

Stage set for PTM



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In striking contrast to the latest UNWTO forecast for international tourist arrivals between 4-5 per cent in 2011, all travel segments whether inbound, outbound or domestic are witnessing strong double digit growth. It renders Incredible India as the hottest venue for PATA Travel Mart 2011 as delegates from

all over the globe will come to explore big growth opportunities. "From a hard-nosed business perspective, PATA Travel Mart has a very compelling proposition this year. The Mart has been fine-tuned to deliver focussed quality-controlled buyer-seller negotiations, first hand experiences of new products and services and vital briefings to build better business decisions,"

said **Bill Calderwood**, Interim CEO, PATA.

"The upcoming PATA Travel Mart in New Delhi will see a large amount of business created by Indian and Chinese buyers. PATA statistics show that the Indian and Chinese outbound markets are growing at around 12 per cent per year," he added. A total of 310

buyer delegates from 228 organisations in 51 markets have so far registered for PTM, which takes place during September 6-9. All the buyers at PTM will meet with more than 520 sellers from 278 organisations in 31 destinations.

"The PATA Travel Mart 2011 is probably Asia Pacific's best contracting and networking show and with Delhi playing host to the event, it is an ideal opportunity for the entire fraternity to see the city's greatly improved infrastructure and the

world-class airport," said **Arjun Sharma**, Vice Chairman – PATA India Chapter.

Of the 77 seller organisations from India, 31 will be first-time exhibitors. 30 Indian buyer organisations will also be present. 10 Indian states will be represented and 9 Chinese entities and numerous private sector hotels and tour operators will be a part of the show. China will also send 40 travel buyers, including 20 from the independent China Travel Service, the biggest wholesale tour operator in China. 🌅