



**Schedule of Fairview Media
International Tourism Conclave**

KOLKATA, West Bengal on 2nd June 2023
Theme: Health & Wellness Tourism

PANAJI, Goa on 18th August 2023
Theme: Beach Tourism

CHENNAI, Tamil Nadu on 22nd September 2023
Theme: Hill side destination Tourism

BHUBANESWAR, ODISHA on 30th November 2023
Theme: Eco & Green/Sustainable Tourism

2023-24

OUR PRODUCTS

INDIA TRAVEL & TOURISM EXHIBITION (ITTE)

India Travel & Tourism Exhibition (ITTE) is an International as well as National exhibition for Inbound / Outbound / International tourism conducted by **FAIRVIEW MEDIA PVT. LTD.** It is a 3 days B2C exhibition.

The main emphasis of ITTE is to highlight the growing importance of the industry by playing an important role in creating awareness about Domestic and International Tourism which can provide great opportunities to stake holders to explore the huge unexploited market. We are promoting various kinds of tourism like leisure tour, Wellness & Medical tourism, Destination Tourism as well as educational & knowledge enhancing expedition.

We strongly believe in the slogan **“Dekho Apna Desh”** raised by India Tourism as Bharat is the land of philosophy, religion, belief, faith with variety of ethnicity.

Fairview Media International Tourism Conclave (FMITC)

Fairview Media International Tourism Conclave (FMITC) is a **One day B2B Conclave.** It offers services like Road Shows, Audio-Visual Presentations, Conferences, Travel Agents & Tour Operators Meet, Corporate & Business Houses Meet, Press Conferences etc expanding business opportunities, global linkages, developing smart partnerships and potentially rewarding ventures during these two days **B2B Meet.**

Fairview Media International Tourism Conclave provides a single platform for International and national organizations and business-to-business possibilities for entrepreneurs, decision-makers, potential investors, government and private organizations. People from Tourism, Travel, Aviation, Hospitality, Transportation and other fields come together and bring out suggestions and solutions for the better development of the industry.

FMITC is the only business point for everyone to exchange their business ideas, generate & review their business contacts, find potential joint venture partners, publicity and launch new packages, products and services on the spot.

OUR OBJECTIVE

- India is a land of variety. We want to accumulate these varieties to a single destination at **ITTE & FMITC.**
- Assembling of buyers, sellers and other stakeholders from all over India as well as abroad.
- Pre-scheduled B2B Meetings, serving as an effective tool to do quality business on a global scale at our **FMITC.**
- Build strong business relationships through direct communication with the best in the industry.
- Branding & creating awareness among end-users, business visitors and related others. Chance to meet with decision makers, government officials & business persons from India and foreign countries.
- Knowledge sharing by means of Seminar / Panel discussion / Presentation from various prominent personalities at all our **FMITCs.**

WHY SHOULD YOU ATTEND THE CONCLAVE?

Travel & Tourism is going through a reshuffle phase. Post pandemic world has put in place new dynamics to the industry, presenting with new choices. The big question now is – How is the industry rising to meet the challenge? Is it daring enough to take on the road less travelled?

At the **Fairview Media International Tourism Conclave 2023** destined at **West Bengal: Kolkata, Goa: Panaji, Tamil Nadu: Chennai & Odisha: Bhubaneswar**, we bring together the top leaders from the industry on a single platform and get them to share strategy 2.0 with us.

Join us to understand what is playing on their minds as they devise the new strategy, chalk out a new scenario pull out their concerns and draw in new partnerships. And as you do, engage in conversations that will set the future route. More importantly, professional networking is very necessary in today's business world.

WHO SHOULD ATTEND THE CONCLAVE?

Tourism Boards (Domestic and International)
Destinations
DMCs
Airline companies
Hotels and Resorts owners & senior management
Ministry of Tourism & Culture
Ministry of Information & Broadcasting
Embassies, High-Commissions & Consulates
Invest and Trade commission
Visa Facilitators
Travel Technology companies
Cruise tour operators
Travel Agents/Associations
Mice players

After all nothing ventured, nothing changed... ..

Focused Subject at Different Conclaves

AT KOLKATA: BE A PART OF THE GROWING MARKET OF HEALTH & WELLNESS TOURISM

At FMITC Kolkata, we are bringing together different businesses in the Health & Wellness tourism sector.

Findings Wellness tourism, as a broad multidimensional concept, is composed by ten different components of the offer system: **hot springs, spas, medical tourism, care of the body and mind, enogastronomy, sports, and nature environment, culture, spirituality and events.**

India today has immense facilities and enormous scope of healthcare wellness tourism including **Ayurveda, Yoga, Meditation, alternative and holistic treatment.** India is attracting tourists seeking serenity and optimum health and is emerging as one of the fastest-growing wellness market in the world and a thought-leader in the travel category of wellness tourism.

Medical tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to seek healthcare services. Services typically sought by travelers include elective procedures as well as complex surgeries, etc.

Medical tourism scenario in India: A report published on “The Hindusthan Times” dated 08 March 2023 => “Approximately 2 million patients visit India each year from 78 countries for medical, wellness and IVF treatments, generating \$6 billion for the industry which is expected to reach \$13 billion by 2026 backed by the government’s Heal in India initiative.

This not only generates jobs, profits and forex for hospitals but also creates very valuable soft power for India, positioning it as the Healing Center of the world. It also creates demand for high-end equipment, which results in continuous up gradation of Indian healthcare, resulting in a spiral of demand generating quality, generating more demand.”

AT GOA: BE A PART OF THE EARLIEST MODERN FORM OF TOURISM – BEACH TOURISM

At FMITC Goa, we are bringing together different businesses in the Beach tourism sector.

Beach Tourism is one of the earliest modern forms of tourism and a staple of the tourism industry. This kind of tourism at coastal resorts is often considered to result from an inevitable attraction to the beach, but the relationship is one in which tourism & leisure are an inherent part of the formation of the desirable beaches, as a resort -styled destination, the beach is almost synonymous with the makings of modern tourism.

Beaches along the coast **provide numerous recreational opportunities for millions of people** Boating, fishing, swimming, walking and sunbathing are among the numerous activities enjoyed by beachgoers. Beaches provide unique habitats for a variety of plants and animals.

Don't miss the opportunity to connect with International travel agencies, media and influencers and contribute to the vitalization of the Industry!

AT BHUBANESWAR: GIVE YOUR CONSENSUS ON ECO & GREEN SUSTAINABLE TOURISM

At FMITC Bhubaneswar, we are bringing together different businesses in the Eco & Green Sustainable tourism sector.

Eco tourism is a form of tourism involving responsible travel (using sustainable transport) to natural areas, conserving the environment and improving the well being of the local people.

Sustainable tourism is a form of travel and tourism which is concerned with **lessening the negative effects of tourism and ensuring that it is economically, socio-culturally and environmentally sustainable.**

Ecotourism is more focused on ecological conservation and educating travelers on local environments and natural surroundings, whereas sustainable tourism focuses on travel that has minimal impact on the environment and local communities.

India's planned Ecotourism destination as selected by the World Tourism Organization as a premier eco-friendly project.

AT CHENNAI: BE A PART OF OUR EVER GROWING HILL SIDE DESTINATION TOURISM

At FMITC Chennai, we are bringing together different businesses in the Hillside Destination tourism sector.

Mountain Tourism is a type of "tourism activity which takes place in a defined and limited geographical space such as hills or mountains with distinctive characteristics and attributes that are inherent to a specific landscape, topography, climate, biodiversity (flora and fauna) and local community.

India is a world famous tourist destination because of its majestic hill stations. Ranging from the lofty Himalayas to the Aravalis and Sahyadris and other mountain ranges, India is a hot destination. These hill stations are well known for a number of adventure sports, spice/tea/coffee plantations and various other attractions.

Have you submit your Nomination for Conclave?

Awards/Felicitations

Fairview Media Pvt. Ltd. during Fairview Media International Tourism Conclave (FMITC) will honour some of the biggest names in the tourism industry for their unflinching resolve and massive contribution in furthering travel and tourism in the country and beyond.

A) State Level: Categories will be as follows:

- (1) Best Tour Operators
- (2) Best Travel Agents
- (3) Hotels/Resorts-Individual
- (4) Hotels/Resorts-Corporate
- (5) Domestic Tour Operators
- (6) International Tour Operators

B) National Level: According to the Theme of the Conclave the Categories will be as follows:-

- (1) Best Tourism State
- (2) Best Emerging State

Nomination of each category of award will come from the stake-holders. Stake-holders will submit the name of a person who should be recognized for his or her outstanding contribution towards the tourism industry.

To nominate a person for the Awards the stake-holders of the state must follow the steps below:

1. Identify a person for the particular Award
2. Mention how long you have know the candidate & Nature of the relationship
3. Describe how the person you endorsing possesses those qualities or abilities for the award
4. List his/her achievements.

BUSINESS SESSION AT FMITC

In B2B section of FMITC provides services which include **Road Show, Audio-Visual Presentations, Conferences, Travel Agents & Tour Operators Meet, Corporate & Business Houses Meet, Press Conferences** etc. to expand business opportunity, global linkages, developing smart partnerships and potentially rewarding ventures during the event days.

International Tourism Conclave in its Seminar & conference session will provide a unique forum for attendees from academia, tourism industry, government and other organizations and from renowned individual to actively exchange, share and challenge state of the art research and industrial case studies.

Speakers will share their insights on the unfolding in different space on travel & tourism subjects. Speakers will include Industry & government leaders, CMD of different Airlines, High officials of Government of India & different states, Economic Advisor of Ministry of Finance, CMD of different Hotel Groups, Travel & Tourism Educationalists, Hotel & Motel equipment organisation and others.

Each Conclave with 7 sessions, 30+ speakers & 300+ delegates would be followed by Awards felicitating the winners in each domain.

Panel Discussions: Separate topics will be given to Six Panels for discussion in each Conclave



SUPPORTED BY: CURRENT AND PREVIOUS



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