



Jan 20 - 22, 2021

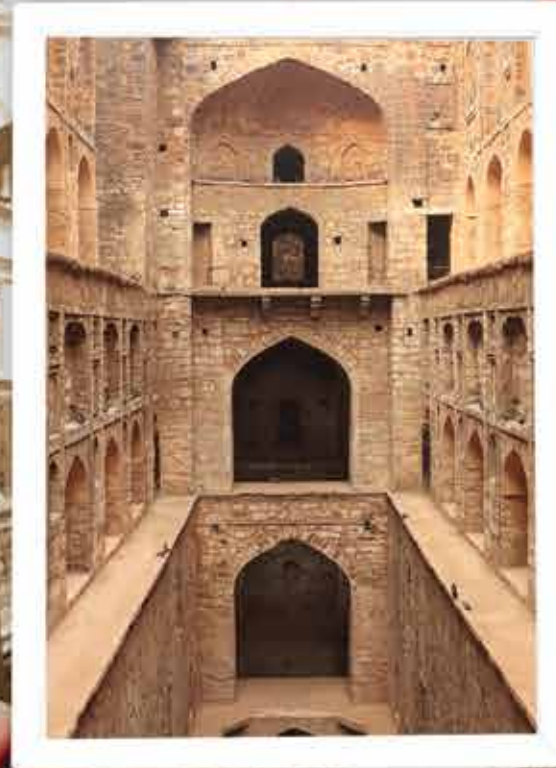
India Expo Mart,
Greater Noida, Delhi NCR, India

*Welcome to
the world of travel
from the capital of India*

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 **informa**markets





MAPPING TRENDS & BUILDING PARTNERSHIPS, A KEY FOCUS AT THE SOUTH ASIA TRAVEL & TOURISM EXCHANGE (SATTE)

Informa Markets kickstarted the New Year with a promising start at the 27th edition of SATTE, a leading B2B travel trade engagement show which was held at the India Expo Mart, Greater Noida, Delhi-NCR. The three-day expo witnessed a tremendous response from the travel, tourism and hospitality industry with participation from over 1,100 exhibitors and representation from over 50+ countries, 200 hosted foreign buyers from 50 countries, 500 hosted domestic buyers and 35,000 trade professionals from 104 Indian cities.

The expo was inaugurated by Chief Guest Prahalad Singh Patel, Minister of State for Tourism & Culture (I/C), Government of India along with key dignitaries Mansukh L Mandaviya, Minister of State (I/C) for Shipping, Govt. of India; YB Tuan Muhammad Bakhtiar bin Wan Chik, Deputy Minister of Tourism, Arts and Culture Malaysia; Nia Niscaya, Deputy Minister of Tourism Marketing, Ministry of Tourism of the Republic of Indonesia; Michael Goh, President, Dream Cruises & Head of International Sales, Genting Cruise Lines; Subhash Goyal, Honorary secretary, FAITH; Yogesh Mudras, Managing Director, Informa Markets in India and Michael Duck, Executive Vice President, Informa Markets - Asia, Pallavi Mehra, Group Director & Publisher -T3 amidst an august gathering.

The exhibition successfully received active support from various Indian and International travel and trade associations, wedding planners, corporate travel decision makers and investors amongst others. Indonesia was the Premium Partner country for SATTE 2020 while Thailand, Malaysia, Singapore and Sri Lanka were the other Partner Countries. Mauritius was the Feature country at the coveted expo. Dubai was the Partner Destination for the Show.

- Over 1,100+ Participants from over 50+ countries and 28 Indian States
- Supported by Ministry of Tourism, Government of India.
- As a part of the SATTE's CSR initiative, 100 under privileged talented individuals will be trained for travel & hospitality sector and placed in reputed companies under "SATTE Travel Hospitality Learning Program". The training has started in Delhi and Mumbai in association with EduBridge Learning Pvt. Ltd. and Udyogini
- Numbers of Visitors 35,000

500 Domestic buyers from 80+ cities in India & 200 International buyers from 50+ countries.



SATTE CONFERENCE



SATTE CONFERENCE WITNESSED FULL-HOUSE ON ALL 2 DAYS

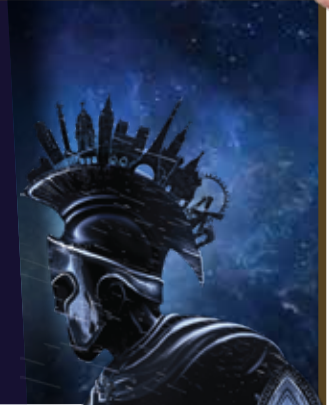
SATTE India Conference witnessed a great response from the industry as all sessions were houseful. The Conference deliberated on topics such as: 'Changing Dynamics - MICE in India', 'The Global Economic Scenario and Tourism Trends', 'Adventure Tourism: Unlocking New Avenues' and 'Small Screen, Big Impact' amongst others. The Conference on Corporate Travel powered by the Corporate Travel Community (CTC) that organized two powerful sessions on Airline Programmes + NDC Education Forum and 'The Accommodation Outlook and Technology Innovations Education Forum' highlighted the opportunities and challenges for the sector. Apart from these, the Network of India MICE Agents (NIMA) organized a set of 5 sessions and 2 workshops on MICE tourism.



SATTE AWARDS



SATTE Awards is an initiative to recognise excellence & outstanding achievements of industry honchos who break the mundane cycle & innovate in order to create new industry benchmarks. SATTE awards aim to support improved business planning & development for tourism industry contenders through a transparent & a process driven approach ensuring the best in the industry are recognised and brought to the forefront at a grand celebration in presence of industry visionaries & stalwarts.



Best Blogger - My Travel Diary



Best Cruise Liner - Genting Cruise Lines



Best Domestic Tour Operator - The Samsara Holidays



Best Domestic Tour Operator - Makemytrip Ltd.



Best Foreign Destination - Dubai Tourism



Best Foreign Destination - Destination Canada



Best Hotel In India - The Tamara Coorg



Best Hotel In India - Aloha on The Ganges, Rishikesh



Best Hotel In India - Summit Denzong Hotel & Spa, Gangtok



Best Hotel In India - Shangri-La's Eros Hotel, New Delhi



Best Hotel In India - Alila Fort Bishangarh



Best Inbound Tour Operator Destinos India Gurus Pvt. Ltd.



Best Inbound Tour Operator - Creative Travel Pvt. Ltd.



Best Niche Tour Operator - Adventures Overland



Best Online Travel Booking Site - Easemytrip.com



Best Outbound Tour Operator - Europa D Tours Ltd.



Best Outbound Tour Operator - Thomas Cook (India) Ltd.



Best Start Up Notonmap - Unknown Destinations Pvt. Ltd.



Best Travel Education & Skill Development Provider - Bird Academy



Best Travel Publication - National Geographic Traveller India



Best Travel Website - National Geographic Expeditions India



Most Outstanding Woman Leader of the Year - Priya Paul



Tourism Brand Gujarat Tourism



Best Exhibition Venue In India - India Expo Mart, Greater Noida

Lifetime Achievement Award - Sundar Advani

JURY BASED

COLOURS OF SATTE & NETWORKING NIGHTS



Colours of SATTE had a Casino theme this year and fuelled the environment with experience of various culture music, dance and power packed entertainment on all three days.

INDONESIA, UTTARAKHAND, MAURITIUS

all the tourism boards were key participants at SATTE and also hosted Gala Networking Night. It also witnessed various cultural performances and appreciation from over 800 travel and tour operators from India and abroad



GROWTH STORY



TRAVEL TRADE ATTENDEES

2013	2014	2015	2016	2017	2018	2019
7,419	11,529	16,234	21,637	25,819	31,000+	32,000
2020 35,000+						

PARTICIPATION FROM



State Tourism Board



Country

EXHIBITORS

2013	2014	2015	2016	
590	640	750	860	
2017	2018	2019	2020	
920	1,000+	1,050	1,100+	

INDUSTRY SPEAK



MR. PRAHALAD SINGH PATEL

Union Minister for State for Tourism & Culture (I/C),
Government of India

“SATTE 2020 is the 27th edition of the event which is proof that we are thinking and moving continuously ahead for the betterment of the tourism sector. I would like to congratulate SATTE for achieving this feat and thank them for giving representation to states such as Leh-Ladakh in their esteemed event. India is the only country that has a different cultural identity across dimensions and geography. Events like these showcase our rich culture in a great way. I hope foreign guests and visitors attending the event get a glimpse of our country.”

MR. SATPAL MAHARAJ

Tourism Minister, Uttarakhand Tourism

“Uttarakhand is the land of spirituality, yoga and adventure. It is called Devbhoomi for a good reason. The rich natural resource here makes it a most suitable tourism destination catering to diverse needs. From being the yoga capital, and the seat of bird watching, wild life and adventure tourism, to being in focus internationally, with the Beatles group and Steve Jobs famously coming to our land, you get it all in our beautiful state and we welcome you there. “I am delighted to be at SATTE and appreciate the expo’s efforts in bringing into focus the hidden gems and unexplored treasures of the world.”

MR. YUVRAJ PADOLE

Deputy Director (Events & Marketing) Madhya Pradesh Tourism

“We have been participating in SATTE for several years and every year it gets better. Hence exhibitors like us are participating, marketing their products, meeting visitors, tying up which in turn is growing the tourism business in Madhya Pradesh. I personally consider SATTE to be a big support.”

MR. MANSUKH L. MANDAVIYA

Minister of State (I/C) for Shipping, Govt. of India

“I would like to congratulate the organizers of this tremendous travel event. From the shipping ministry perspective, cruise tourism amongst Indians has become very popular; India’s coastal line boasts of 7,500 kms which increases immense potential for cruise tourism. Keeping this in mind, we have built International cruise terminals such as the one in Mumbai. A few in Goa, Mangalore, Kochi, Paradip and Kolkata are in the pipeline as the ministry and its stakeholders are continuously working to build the tourism sector”.

MS. NELISWA NKANI

Hub Head – MEISEA, South African Tourism

“We are extremely delighted with the reception South Africa received at SATTE 2020. We are also grateful to the trade fraternity for their support in packaging and endorsing the best of the Rainbow Nation. At South African Tourism, we constantly strive to introduce innovative products and experiences to allow each of our source markets a relevant, customized and memorable itinerary. As Indian travellers are looking to pack in a lot of action within shorter time spans, our New Region offerings were particularly well-received by the travel trade this year.”

MR. MICHAEL GOH

President of Dream Cruises & head of international sales,
Genting Cruise Lines.

“SATTE is one of the most prestigious and the largest travel fair in India. It has been a really good fair and we are launching our “Global Dream” line of cruises with the world’s longest roller coaster on board in the India market.”

BUYERS ORIGIN

ARMENIA
 AUSTRALIA
 AZERBAIJAN
 BANGLADESH
 BRAZIL
 BULGARIA
 CANADA
 CZECH REPUBLIC
 DUBAI
 ECUADOR
 EYGPT
 FINLAND
 GEORGIA
 GREECE
 INDONESIA
 ISRAEL
 ITALY
 KAZAKHSTAN
 KENYA
 KUWAIT

LATVIA
 MALAYSIA
 MAURITIUS
 MEXICO
 MYANMAR
 OMAN
 PHILIPPINES
 QATAR
 RUSSIA
 SINGAPORE
 SOUTH AFRICA
 SPAIN
 SWEDEN
 THAILAND
 TURKEY
 UAE
 UK
 UKRAINE
 USA
 ZIMBABWE



WHY EXHIBIT?



Opportunity to conduct business with **over 35,000 +** qualified industry buyers and trade visitors

Spread across more than **25,000 sq.m** of area

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 & 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



EXHIBITOR BENEFITS



GENERATE NEW
SALES LEADS



LAUNCH NEW
PRODUCTS



NETWORK WITH
KEY DECISION
MAKERS



INCREASE BRAND
AWARENESS



DEVELOP NEW
AND EXISTING
RELATIONSHIPS



GATHER MARKET
INTELLIGENCE

RATES

FOR BARE SPACE

US\$ 504 per sq mtr + 18% GST
INR 21,600 per sq mtr + 18% GST

FOR SHELL SPACE

US\$ 527 per sq mtr + 18% GST
INR 22,600 per sq mtr + 18% GST

*Additional 25% for main aisle and 20%
for corner location applicable.

VISITOR PROFILE



Tour Operators



Corporate Travel Decision Makers



Travel Agents



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



Wedding Planners



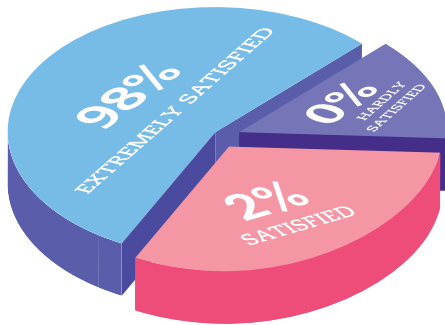
Location planners from leading television
& film production houses

VISITOR & EXHIBITOR SATISFACTION

VISITOR SATISFACTION

KEY FACTS

- SATTE attracted more than 60% new visitors this year.
- 98% Visitors said they will visit SATTE again.
- 99% Visitors said they would like to refer SATTE to their friends / Colleague



OVERALL SATISFACTION RATING



BUSINESS GOALS

Collect Market Information	90%
Consolidate Contacts With Suppliers / Business Partners	89%
Source New Products	88%
Seek Franchisors / Principals	87%
Find New Suppliers	86%
Place Orders	86%

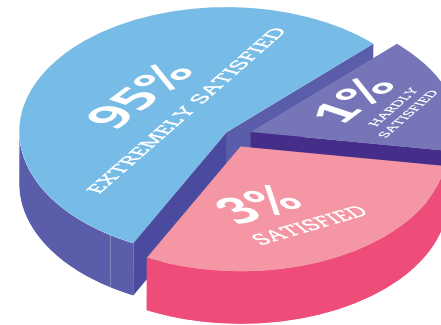
FAIR / EVENT SATISFACTION

Quality/Relevance of exhibitors	96%
Visitor traffic	90%
Quantity of exhibitors	90%
Service of exhibitors	88%
Exhibit range	88%
Exhibit price	86%

EXHIBITOR SATISFACTION

KEY FACTS

- 97% Exhibitors said they will exhibit SATTE again.
- 95% Exhibitors said they would like to refer SATTE to their friends/ Colleague



OVERALL SATISFACTION RATING



BUSINESS GOALS

Consolidate Contacts With Suppliers / Business Partners	87%
Collect Market Information	84%
Brand-Building	77%
Launch New Products	76%
Find Franchise Partners / agents	75%
Explore New Markets	59%
Find new buyer	54%

FAIR / EVENT SATISFACTION

Business Opportunities	64%
Visitor Traffic	58%
Visitor Quality	68%
Pre-Show Service of Organiser	60%
Onsite Service or Organiser	61%
Facilities & Services of the Exhibition Centre	63%
Official Forwarding Agent(s)	63%
Move-in & move-out arrangement	68%

GLIMPSES



COMMUNITY DEVELOPMENT



As a part of the SATTE's CSR initiative, hundred under privileged talented individuals will be trained for travel and hospitality sector and placed in reputed companies under "SATTE Travel Hospitality Learning Program". The training has started in Delhi and Mumbai in association with EduBridg Learning Pvt. Ltd. and Udyogini



PARTNERS

Host State



Feature State



Premium Partner Country



Feature Country



Partner States



Partner Countries



Partner Destination



Supported By



Partner Airline



Conference Partner



Partner Hotel



Mobility Partner



Sustainability Partner



Official Media Partner



Media 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 & Real Estate, Fashion & 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

FOR MARKETING AND ALLIANCES

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