



INDIA TRAVEL & TOURISM EXHIBITION

PRESS RELEASE

ITTE, ASANSOL
20th & 21st February, 2021

Kolkata, 16th January 2021: It is our absolute pleasure to announce **India Travel & Tourism Exhibition (IITE)** under the banner of **Fairview Media Pvt Ltd**, in **Asansol, Kharagpur (WB) & Guwahati (Assam)** during 2021 as one of the largest platforms for B2C Tourism Fairs in **Eastern & North Eastern India**.

ITTE is an initiative to bring under **ONE Umbrella** all the **Tourism & Hospitality Stakeholders, Trade Bodies & the Tourism Departments** of the Centre & the State Governments in order to facilitate exchange of products and ideas. Our priority is our Stakeholders who have been severely affected by the Covid - 19 situations and hence we strongly believe that the ITTE platform will provide the impetus to the Industry to stand tall once more and more importantly it will also bring back the confidence in the mind of the traveler.

It is our absolute pleasure to inform you that the **05th edition** of the **India Travel & Tourism Exhibition (ITTE) 2021** has been scheduled to be held from **20th to 21st of February '21 at Asansol**. Subsequently we will host two more fairs in **2021** as scheduled on **31st July & 1st August '21 at Kharagpur** and **4th-5th Dec'21 at Guwahati**. The sole goal of **ITTE 2021** is to establish **Asansol, Kharagpur & Guwahati** as a platform for the **outbound domestic market** for the people of these cities. The market available at **Asansol, Kharagpur & Guwahati** comprises of the host city along with **Durgapur, Ranigang, Burdwan, Barakar & Burnpur** similarly for Guwahati to cover markets of **North East**. Moreover the neighboring states of **Bihar, Jharkhand, Odisha & NE States** get an opportunity to participate and are potential market to tap into especially for outbound domestic travel.

In our endeavour to bring the best for our **Stakeholders and the Industry** at large we have reached out to the major States of the country which includes **Chhattisgarh, Goa, Assam, Gujarat, Madhya Pradesh, Tripura, Sikkim, Jharkhand, Telangana, Tamil Nadu & Incredible India**. We are further delighted to inform all that most of these states have agreed in principal to participate in **ITTE Asansol in February, 2021**. Further we have also approached various private entities like major Hotel Chains, Tour Operators, Travel Agents, Transporters and other ancillary Tourism units across the Country.

As we are all aware the **Tourism & Hospitality Industry** has been the worst hit due to the ongoing pandemic and **ITTE** is committed to help our **Stakeholders** to cope with this difficult situation. When everyone else is hosting events **ONLINE**, **ITTE Asansol** will be one of the first **physical Tourism Fair in the entire country** and we pledge to make it a grand spectacle so that this event can be the launch pad for the Hospitality & Tourism sector to take the first major step towards normalcy.

For **ITTE**

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