

## **Travel & Tourism Industry Welcomes SATTE 2014 in Mumbai**

Mumbai, India (ots/PRNewswire) - UBM India today flagged off the SATTE MumbaiWest, the Mumbai edition of SATTE 2014; India's foremost travel and tourism sector event, at the Nehru Centre in Mumbai, The event was inaugurated by Chhagan Bhujbal, Minister for Tourism, Govt. of Maharashtra.

(Photo: <http://photos.prnewswire.com/prnh/20140203/667576> )

SATTE MumbaiWest, which includes two days of B2B meetings amongst the travel and tourism community from Western India, has significantly grown in the last three years of its existence. In its fourth edition, SATTE MumbaiWest has to its credit, exhibitors from across the industry. State Tourism Boards that are keen on expanding business with the western region have joined hands to be a part of the trade show. Tourism entities such as Goa Tourism Development Corporation; Chhattisgarh Tourism Board; West Bengal Tourism; Karnataka Tourism; Tamil Nadu Tourism; Maharashtra Tourism Development Corporation; Kerala Tourism and Madhya Pradesh State Tourism Development Corporation are some of the confirmed participants.

Additionally, the State Tourism Boards of West Bengal and Maharashtra will leverage the platform provided by SATTE MumbaiWest to update the fraternity on their respective states and their offerings through destination briefings.

With India emerging as one of the fastest growing travel market, the NTOs are keen to tap the potential of this segment. With metros being the largest feeder markets and Mumbai being one of the country's largest source markets in the western region, the NTOs have participated in SATTE MumbaiWest 2014 to further optimise the potential. Korea Tourism Organization; Ministry Of Tourism, Sultanate of Oman; Zagreb Tourist Board; Cambodia Ministry of Tourism; Government of Dubai, Department of Tourism & Commerce Marketing; Turkish Culture & Tourism Office and Tourism Malaysia are among the names that will be showcasing their destinations at the event.

In addition to the NTOs, are international DMCs and tour operators such as Andaman Escapades; Al - Tayyar Travel Group - Egypt; Chariot

Holidays; Heritage Tours (Israel); Lavasa Tourism and Freedom Holidays Incoming, all who are optimistic with regard to the potential of the Indian market and intend to increase visibility through SATTE MumbaiWest 2014.

SATTE 2014 Mumbai edition has extensive representation from the hospitality industry too. Leading hospitality participants include the Anantara Resorts & Spa; Atlantis The Palm Dubai; Singhotel Andaman; Hycith by Sparsa; Vasundhara Sarovar Premiere; The Ambassador Hotel and Frasers Hospitality amongst others. In addition to the major tourism sectors, technology support companies and travel service companies are also set to showcase their products at the event. Falcon business resources; Iween Software Solutions, Interglobe aviation and PR Newswire are some of the entities that will be present at SATTE MumbaiWest.

The 21st edition of SATTE 2014 which was flagged off in Delhi last week has set a positive tone for the sector in 2014. The 2014 Delhi edition witnessed interested buyers, not only from the metros, but also tier II and tier III cities and laid emphasis on responsible and sustainable tourism, MICE, cruise and corporate travel.

The Delhi edition of SATTE 2014 was inaugurated by Shri Parvez Dewan, Secretary, Ministry of Tourism, Govt. of India amongst the esteemed guests from the industry. SATTE 2014 served as an important platform for senior decision makers. Dignitaries from the travel and tourism sector included Ms. Alla Peressolava, Head, SILK ROAD Programme/ FAIRS Programme, UNWTO, Ms Sandie Dawe, CEO, VisitBritain, Mr Zulkifly Md. Said, Director General, Islamic Tourism Centre, Malaysia, Mr Nakul Anand, Chairman, Federation of Associations in Indian Tourism & Hospitality (FAITH) and Executive Director, ITC Ltd, Mr. Subhash Goyal, President, Indian Association of Tour Operators, Mr Iqbal Mulla, President, Travel Agents Association of India, Mr Zakkir Ahmed, President, Travel Agents Federation of India, Mr Guldeep Singh Sahni, President, Outbound Tour Operators Association of India, and Mr S M Shervani, President, Federation of Hotel and Restaurant Associations of India.

Important international delegates included HE Nancy J. Powell, U.S. Ambassador to India, among other ambassadors and High Commissioners of various countries who graced the event with their presence.

Major announcements made at SATTE 2014 in Delhi included:

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- VisitBritain announced Memorandum of Understanding (MoU) between UK and

Indian Trade Associations

- The Incredible India website now offers a comprehensive resource for tourist

information and commission-free booking of hotels, trains and flights within India

- Visa-free medical tourism from Maldives to India for 60 days

- Launch of Maharashtra Tourism Diamond Alliance in consultation with the best

tourism sector players for joint promotion and knowledge exchange, with MoUs signed

with Canada and Japan

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New additions to the 2014 SATTE included Zambia, Singapore, Taiwan, Bangladesh, Armenia, and Gold Coast (Australia), while USA, Kenya, Nepal, Bhutan, Turkey and Seychelles increased their presence at SATTE 2014.

SATTE's enhanced buyer programme offered an incentivised Pre-Scheduled Appointments (PSAs) system enabling buyers to schedule appointments, ensuring opportunities for international and regional senior level buyers to source new destinations and travel products on the show floor.

Joji George, Managing Director, UBM India, said, "UBM India's focus for SATTE has always been to establish India as one of the most sought after, tourism destination on the global tourism map. SATTE 2014, as a event offering world-class networking platform to the travel and tourism industry to meet, network and grow their businesses, has received phenomenal response from the industry. The contribution of the SATTE Conference too was well received for highlighting the contemporary challenges faced by the industry and preparing the roadmap for the future."

About UBM India

UBM India is India's #1 and South Asia's leading live media and events company that engages people and enriches businesses. We provide the industry, a platform that brings the world's buyers and sellers together through a portfolio of exhibitions, content led

conferences, seminars, tech media, live events, data services and powerful media brands. Enabling trade across multiple industry verticals, we host over 20 large scale exhibitions and over 60 conferences every year, across the country. UBM India, a UBM Asia Company, has teams across Mumbai, New Delhi, Bangalore and Chennai. Owned by UBM plc, listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organizer and the biggest commercial organizer in mainland China, India and Malaysia. For further details, please visit the UBM India website at <http://www.ubmindia.in>

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