



Taking Karnataka to the World.

An opportunity to participate in International Trade Fairs/ Roadshows 2019-20!

Dear Friend,

Karnataka Tourism in its endeavour to promote the state in the international markets is all set to participate in key upcoming international trade fairs for the 2019-20 season. The same would be accompanied with a set of exclusive marketing meets in key target market cities. This time, we have decided to participate in 7 premier trade fairs and 16 marketing meets in key cities across the world; the list of trade fairs/ marketing meets are attached below.

As you would know, attending trade fairs will benefit Destination Karnataka as a whole in many ways. Trade Fairs provides us with a big visibility factor as it sees participation from the who's who of the global travel industry. And the exclusive marketing meets helps you come face to face with the people who matter - travel decision influencers. You get to showcase the destination and your product to a relevant audience and get their undivided attention. Either way, it is a win win situation for you and in turn for Destination Karnataka.

The Tourism Department partnering with you, among other service providers only goes to underline the nature and importance of public-private partnership in destination building, destination development and, marketing. I hope this warm and cordial relationship between the tourism trade and Karnataka Tourism continues and I am sure that as long as it continues, the future for Karnataka looks bright and beautiful. As always, you have supported us and I encourage you to continue the great support you have given us and the state.

I invite you to co-participate with Karnataka Tourism in the below mentioned events which will be a perfect platform for you to showcase your products as well as help promote Destination Karnataka.

To participate in trade fairs, please submit a DD drawn in favour of "Director, Department of Tourism" for Rs. 40,000 to confirm your participation. You can get in touch with Ms. Roopa, Assistant Director on 97409 88047 if you have any clarifications. Please note that as the table space is limited, the Registration is on a first come, first served basis.

To confirm your participation for the roadshows, please do mail your confirmation along with the list of cities to Mr. Deveiah at deveiah@stark.in / pradeep.r@stark.in.

Look forward to working with you in times ahead and together, take Karnataka Tourism to the top of India's tourist destinations.

Warm Regards,
Kumar Pushkar, IFS
Director - Department of Tourism,
Govt. of Karnataka

KARNATAKA TOURISM: PROPOSED INTERNATIONAL TRADE FAIRS/ ROADSHOWS 2019-20

EVENTS	CITY	DATES	EVENTS	CITY	DATES
OCTOBER 2019			JANUARY 2020		
IFTM (Top Resa)	Paris	Oct 01-04, 2019	The New York Times Travel Show	New York	Jan 24-26, 2020
Roadshow *	Milan		Roadshow *	New York	
	Madrid			Chicago	
	Barcelona			Los Angeles	
JATA Tourism Expo	Osaka	Oct 24-27, 2019	FITUR	Madrid	Jan 22-26, 2020
Roadshow *	Tokyo		Roadshow *	Berlin	
NOVEMBER 2019				Frankfurt	
World Travel Market (WTM)	London	Nov 04-06, 2019		Stockholm	
Roadshow *	Manchester		MARCH 2020		
	London		ITB Berlin	Berlin	Mar 4-8, 2020
			Roadshow *	Paris	
				Brussels	
				Amsterdam	
			MITT	Moscow	Mar 17-19, 2020
			Roadshow *	St. Petersburg	

*The Roadshow dates will be confirmed to you shortly.

