

Delhi gears up to host PATA Mart 2011 and anticipates great networking opportunities

The Pacific Asia Travel Association (PATA) is a membership association that acts as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In its ongoing endeavour to do the same, the association will be hosting its annual mart in the capital this year. Slated to take place from September 6 – 9, at Pragati Maidan, New Delhi, the PATA Travel Mart promises to offer a great networking forum.

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PATA Travel Mart is an annual B2B trade event, which is also the association's signature event of the year that is not only membership oriented but also allows participation by non members. It is Asia Pacific's best networking and contracting event and indeed a great opportunity for India to play the perfect host.

"India has emerged as a major all year destination and a source market that presents huge opportunities. With new state-of-the-art infrastructure and additional room capacity in place, truly there is no better time to host a PATA Travel Mart in India's capital city than now," said Rajen Habib Khwaja, Secretary Tourism, Ministry of Tourism, Government of India. He is enthusiastically looking forward to play host to PTM 2011 this September.

Following suit, Arjun Sharma, Managing Director, Le Passage to India and Vice Chairman,

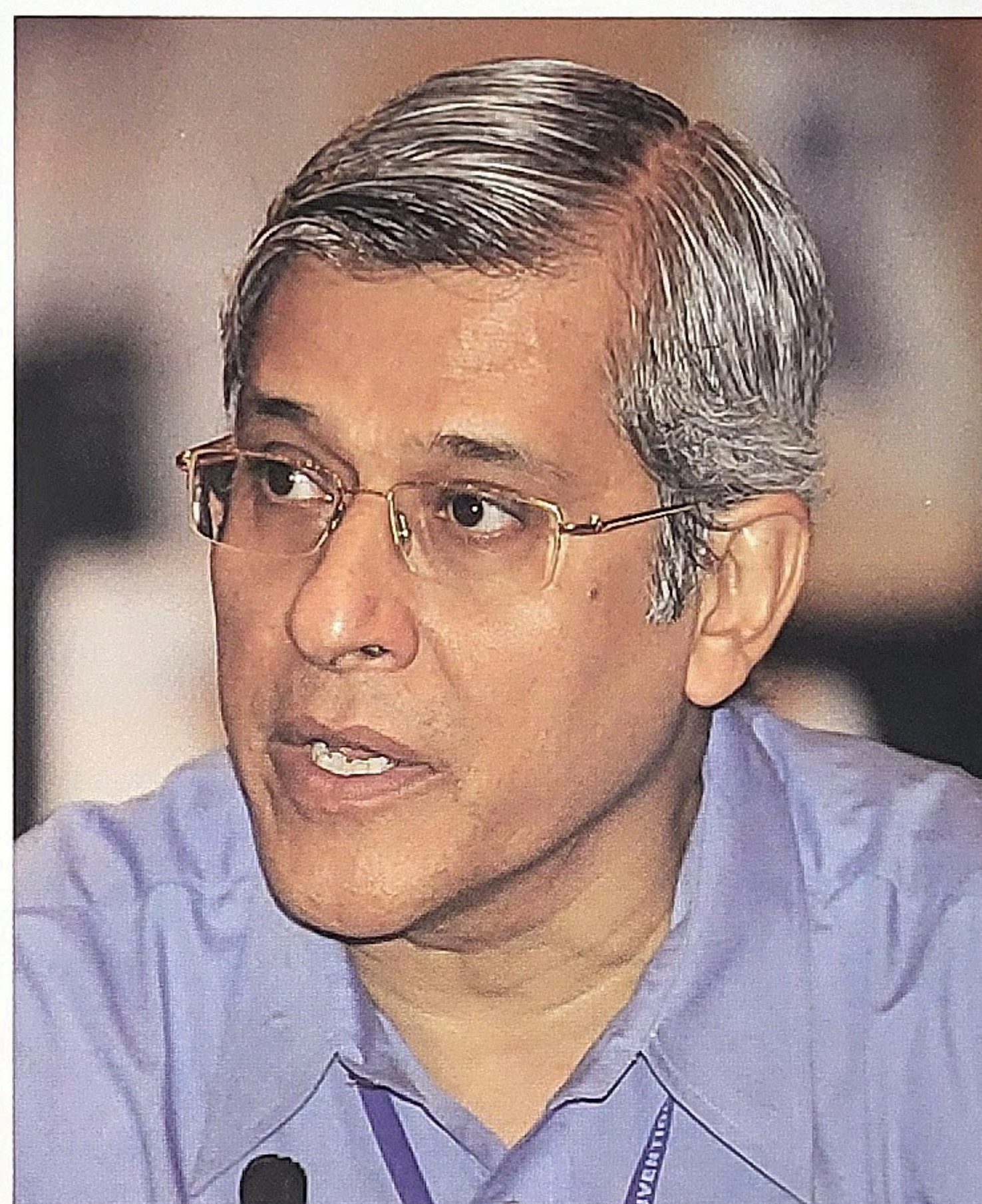
PATA India Chapter too believes that it is indeed a matter of pride and privilege that the mart is being held in India this year. "Being hosted by India, it is our opportunity as a nation to showcase to the global fraternity the infrastructure developments in the city of Delhi and across the country. India has received a lot of positive publicity post the Common Wealth Games and ICC World Cup and Delhi is now positioned much better to handle such events due to the improvement in infrastructure, which will result in an overall positive experience for the delegates."

Expecting 1000 delegates and already seeing registration of as many as 310 buyers with two more weeks left for the event, the mart organisers this year are expecting 50 countries to participate with sellers from as many as 31 countries. "India is participating in the mart because its tourism infrastructure has improved, a message that PATA India Chapter tried very hard to put across to the Board of Directors. Though the infrastructure in



“We hope to see many meaningful interactions between buyers and sellers. There would be about 1000 participants from 51 countries and presently there are about 310 buyers. Participation will be from all the major segments of the industry.”

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tive Director, PATA India Chapter.

"India will receive tremendous response from the international market due to the upcoming PATA Mart 2011. PATA Mart provides a buyer seller platform wherein meetings are pre-scheduled. This time we are expecting 300 international buyers and exhibitors. PATA Mart also gives a chance to interact with the buyers and get enrolled for on the spot appointments. India has tremendous MICE potential. Less MICE facilities in non – metro cities is a big impediment. But the opening of JW Marriott in Jaipur, which has large banqueting and conferencing facilities and space to accommodate large meetings, is simply a boon," explained Vikram Madhok, Honorary Secretary, PATA India Chapter.

There is absolutely no doubting the fact that the MICE segment for India has evolved quite a bit. With increased

air-connectivity and more international standard convention centres being developed around the country, the demand is certainly growing. Many countries are looking at India for the first time and some major events are shifting to India from their traditional areas.

Meanwhile, the force behind PATA India Chapter is optimistic that the mart this year will be an all time success that will witness major turnout of people, both buyers and sellers. "We expect good business at the Mart this year where lots of Asian sellers are looking at Indian buyers, as India outbound is growing at a really fast pace. There are many people who are interested in the Indian buyers. So we have actually taken care that it must be looked after. After all, it is not an India centric event; it's an Asia centric event. Also, destination India acts as a major crowd puller as most people are confident of generating business in the country, thanks to the multitude of opportunities available. This time we are going

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