

UNIT - V

Travel Industry Fair

Learning Objectives

After reading this lesson you should be able to understand the

- Different Travel Industry Fairs
- Importance and benefits of Fairs
- Know the famous Travel and Tourism related Fairs
- Role of Travel and Tourism related Fairs

Travel Industry Fair

A **trade fair (trade show, trade exhibition or expo)** is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, services, study activities of rivals and examine recent market trends and opportunities. In contrast to consumer fairs, only some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade, e.g. professionals) and members of the press, therefore trade shows are classified as either "Public" or "Trade Only". A few fairs are hybrids of the two; one example is the Frankfurt Book Fair, which is trade-only for its first three days and open to the general public on its final two days. They are held on a continuing basis in virtually all markets and normally attract companies from around the globe. For example, in the U.S. there are currently over 2500 trade shows held every year, and several online directories have been established to help organizers, attendees, and marketers identify appropriate events.

Trade fairs often involve a considerable marketing investment by participating companies. Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodations, and promotional literature and items to give to attendees. In addition, costs are incurred at the show for services such as electrical, booth cleaning, internet services, and drayage (also known as material handling). Consequently, cities often promote trade shows as a means of economic development.

Exhibitors attending the event are required to use an exhibitor manual or online exhibitor manual to order their required services and complete any necessary paperwork such as health and safety declarations. An increasing number of trade fairs are happening online, and these events are called virtual tradeshow. They are increasing in popularity due to their relatively low cost and because there is no need to travel whether you are attending or exhibiting.

Importance of Trade Fairs

“Exhibitions provide a unique networking platform to both Indian and foreign participants. They help in promotion, marketing and publicity efforts of participating companies. Exhibitions lead to joint ventures, tie-ups and they also help bring in investment in the Country”, says Dr. Amit Mitra, secretary general, FICCI.

As a reliable media for exchange of information, exhibitions are being globally recognized as the apt medium for doing business today. In the words of Prem Behl, Chairman and MD, Exhibitions India Group, “The current economic slowdown is the ideal time for the industry to showcase its presence on exhibition floor as the industry is very much in a position to reinforce its tenacity, strength and collaborative nature.

In fact, in tough market conditions, it becomes all the more imperative for all businesses to show greater visibility, strong fundamentals and continuation of businesses. The platform is ideal for exhibitors to nurture the trust and confidence across the supply chain.”

Exhibitions and conferences bring all the potential buyers at a single platform wherein they have an access to entire gamut of products and technologies. The tools of the exhibition industry like live demonstration, product launches, touch and feel of the product, networking opportunities, etc., all further foster sales.

Fair had little impact on business activity till mid-seventies but with the amalgamation of Directorate of Exhibitions, Indian Council of Trade Fairs and India International Trade Fairs Organisation, the Trade Fair Authority of India (TFAI) was formed in March 1977 as an acceptance of the role of fairs and exhibitions in promoting trade and industrial activity. What followed was a number of fairs organized in Pragati Maidan during the period 1977-1992. The advent of liberalization saw a new development to further enhance the productivity of fairs; the Trade Development Authority was merged with the TFAI to form India Trade Promotion Organisation in early 1992. The step catapulted the fair industry to the new levels of excellence.

Among other benefits, these fairs provide the business houses and individuals a face to face meeting point, which is seen as a perfect cost effective means for achieving trade objectives. According to Gaurav Marya, President, Franchise India Holding Ltd, "The scope of exhibition becomes more important as face to face meetings with target audience provide an opportunity for businesses to meet new buyers in person and also renew their contracts with existing buyers."

The major players in the interactive media like ITPO, CII, FICCI, ASSOCHAM, IMTMA, IPPAI, Exhibition India, Franchise India Holding, INTERADS, Services International, Images Multimedia, TRIUNE, Zak Trade Fair, REED Exhibition, The Times group, Bharat Exhibition, Fair Design, TIE, Expo Media, Tafcon Projects, Media Expo, Garment Tech, etc., organize international events on a mammoth scale, the effort needs to be compounded to harness the benefits in future as India is being seen as the next big thing in the coming decade.

Benefits of Trade Fairs

Trade Fairs are a great way for consumers to research the latest services and products a company has to offer. Business organizations can also benefit by multiplying the number of their clients with well-designed booths and informative displays. Both consumers, and companies that want to operate a trade show booth, need to devise a good plan prior to the exhibition day. A well-laid plan helps double the prospects of gaining benefits a trade show has to offer.

Promotion of Products & Services

One of the major benefits is a trade fair can help companies to promote their services and/or products to a large section of interested people in a very short period of time. Usually trade shows come about within a single location and last only for a few days. Companies deck up the venue with fabric pop up displays and thus create a powerful atmosphere congenial for viral marketing of the products and/or services of the companies. Apart from achieving promotional benefits for the products and/or services, the companies can hope to generate leads for future sales.

Zero Chance of Failure

Advertisement by the companies prior to the start of the trade shows is a good attempt to impress and attract people to the trade show ground. In doing so, business organizations can also ensure that the people who have plans to visit the trade show ground between

the days will be aware that those companies are visiting the trade fairs with such and such products and/or services. This maneuver will grow the interests of the people and they can through the trade fair ground with enhanced interest.

Ensure that the trade show booth staffs who are managing the booths and working to promote the business products and/or services do not talk too much among themselves. This may kill the goal of the companies attending such a trade fair. Again, it is imperative for the companies to conduct follow-up of the acquired sales-leads. Remember that whoever fails to ensure the proper follow-up of the sales-leads may fail to gain the optimum benefits.

Business Goal Achievable

Specifying a goal for your trade show exhibit is a sure step to achieve success. The key to specifying a goal is having the concrete understanding of the target audience you are trying to promote to, and devising a specific business plan to seize the attention of your clients. Sound knowledge of the market will help you to determine which products and/or services you should display. Your business goal may be of varied kinds, which may include generation of sales-lead, networking, product introduction, or promotion of a company brand or logo. Try to discover or create the business goal and adhere to it.

Best Price Deal Achievable

People attend trade shows to discover the latest offerings of various companies. They come to know of different new brands, products, or services. Most often, discount offers are given to the clients and that is why prices remain lower here than they are in the traditional market.

So, the clients can achieve discount benefits out there. Intelligent clients, therefore, visit trade shows with preparing list of items and/or services that they want to purchase. This helps them remain more focused. They could then compare various price offers and look around the market to locate the best one. Thus, they can save money, which is one of the best benefits a trade show has to offer.

So, when there are numerous business-side benefits, there are multiple consumer-side benefits also. In a word, a trade show is a real venue of opportunities and benefits. To achieve them, presentation management on part of the business organizations and deal management on part of the consumers need to be proper and smart. Proper planning and preparation helps participants reap the best benefits.

ITB

ITB in Berlin's convention center. It is not just for people in the business, but for anyone who wants a quick and convenient taste of other lands, cultures, and adventures... and kilos of brochures and information with which to plan a dream vacation. The fair won't just attract thousands of Germans. The most important place for the international travel industry to network under one roof is at the annual; it will also cause a considerable influx of foreign visitors from all corners of the world to Berlin. Some 170,000 people attend every year about half of them trade visitors. They have plenty to look at: 10,000 exhibitors from 180 countries and territories worldwide try to catch their attention. These figures make Berlin's travel fair the largest in the world.

The ITB first started in 1966, with nine exhibitors (of which Iraq was one) and 250 trade visitors. Hungary and Romania joined ITB in 1968 during the temporary relaxation of travel restrictions in Eastern Europe. By 1980 the ITB had outclassed all other tourism fairs.

Countries and tour operators hand out more than paper - they entertain and host games. The general public visiting the fair is ever more geared towards getting information about far-flung destinations. This year, Egypt is in the spotlight.

The World's Leading Travel Trade Show

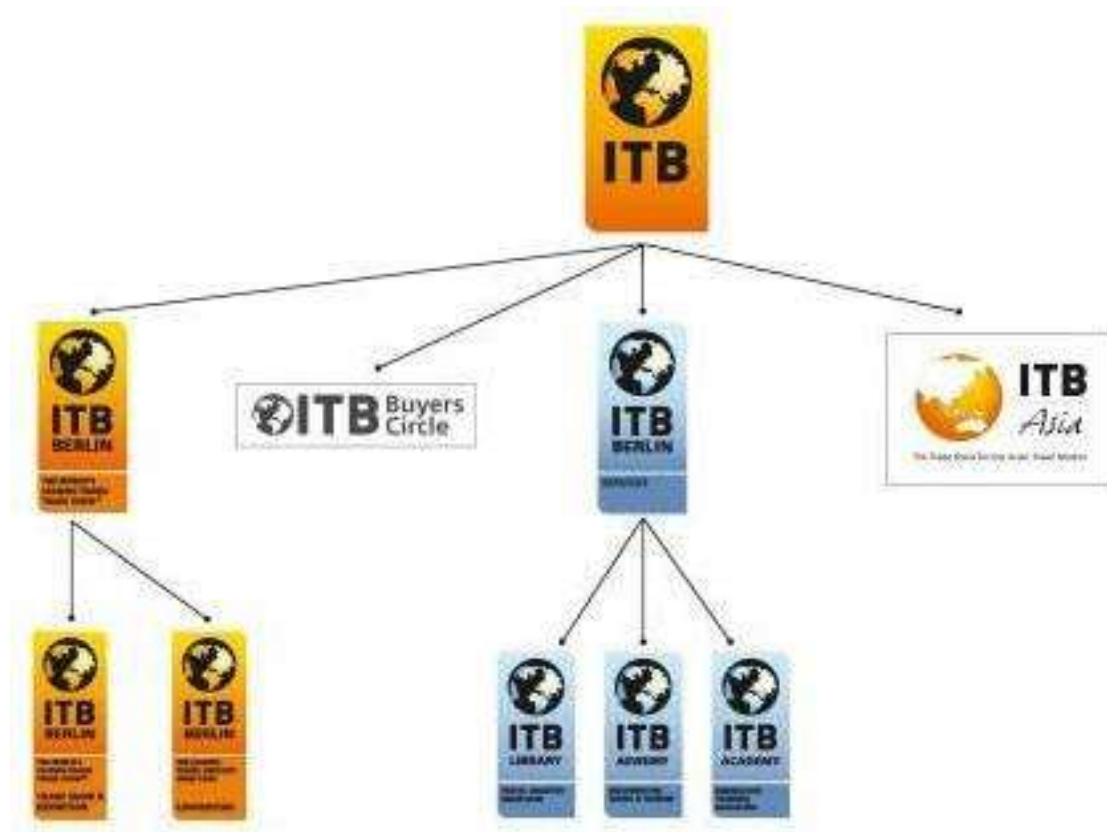
With more than 170,000 visitors, among these 113,000 trade visitors, and 11,000 represented companies from 180 countries ITB Berlin is the leading B2B-Platform of all tourism industry offers. In addition, the world's largest tourism convention **ITB Berlin Convention** provides unique opportunities to benefit from the leading think tank of the global tourism industry. All levels of the value added chain are present: Tour operators, booking engines, destinations, airlines, and hotels right through to car rental companies.

Destinations and Market Segments

Since 1966, the structure of ITB Berlin was developed and expanded. In the exhibition area, trade visitors as well as public visitors have the chance to explore the international travel industry's entire product spectrum.

The structure of the exhibition halls is divided into geographic aspects as well as into current market segments. An entire hall is reserved for Trends & Events with Youth Travel, ECOtourism, Experience Adventure, Economy Accommodation, and Travel for disabled people. However, even Training and Employment in Tourism, Travel Technology, Wellness, Culture Tourism, Cruises and the Book World are presented on a grand scale.

ITB Brand Chart



World Travel Market

World Travel Market, the leading global event for the travel industry - is a vibrant must attend four-day business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof.

World Travel Market (WTM) is a UK event aimed at the global travel industry. Almost 46,000 senior travel industry professionals, government ministers and representatives of the international media, converge on ExCeL London each year in November to attend WTM. This year World Travel Market is scheduled for 5 to 8 November 2012. WTM marked its thirtieth anniversary in 2009, and is today a significant opportunity for suppliers in travel industry to negotiate business contracts.

Interesting facts about World Travel Market

1. World Travel Market has been hosted in three London venues, Olympia, Earl's Court and ExCeL London. WTM launched at Olympia in 1980 before moving to the larger

Earl's Court in 1992. The event grew so popular and it moved to London's largest exhibition center ExCeL, London in 2002.

2. WTM has played host to an array of celebrities over the past three decades. Celebrity WTM visitors have included film star Michael Douglas, entrepreneur Sir Richard Branson, England, football Manager Sven-Goran Eriksson, five-times Olympic gold medalist Sir Steve Redgrave and most recently Aussie soap star, singer and TV talent show judge Dannii Minogue.
3. Over the last 29 years WTM has held almost 11,000 (10,950) conference sessions. UK travel agents can collect Accredited Travel Professional (ATP) points for each WTM Travel Agents Program session they attend.
4. The move to Earl's Court in 1992 saw the launch of the Meridian Club. The Meridian Club is for the industry's senior buyers, who use WTM to negotiate deals with the exhibitors. Meridian Club launched with almost 7,000 (6,907) members, in 2008 it had almost 11,000 (10,981).
5. Environmental Awareness Day, launched in 1994, was renamed World Responsible Tourism Day (WRTD) in 2004. WRTD, the only global day of action of its kind, is supported by the UNWTO and leading industry associations. The day is vital – for business, for profitability and for our planet. It means taking care of a world that we seek to promote, preserving our heritage and cultures and taking into account the views and needs of local communities.
6. A delegate visiting WTM for the four full days can expect to walk more than 100,000 steps.
7. In 2009 WTM had a 45,571 industry attendance with 5,121 exhibiting companies representing 187 countries and regions.
8. In 1998, Jeffery founded international water-aid charity Just a Drop. The charity raises desperately needed funds to build wells, bore holes, hand pumps and run health and sanitation programs throughout the world. Just a Drop has raised more than £1 million and supported 900,000 people in 28 countries around the world.
9. WTM has the largest reoccurring Press Center in the UK. Beaten only by the largest one-off press center in the UK, which was the Commonwealth Games in Manchester 2002.
10. WTM was in its 33rd year in 2012.

International Brussels Travel Fair

International Brussels Travel Fair (BFT) is held every year in the month of November in the city of Brussels in Belgium. The three days event is held between Thursday and Saturday. Started in the year 1975, the fair was being held in four halls having an exhibition space of 12000 square meters and 8000 square meters. The BFT is more technical event than a promotional event. It may be described as a workshop. All the 3 days of the fair duration are for the professionals and they are, therefore of great interest to operators, hoteliers and travel agents. The Brussels event is said to have proved consistently profitable for its organizers during its 25 years of operation.

FITUR

FITUR 2013 stands in Spanish for "Feria Internacional de Turismo" which translates in English as: International Tourism Trade Fair. FITUR is probably the most important event for doing business in the Tourism industry in Spain these days. Spain's strongest industry is Tourism therefore more than eight thousand companies like to attend this event every year. It's usually at the beginning of every year and it's located at IFEMA (Institución Ferial de Madrid) in Madrid.

Event Profile

Fitur ranks as one of the chief tourism sector trade events in Spain. Organized at the Feria de Madrid, the show draws in more than 209260 visitors at each of its editions - a clear indication of the popularity of the event. The latest trends and patterns from the tourism and hospitality industry are closely deliberated upon at the show and participating companies have ample scope of expanding their business networks here too. Tour and travel agency services, hotels and resorts, coach facilities and a host of other tourist destinations are showcased during the Fitur Show, which is attended by over 10434 professional exhibitors, hailing from as many as 166 different countries. A series of topical seminars and meeting sessions are also organized at the show and eminent journalists from more than 59 nations are also present here. The show enjoys the official support of over 200 statutory governmental bodies and takes up a total space of 150000 square meters

Visitor Profile

Fitur is a very well attended event, receiving 209,260 visitors in each of its editions. The list of attendees includes key decision makers from the travel and tourism industry, such as presidents, general directors and marketing and sales personnel. Also, nearly

7,500 journalists visit the show each year along with 200 government ministers, tourism secretaries and ambassadors. Of the total number of participating visitors, 119,661 were trade participants in the previous edition.

Exhibitor Profile

Fitur 2012 features over 10,434 exhibitors from 166 countries and regions including tour operators, travel agencies, carrier companies, representatives of hotels and other forms of lodging facilities, leisure and culture contractors, residential tourism firms, travel media representatives, government officials, representatives of tourism boards, members of trade associations and students of training institutes. In its previous edition, Fitur hosted 14.8 percent tour operators and 18.2 percent travel agencies.

KTM

The KTM aims to offer small and medium stakeholders in the travel and tourism sector a platform to hold their own in the face of stiff competition from other States and abroad. The KTM is the only tourism event in the sub-continent that brings together the business fraternity and entrepreneurs behind the tourism products and services of Kerala.

It is on this day the largest gathering design, plan and schedule to facilitate meetings involving Buyers, sellers, Media, Government Agencies and others.

Apart from Kerala, no other state in India is jointly organizing a tourism mart and this is one of the peculiarities of the Kerala Travel Mart. Travel Marts will really facilitate as a medium to acquaint with each and every tourist destinations worldwide and Kerala Tourism progress and Development is due to its involvement in the Kerala Travel Mart.

Added to all the facilities being provided, it is for the first time the Buyers and Sellers Co-ordination Committee of KTM 2010, is introducing Speed Networking which will commence on the Day one of the KTM 2010. Speed networking is a meeting through which one can make maximum number of introductions in an organized atmosphere in 2-3 minutes.

Here the person has to bring his/her business cards or other printed materials that he/she wishes to share with his/her fellow net workers. While two or three minutes is not enough time to develop a real relationship with someone, it certainly breaks the ice at the beginning of the Mart.

Membership

Membership (subject to the approval of the Managing Committee) is open to all establishments in Kerala, like, Airlines, Ayurveda Centers. Farm-stays, Homestays, Hotels, Houseboats, Organizations promoting Eco/ Adventure/Culinary tourism, Resorts, Specialty Hospitals, Tour Operators, Travel Agents, or any other tourism service provider.

IITM

Established in 1998 Travel Media Networks is India's leading and most dynamic event management company. A multi-faceted company focused in organizing the largest number of travel trade events both exhibitions and road shows throughout India. Launched in 1998 'India International Travel Mart' (IITM) has become India's leading travel exhibition aimed at the trade and the public and attracts huge participation both from domestic and international exhibitors.

'India International Travel Mart' - a showcase for stimulating travel, tourism, hospitality, leisure and other related industries, both from within the country and outside. IITM is aimed at bringing about a face - to - face encounter with the travel – trade, corporate consumers, the burgeoning middle and upper middle class including the elite segment, with the requisite purchasing power, in an ambient and festive surrounding that would facilitate the beginning of a new era of a mutually beneficially business relationship.

Our shows provide the gateway for airlines, National Tourism Organizations attractions, hotels and resorts, transportation companies and tour operators amongst others to reach their target audience be it the travel trade or the end consumer. The exhibitions are strategically timed to optimize on the peak travel periods.

IITM travel trade exhibitions are hosted in the most commercially influential metros throughout India: Bangalore, Chennai, Mumbai, Pune and Hyderabad. The success of the event in these metros has encouraged them to host the show in other metros and 2009 saw the first IITM in Cochin.

In the past few years IITM has seen a progressive growth of participation in the number of suppliers exhibiting, with over 200 participants both from India and overseas at many of the shows. The countries that have represented in the past at the IITM's are: Bhutan, Canada, Dubai, Egypt, Greece, Indonesia, Italy, Iran, Ireland, Kenya, Macau, Malaysia, Maldives, Mauritius, Nepal, Netherlands, Singapore, South Africa, Sri Lanka, Switzerland, Thailand, United Kingdom along together with other domestic and national airlines and

not to forget the local states and local tour operators, IITM provides the right impetus to reach the vast Indian audience.

The importance and success of IITM trade exhibitions can be measured by the sheer number of visitors both trade and public that they have attracted. Recent surveys showed an attendance of approx 50000 people to the shows collectively.

IITM is a travel trade exhibition which provides the perfect palette for all aspects of tourism activity. As well as participation in further opportunities such as press conferences, road shows for the travel trade and sponsorships are possible to promote and enhance a new destination or a new product.

IITM is the perfect podium for market awareness and introduction of new tourism products and destinations be it Domestic or International to captivate both the Indian consumers and the Indian travel trade. It's a show in which immediate business transactions transpire.

Visitor Profile

'India International Travel Mart' Attracts More Than 1,00,000 End-Consumers And Over 20,000 Trade Visitors From India And Abroad

Visitors Include

- Visitors from The Travel Trade And Industry.
- Business Travelers
- Holiday Makers
- Key Business and Corporate Travel Decision Makers
- Potential Investors In The Field Of Hospitality, Leisure And Travel Industry

Confederation of Indian Industry

The 'Confederation of Indian Industry' (CII) is the common platform for Industries in India and Indian Government. It creates a conducive environment to promote growth of Indian and foreign industries in India, through advise and consultation.

'Confederation of Indian Industry' is 111 years old premier business association. It plays an active role in India's developmental process. With 6300 organizations as direct members from private and as well as public sectors, including SMEs and MNCs, and

90,000 companies as indirect members from around 336 national and regional sectorial associations it forms the largest industry congress in India. 'Confederation of Indian Industry' is a non-government, non-profit, industry led and managed organization. It closely works as a guardian with government and industries on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for Indian and foreign business community. It offers specialized services, global linkages and provides a common platform for consensus building and networking.

The Confederation of Indian Industry (CII) is a non-government, not-for-profit, industry-led and industry-managed organization, seeking to play a proactive role in India's development process. The organization works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. The confederation is headquartered in New Delhi.

CII aims to usher change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialized services and global linkages. It also provides a platform for sectorial consensus building and networking. Major emphasis is laid on projecting a positive image of business assisting industry, identify and execute corporate citizenship programs. CII undertakes research, interacts with key government officials and disseminates information through publications, seminars and events.

With 64 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, USA and institutional partnerships with 223 counterpart organizations in 100 countries, CII aims to serve as a reference point for Indian industry and the international business community.

CII was established in 1895. The initial partners were five engineering firms, all members of the Bengal Chamber of Commerce and Industry. In the beginning, the name of the organization was Engineering and Iron Trades Association (EITA). EITA was set up with a goal to pressurize the British government to place government orders for iron and steel and engineering goods with companies based in India (the practice then was to place government orders with firms based in UK).

The name was subsequently changed to Indian Engineering Association (IEA), Engineering Association of India (EAI), Association of Indian Engineering Industry (AIEI), Confederation of Engineering Industry (CEI) and finally to Confederation of Indian Industry in 1992.

Functions

CII claims to usher change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry identify and execute corporate citizenship programs. CII undertakes research, interacts with key government officials and disseminates information through publications, seminars and events. Essentially they lobby for Industry and Corporates to the Government, and help in awarding license permits, as a main source of income. Their primary goal is to develop Indian industry and to ensure that government and society as a whole, understand both the needs of industry and its contribution to the nation's wellbeing. For this, CII work

- To identify and strengthen industry's role in the economic development of the country
- To act as a catalyst in bringing about the growth and development of Indian Industry
- To reinforce industry's commitment to society
- To provide up-to-date information and data to industry and government
- To create awareness and support industry's efforts on quality, environment, energy management, and consumer protection
- To identify and address the special needs of the small sector to make it more competitive
- To work towards the globalisation of Indian industry and integration into the world economy.

CII Trade Fairs

CII organises trade fairs to promote Indian industry. Some of the flagship trade fairs are: IETF, Auto Expo, Agrotech, IMME, etc. Auto Expo is the largest auto show in Asia. CII has been organizing a biannual trade fair called IETF.

CII held the first Indian Engineering Trade Fair in 1975 to showcase the emerging capabilities of the Indian engineering industry. At a time when Indian industry was still at a fledgling stage, the event served to stress its growing capabilities. Today, under its new nomenclature of International Engineering and Technology Fair, IETF, with large

international participation, covers a wide range of industry sectors under its main umbrella of engineering and technology. Held every two years, the fair has expanded to become among the largest such events in the Asian region.

A wide range of products are exhibited at the show, highlighting the best of quality and standards across a spectrum of industry sectors. Large as well as small companies take part, with a special platform for small and medium enterprises. Each IETF includes focus industry sectors for displaying new and emerging trends across sub sectors. In the past, focus industry pavilions have included environmental and green products, water and sanitation machinery, safety and security equipment, etc.

A number of countries, both developed and developing, turn out in strength to take part in the IETF, setting up dedicated country pavilions to showcase the diverse strengths and capabilities of their manufacturing industries. Each edition of the IETF since 1985 has spotlighted a special partner country as the largest overseas participant, exhibiting products, technologies, and investment opportunities.

The event is an occasion for the Partner Country to engage in bilateral economic partnership with India and delegations are usually led by a top minister. Cultural events too are hosted by the Partner Country to give a lighter side to the more serious business of doing business. Over the years, Partner Countries have included Germany, Japan, South Africa, Italy and many others.

IETF attracts large numbers of top representatives from industry, government, and media from India and overseas. IETF 2007 saw the participation of nearly 55,000 business visitors including government and business delegates from 24 countries. The IETF offers a one-stop platform to industry members to disseminate information about themselves, learn about others, and interact with other businesses to expand their global presence.

Many concrete business deals are finalized during the days of the exhibition. While business networking is the highlight of the show, the general public too displays keen interest in the exhibits and turns out in large numbers to learn more about other countries and different goods.

The Partner Country concept was introduced with Italy as the first Partner Country at IETF 1985. Since then, Canada, USA, United Kingdom, Germany, Italy (twice), Japan (three times), Korea, Spain, China, and South Africa (twice) have participated as Partner Countries at the IETF till date.

IETF 2009 – the 18th edition of the event attracted participation of around 200 exhibitors from 17 countries with South Africa as Partner Country for the second time. South Africa had showcased an impressive Pavilion with 70 South African Companies from sectors ranging from Aerospace, Marine, Defense, Steel, Electro technical, Manufacturing Technologies, Food & Beverages, Wines. Japan being the “Guest country” at 18th IETF, also been the Partner country at 17th IETF, was primarily focusing on the New and Non - Renewable sources of energy with around 50 exhibitors in an exclusive pavilion. Sector Specific concurrent shows focusing on Manufacturing Technologies, Energy & Environment, Robotics & Automation, Safety & Security were held during IETF 2009.

IETF 2011 – the 19th edition of International Engineering & Technology Fair – was held from 10 to 12 February 2011 at Pragati Maidan, New Delhi, India covering an area of 25,000 sqmtrs, IETF 2011 hosted around 250 exhibitors from 11 countries – China, France, Germany, Italy, Japan, Malaysia, Thailand, Singapore, Slovak Republic, South Africa and United Arab Emirates (UAE) – displaying the latest products and technologies on offer.

PATA

The **Pacific Asia Travel Association (PATA)** is a membership association working to promote the responsible development of travel and tourism in the Asia Pacific region.

The association began in 1951 when Lorrin P. Thurston, president of two major daily newspapers in Honolulu, and William J Mullahey of Pan American Airways set about organizing the first Pacific area travel conference with the aim of promoting tourism to the largely undiscovered region of Asia Pacific.

The purpose of the meeting was to “discuss cooperation among Pacific countries that would result in a greater exchange of visitors to their mutual advantage, and to develop methods of presenting the Pacific area to the world’s travellers and the travel trade by reducing restrictions on Pacific travel, filling in accommodation gaps, and presenting the Pacific story in advertising and publicity”.

The Pacific Asia Travel Association UK Chapter (PATA UK Chapter), originally formed in 1962 with just 12 members, belongs to the PATA international network of 39 worldwide chapters. Formed over 50 years ago with headquarters in Bangkok, PATA is a global organisation with over 2,500 members comprises 42 Member Destinations and their Airlines, Hotel Groups, Tour Operators and Travel Agents. PATA is the leader, advocate and catalyst for developing Asia Pacific’s travel and tourism industry.

PATA Today

Since 1951 PATA has led from the front as the leading voice and authority on travel and tourism in the Asia Pacific region

- In partnership with private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to-from-and-within, the region.
- The Association provides leadership and counsel on an individual and collective basis to over 80 government, state and city tourism bodies; nearly 50 international airlines, airports and cruise lines and many hundreds of travel industry companies across the Asia Pacific region and beyond.
- PATA's Strategic Intelligence Center (SIC) offers unrivalled data and insights including Asia Pacific inbound and outbound statistics, analyses and forecasts as well as in-depth reports on strategic tourism markets
- PATA's events create millions of dollars of new business each year for its members
- Thousands of travel professionals belong to 41 active PATA chapters worldwide and participate in a wide range of PATA and industry events.
- The PATA Foundation contributes to the sustainable and responsible development of travel and tourism in Asia Pacific through the protection of the environment, the conservation of heritage and support for education.

PATA India Chapter

The Pacific Asia Travel Association (PATA) India Chapter is one of the oldest chapters among PATA's international network of 39 chapters across the world. Formed in 1974, it has grown to be one of the largest and most dynamic Chapters in the region with 236 members including the Government of India Ministry of Tourism, State Tourism Boards, Service Providers, Airlines, Hotels, Tour Operators and Travel Agents.

PATA is a global organization comprising of private and public sector members. It leads, advocates and acts as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. The enhancement of sustainable growth, value and quality of travel and tourism to, from and within the region, are the prime objectives of the PATA Mission.

PATA India Chapter is proactive in response to evolving dynamics of the industry and the region and is dedicated to augmenting the strategic objectives of the Association. It works towards enhancing the benefits to the Indian Travel and Tourism Industry through outreach fairs, road-shows and network opportunities; the development of professional skills and exposure through seminars, talks and trainings; and actively advocates various elements of responsible tourism with its public and private sector members and stakeholders.

Summary

Global travel events aims to increase tourism trade deals, international networking with travel professionals, buyers and providing travel business intelligence. They bring together the most influential figures in and around the travel industry who will offer the latest insights, trends and invaluable knowledge that will benefit business promotion.

The main goal of these fairs is to represent, promote and support its members and the exhibition industry worldwide by promoting the unique characteristics of trade fairs. It plays the role of an efficient networking platform where professionals of the exhibition industry can exchange ideas and experiences; It also encourages trade fairs and exhibitions globally as a unique marketing and communications tool; it provides members with valuable studies and research regarding all aspects of the MICE industry; they may also offer educational training opportunities and a variety of professional seminars; and deals with issues of common interest for its members within the framework of regular meetings of its regional chapters and working group.

Self Assessment Questions

1. Explain the importance of trade fairs.
2. What are the benefits of trade fairs?
3. Which are the world's leading travel trade show.
4. Write about ITB Berlin convention.
5. Discuss the role of World Travel Market.
6. Write about the objectives of International Brussels Travel Fair (BFT).
7. What do you understand by visitor profile?
8. Explain the role played by KTM in promoting tourism.
9. Discuss the role of Confederation of Indian Industry.
10. How does PATA (India) support travel Industry?

CASE STUDY

ITB Berlin I-Wall Experience

ITB Berlin is a leading travel tradeshow which provides an ideal platform for travelers and travel suppliers to understand about new trends, concepts and cooperation potentials. Boeing's Commercial Airlines Division required an interactive display unit within the Boeing trade show exhibition space to demonstrate the Boeing 737 as the special in environmentally-friendly airplanes.

Solution

The Lynch Exhibits I- wall system, an interactive experience was a developer to guide the client through the various ecofriendly selling points of the 737 in an educational and entertaining way.

The marketing note was delivered via a set of Director, Flash and video components within a multimedia presentation, triggered by the user sliding a monitor horizontally along a mechanical track. As the, monitor moved over programmatically created 'hot spots', the monitor's location was communicated to the computer and dictated which portions of the presentation is displayed.
