

ITB 2011 Mere networking that

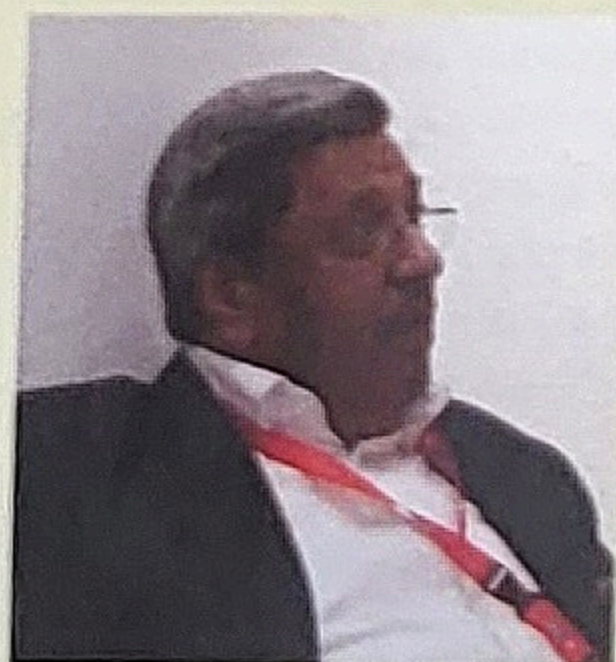
The 45th ITB Berlin came to a close after attracting a significantly larger number of buyers from trade show for the travel industry reported that trade visitor numbers remained stable at last year's response. TTTJ chats up with exhibitors and visitors to get their feedback on ITB 2011.

◆ Ravi Sharma

ITB Berlin 2011 once again registered good response in terms of increased number of international buyers and visitors. Despite the rail strike, the leading international trade show for the travel industry reported that trade visitor numbers remained stable at last year's level. The good volume of business at the trade show provided an additional boost to the cur-



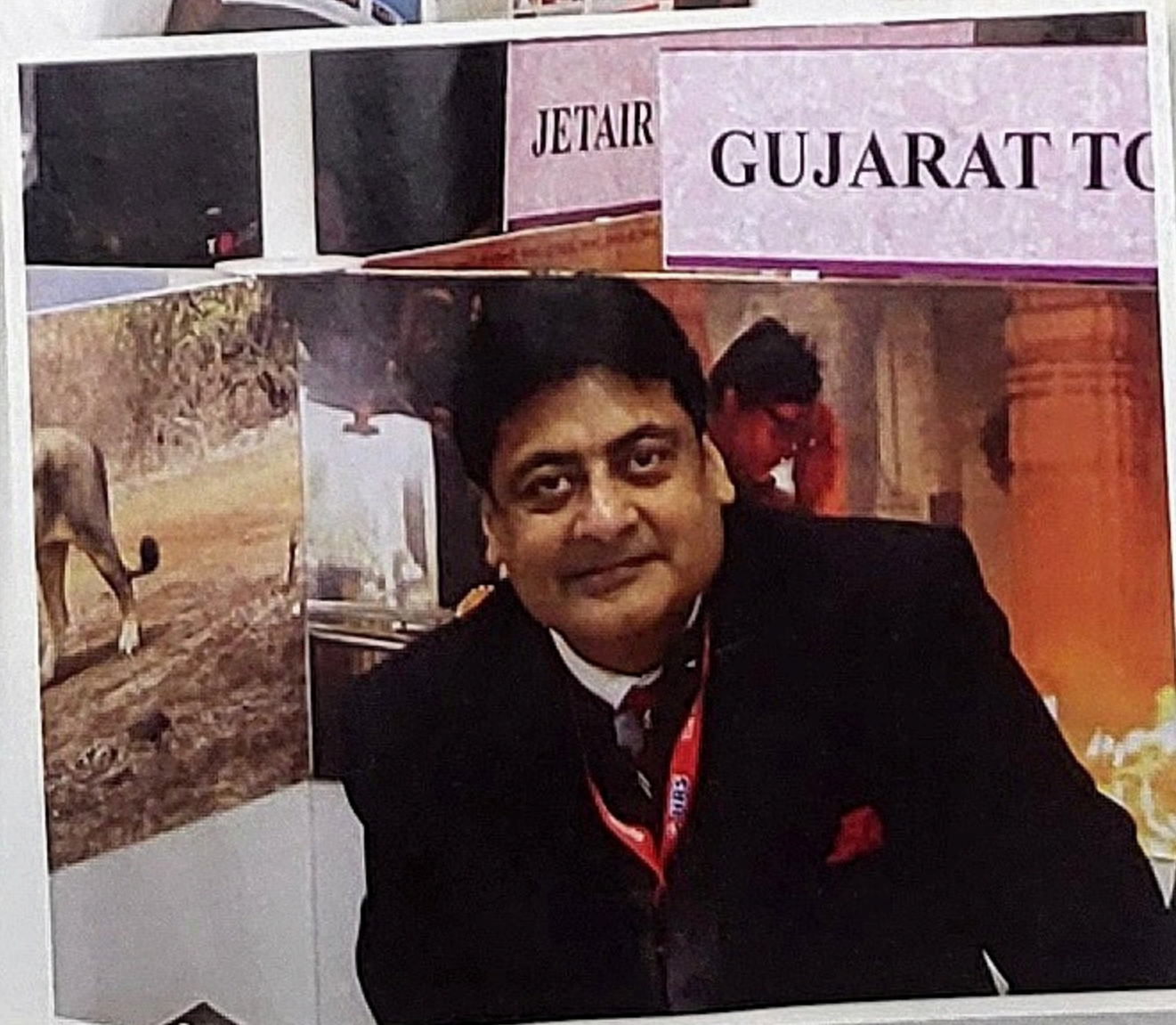
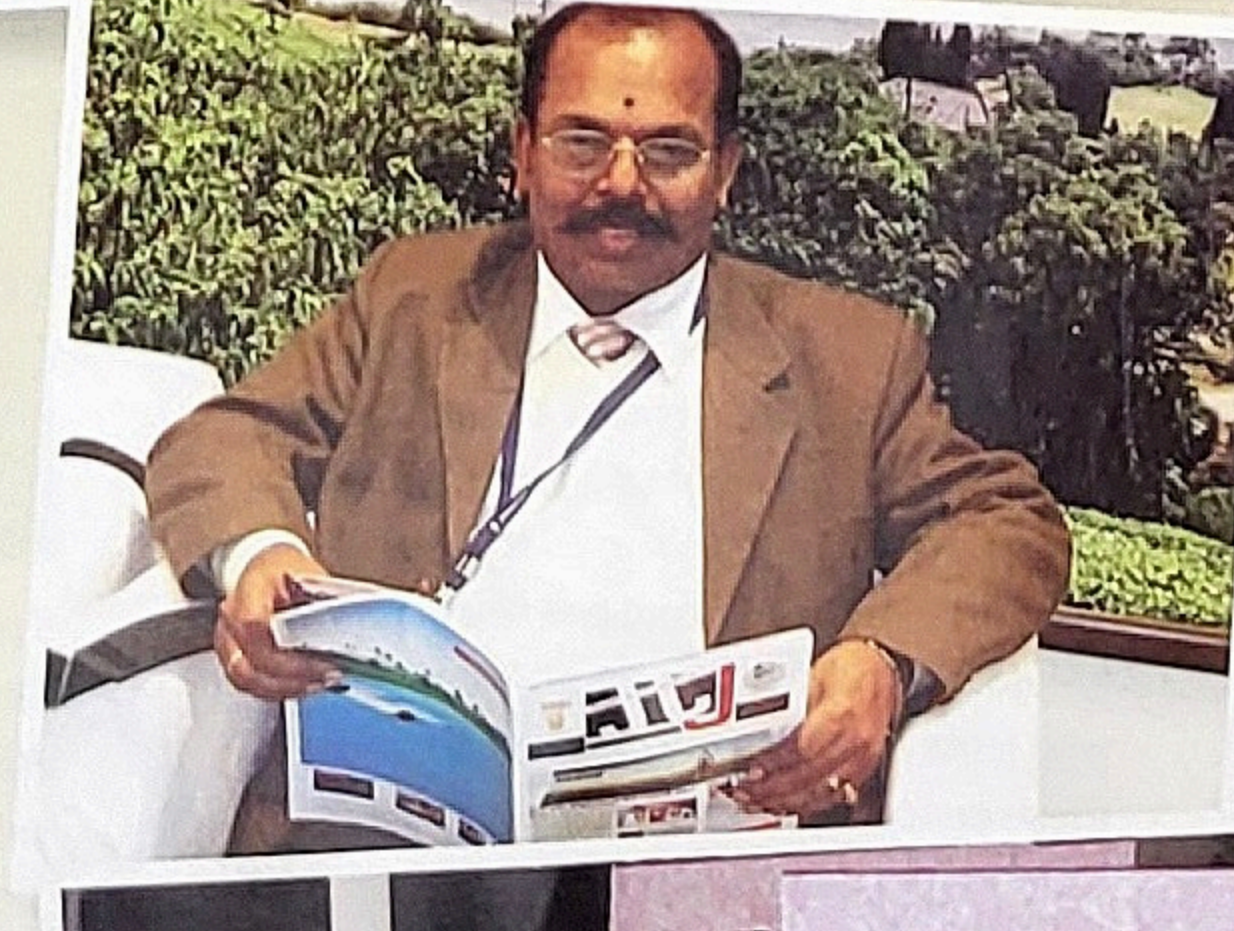
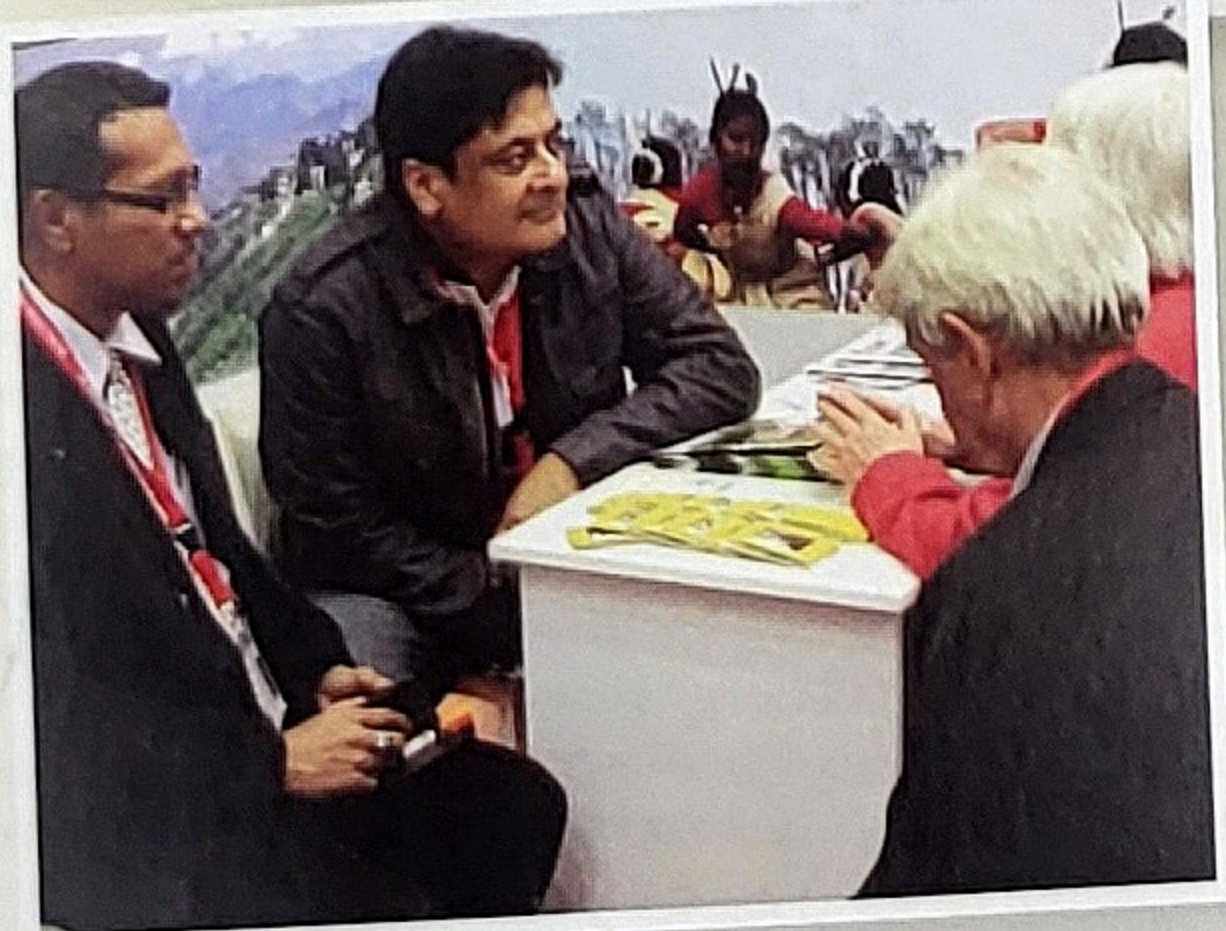
Dipak Deva



Sumil Ghadiok

rent upturn in the tourism sector. However, the India pavilion was a tad quieter in comparison to the previous years. While all leading industry players were full in attendance, the general fervour was somewhat missing, once again making many question the relevance of repeatedly attending these exhibitions year after year.

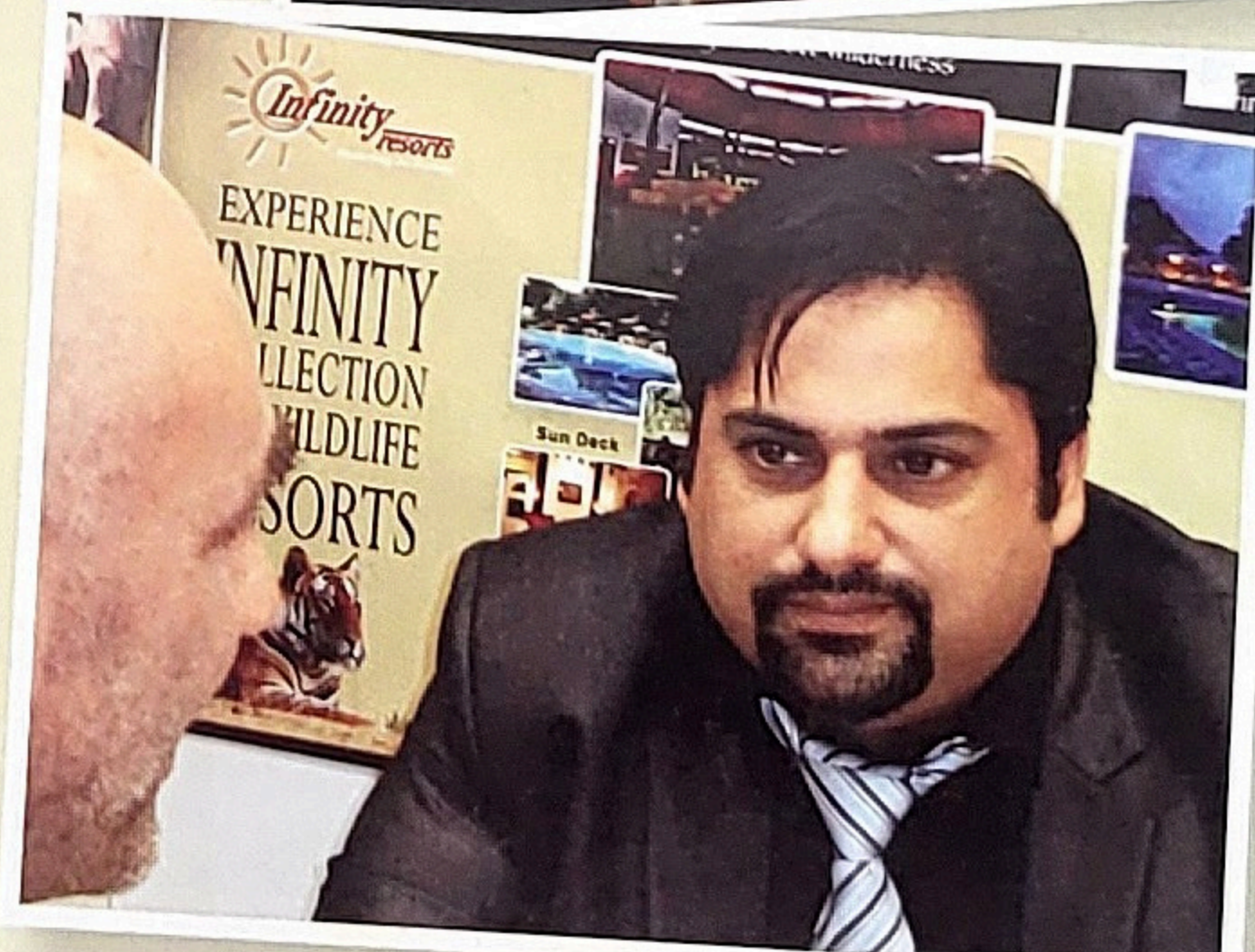
Sita has been participating at ITB for several years now and this year too was present with a 42 sq m booth – a new theme, dominated by shades of white and a design reflective of the company's new visual language. "We launched the new spring-summer Explore series, a



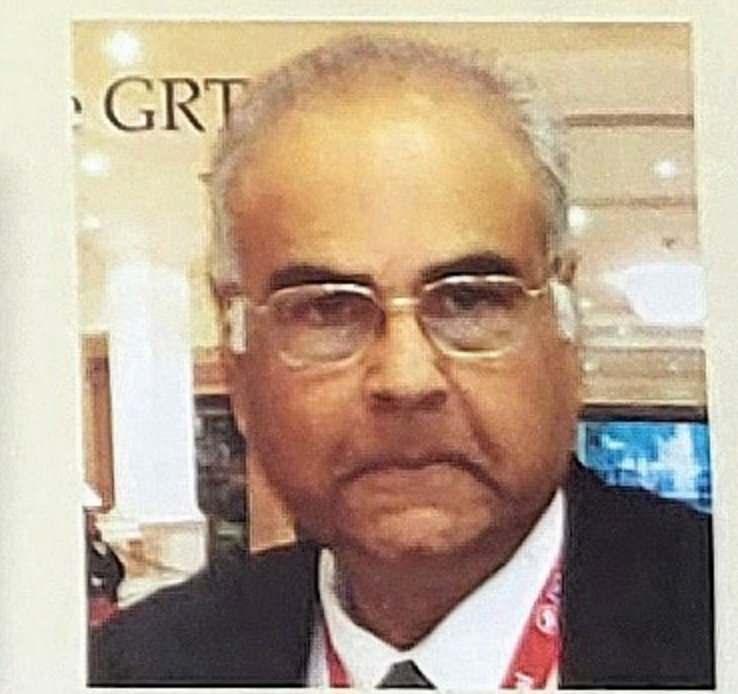
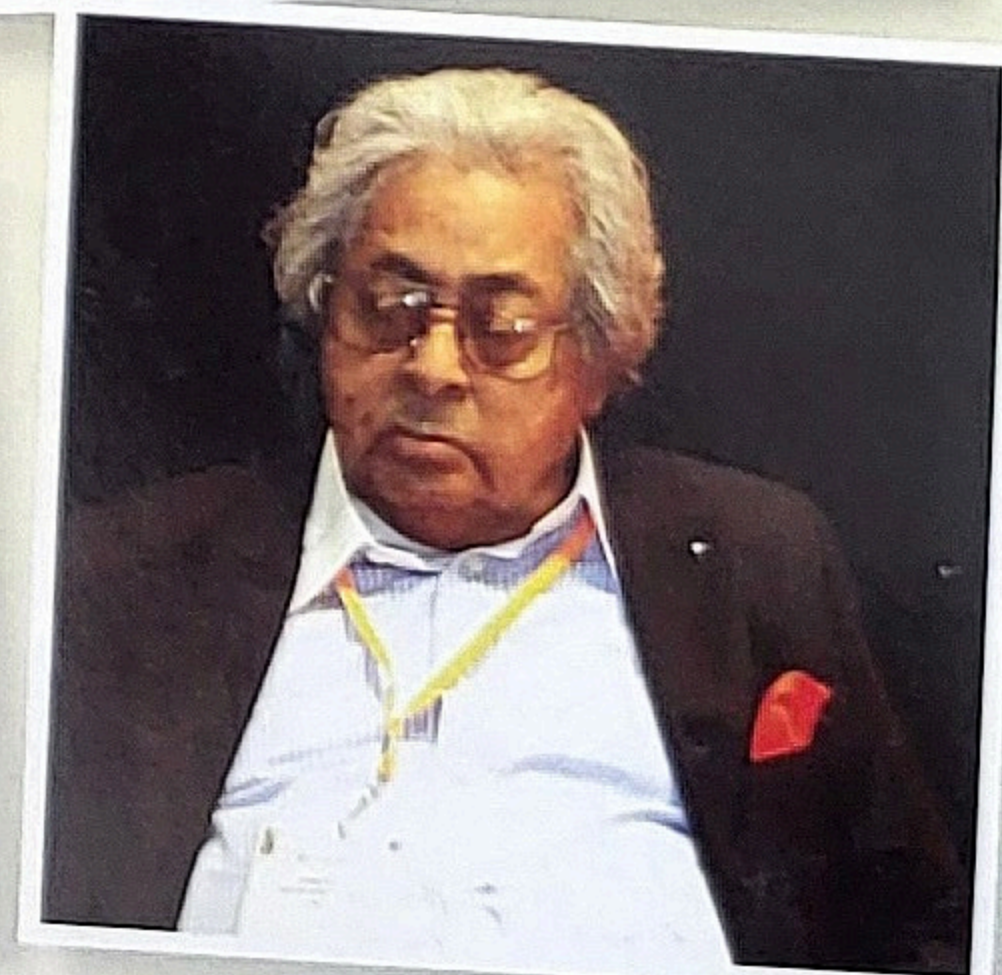
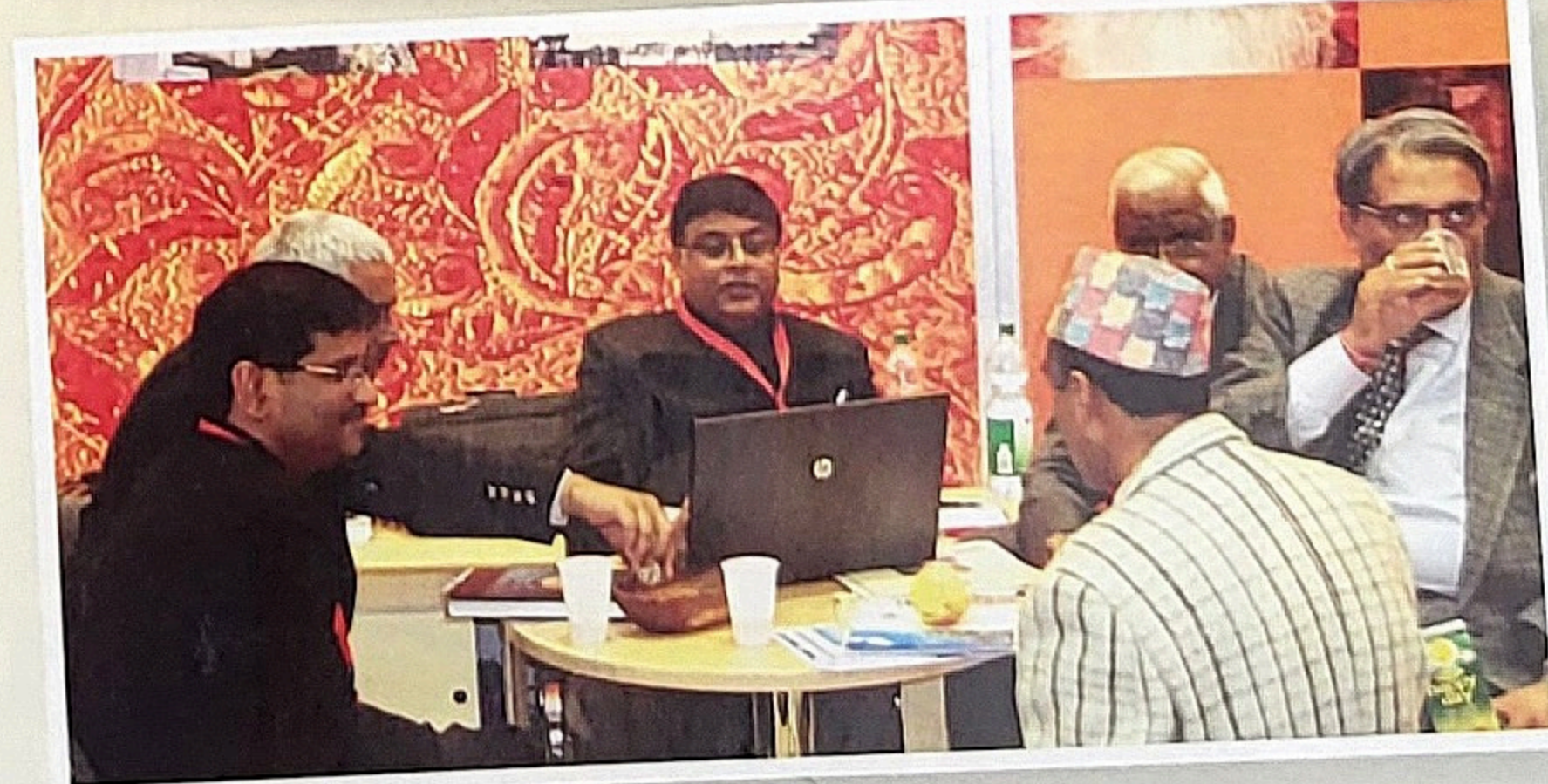
might fetch results

abroad and the best exhibitor figures ever. Despite the rail strike the leading international level, welcoming approximately 170,000 visitors. However, the India pavilion registered mixed

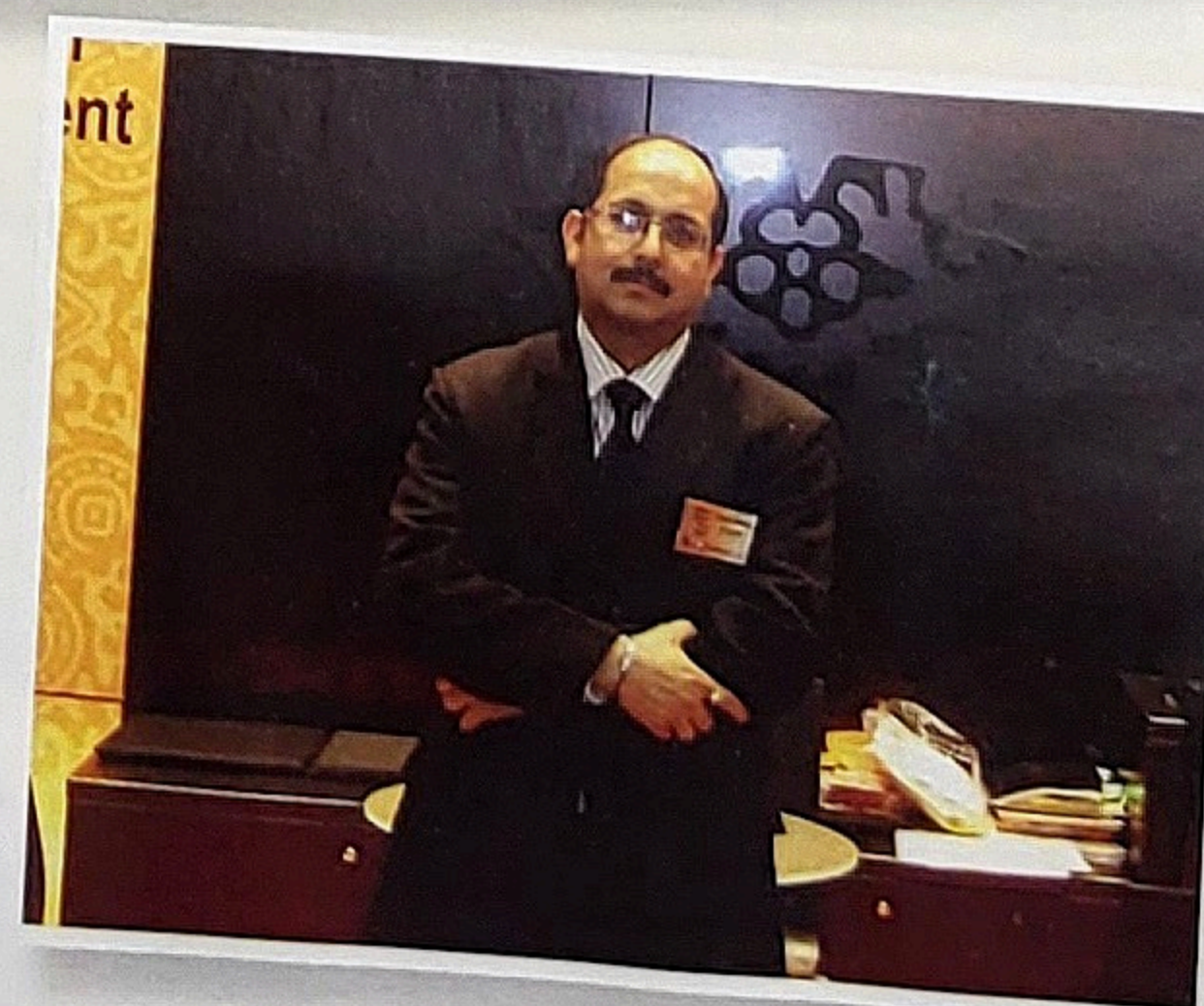
product line that features out-of-the-ordinary tours for individuals and small group tours seeking a truly authentic and sustainable travel experience are shown at different angles when it comes to travel. Sita helps the guests explore the great outdoors, local customs and charming hospitality, flavourful traditional cooking, stimulating art, intriguing architecture – and much more – in a unique yet easily accessible manner. This specifically



Rajendra Harsh



Ashok Anantram



designed selection of new programs requires extensive local know-how and expertise. The basic concept of the product range is to explore a place with one's heart. It was encouraging to see the great response we received from clients for this product range. One word to sum up ITB this year would be, "FANTASTIC," said Dipak Deva, CEO, Kuoni Travel (India).

He further feels that ITB offers great opportunities under one roof. "We do hope that some of our new associations will pay off in the coming season, although business from the existing clients has been good. Besides