it domestic, inbound or outbound tourism, SATTE's role was succinctly captured by TBO.com Co-founder, Ankush Nijhawan, stating during one of the conferences that he has never witnessed "this madness at SATEE ever before." Union Tourism Minister of India, G Kishan Reddy hailed SATTE as the catalyst of "building a better future for travel and tourism and for offering a comprehensive platform for domestic and international buyers and professionals from across the travel, tourism and hospitality sector."

Attending the event in his twin capacity as Minister of Tourism and Deputy Prime Minister of Mauritius and as Vice-President of the Executive Board of UNWTO and , Louis Steven Obeegadoo, while exuding confidence in SATTE proclaimed that "together using the springboard of SATTE we are going to make 2023 a great year for travel and tourism." On the other hand Maldivian Tourism Minister singled out SATTE for developing "relationship between countries" and Malaysian Minister highlighted his country's almost two decades old partnership with SATTE and the event being "an excellent platform for Malaysia to welcome travellers back." Whereas, TCI's Madhavan Menon called the 30th edition a "brilliant achievement."

Organised by India's leading B2B event organizer, Informa Markets in India, SATTE 2023 eclipsed any of its previous edition in contribution to the growth of regional and global travel and tourism economies. The world-class event not only established new benchmarks of growth, participation and visitation this year but also stimulated & re-energised the jaded enthusiasm of the regional, South Asian and international travel and tourism sector.

Organised at Delhi NCR's India Expo Mart, Greater Noida, from February 9-11, SATTE 2023 was themed 'Inclusive and Sustainable Tourism.' The event this year brought together over 1200 exhibitors including national and state tourism boards, travel and tourism wholesalers, hotels, airlines, cruise lines, DMCs and tour operators and number of international and Indian tourism suppliers. Spread over three days, the event was attended by more than 30,000 visitors, including over 600 domestic and 200 international trade buyers.

G KISHAN REDDY

MINSTER OF TOURISM

"**SATTE** organised by Informa Markets has transformed the Travel Industry of India over its last 30 years of Legecy. We are so happy to see 50+ International Country Tourism Boards and almost all **STATE** Tourism Boards of our country under one roof. Government has been promoting tourism and such platforms boost the campaigns of governement programs encouraging the private players to invest & revolutionalize the industry. **SATTE** is doing a commendable job and it is helping grow business, boost investment and generate jobs for the youth of India."

The year's most anticipated travel exhibition in South Asia, SATTE 2023 was inaugurated by the Chief Guest and India's Union Tourism Minister G Kishan Reddy, in the presence of dignitaries from around the world that included the likes of Louis Steven Obeegadoo, Deputy Prime Minister, Minister of Housing and Land Use Planning and Minister of Tourism, Government of Mauritius; Dr. Abdulla Mausoom, Minister of Tourism, Maldives; Khairul Firdaus Akbar Khan, Deputy Minister of Tourism, Art and Culture, Malaysia; Ni Made Ayu Marthini, Deputy Minister, Department of Tourism, Government of Indonesia; Alhasan Ali Aldabbagh, Chief Markets Officer – Asia Pacific, Saudi Tourism Authority; Madhavan Menon, Managing Director, Thomas Cook India Ltd; Subhash Goyal, Member, National Advisory Council, Ministry of Tourism, Government of India along with Yogesh Mudras, Managing Director, Informa Markets - India and Pallavi Mehra, Group Director and Publisher - T3, Informa Markets - India and a large number of top Government officials and private sector stakeholders from India and abroad.

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30TH EDITION OF SATTE 2023 RECEIVED A OVERWHELMING RESPONSE

30th EDITION

30 YEARS
OF LEGACY

5
HALLS

1,200+
EXHIBITORS

600+
BUYERS

30,000+
VISITORS

3
NETWORKING NIGHTS

10,000+
CXO LEVEL VISITORS

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CONFERENCE

SATTE 2023 CONFERENCE WITNESSED OVERWHELMING RESPONSE

One of the Key Features of SATTE 2023 was the Conferences Held on Day 1 & 2 of the Expo.

THE SESSIONS OF THE CONFERENCE TOUCHED ON TOPICS SUCH AS

- **Sustainable Tourism:** Translating Best Practices into Reality!
- **IndiaTourism@75:** The Way Forward
- **Film Tourism:** Reel to Reality
- **Indian Outbound:** Shifting Strategy
- **Making India Wellness Tourism Hub**
- **Travel Technology:** The Growth Enabler
- **ICPB:** Panel discussion on MICE

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SPEAKERS AT CONFRENCE - DAY 1

CARL VAZ
Chairman & CEO,
Charson Advisory Services and President, Skål International India

STEPHEN RICHER
International Tourism Consultant H C Vinayaka ITC Hotels

H C VINAYAKA
VP - Technical,
EHS & Sustainability,
ITC Hotels

DOUG GREENWOOD
Director of Sales & Marketing,
Cheval Collection

CARISSA NIMAH
Chief Marketing Officer for Department of Tourism - Bhutan

HEMANT MEDIRATTA
Chief Advisor, International Leisure Business, The Leela Palaces, Hotels & Resorts & Founder, One Rep Global

ABHIJEET PATIL
Chairman,
Raja Rani Travels

ASHISH SINGH
CEO, Lyca Productions

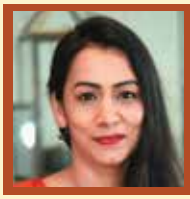
DIEGO MORENO
Embassy of Spain

NITIN TEJ AHUJA
CEO,
Producers Guild of India

JINESH SHAH
Head of originals at Roy Kapur Films

HARINATH M
VP - Marketing,
Sterling Holiday Resorts

SPEAKERS AT CONFRENCE - DAY 2



SOWMYA RAO VIJAYMOHAN
Founder, Très India

ABISHEK RAMESH
Executive Director,
Kairali Ayurvedic Group

HASHAN COORAY
Director -
Marketing & Development,
Jetwing Hotels

MANOJ KHETAN
Co-Founder,
Naad Wellness

JAGDEEP NAMBIAR
GM,
Fazlani Natures Nest

AMARESH TIWARI
Vice Chairman ICPB

EKATERINA KARPOVA
St. Petersburg Tourism

GIRISH KWATRA
Hon. Secretary, ICPB

CHANDER MANSARMANI
MD - Alpcord

SPEAKERS AT CONFRENCE - DAY 2

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EXHIBITOR QUOTES

AMIT SHUKLA

VP - Marketing Alliances, MAKE MY TRIP

"**SATTE** is an essential platform for the travel and trade industries in India and around the world. We have international players and nearly all domestic tourism boards showcasing what they have to offer. **SATTE** is a one-stop platform for connecting, networking, marketing, and selling your offerings to the rest of the world."

MADHVAN MENON

MD - THOMAS COOK INDIA GROUP

"**Thomas cook congratulates Informa Markets for 30th edition of SATTE**. This exhibition is a wonderfull platform that fesilitates the meeting destination managed sources as well as destination management companies from around the world. **SATTE** has been an important even that brings multiple entities from around the world and this has helped in evolution and growth in the tourism Industry both from prospective of India as a destination & India as a source of tourism. "

ISHA GOYAL

CEO, STIC TRAVEL GROUP

"**STIC Travel Group** has been participating at **SATTE** since the event started and we would like to congratulate Informa Markets for completing 30 Years of SATTE. Inbound and outbound travel in india has grown tremendously these past three decades and SATTE has been a key driver in the growth by providing a world-class platform to showcase, both, India as a destination and the strength of India as a global consumer of tourism and travel products. This 30th edition showcased the grandeur of this event and the huge participations from International & domestic market reflect the opportunities this platform provides and the potential it holds to rebuild the entire Travel industry of not just India but multiple countries participating here."

K MEHBOOB ALI KHAN

SECRETARY - LADAKH TOURISM

"**Ladakh Tourism** is participating in **SATTE 2023** for the third time as a Union Territory. Being a leading tradeshow, **SATTE** is an ideal platform for boosting destination awareness, connecting with businesses, engage & network with the tourism fraternity and organizations to raise inbound and outbound business. This year, 38 co-exhibitors representing Ladakh Tourism, making connections with new clients and hoping for the Ladakh tourism industry to flourish."

NAVEEN KUNDU

MD - EBIX CASH

"We congratulate Team **SATTE** for completing its 30 years and this one platform has given us a good opportunity to meet people, understand the market, change our strategies to maximize for the upcomming season. We met our existing partners and opportunity to meet busyes from across the globe has opened new source markets for us. We are looking forward to do business with the connections we have made at the show."

LOKENDRA SAINI

COO - EASE MY TRIP

"**SATTE by Informa Markets is such a productive platform** for us as we met a lot of big key players here, almost all the domestic tourism boards which will definitely help is grow and create new business opportunities. Our objectives to visit the expo have been fulfilled and we looking forward to continue the next year as well and make the best out of such a gigantic event for Travel and Trade industry."

EXHIBITION GLIMPSES

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EXHIBITION GLIMPSES

SATTE AWARDS 2023

MAURITIUS NETWORKING NIGHT GLIMPSES

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SCO NETWORKING NIGHT GLIMPSES

JAMMU & KASHMIR NETWORKING NIGHT GLIMPSES

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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 a 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

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VISITOR PROFILE

- Tour Operators
- Corporate Travel Decision Makers
- Potential Investors In The Field of Hospitality, Leisure & Travel Industry
- Travel Agents
- Wedding Planners
- Location planners from leading television & film production houses

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EXHIBITOR BENEFITS & RATES

- Generate New Sales Leads
- Network with Key Decision Makers
- Launch New Products
- Develop New and Existing Relations
- Gather Market Intelligence
- Increase Brand Awareness

RATES

FOR BARE SPACE	FOR SHELL SCHEME
INR 23,100 per sq mtr + 18% GST	INR 24,200 per sq mtr + 18% GST
USD 540 per sq mtr + 18% GST	USD 564 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.

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PARTNERS

Official Media Partner

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Feb 22-24, 2024

India Expo Mart

Greater Noida, Delhi NCR, India

Hall: 9, 10, 11, 14 & 15

SEE YOU NEXT YEAR

3 BIGGER BOLDER BETTER

FOR BOOKINGS

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NOTE

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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