

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

TTG Events and Outbound Tour Operators Association of India (OTOAI) Forge Partnership for IT&CM India 2012

Newly formed alliance attracts OTOAI buyers with strong purchasing power

Delhi, 31 July 2012 – IT&CM India organiser, TTG Events and OTOAI have entered into a strategic partnership that is slated to further increase participation at the event by attracting OTOAI members, *bona fide* Indian buyers, to the event. With the objective of promoting India to the world and the world to India, IT&CM India targets equal the number of international and Indian buyers.

Under the terms of the partnership, TTG Events and OTOAI will share resources and expertise to raise awareness about this international event in India, as well as to enhance the quality and quantity of the domestic buyer registration. OTOAI is bringing in quality buyers from their member base across the country, thus providing the event's exhibitors a pool of Indian buyers with strong purchasing power. OTOAI members account for 30% of all outbound business from India.

Formed in November 2011, OTOAI is an Indian, not-for-profit organisation comprising of India's outbound tour operators and travel agents. With a targeted membership base of over 2000 members, and regional chapters around India, OTOAI is dedicated to developing and promoting the highest ethical and professional standards in the travel and tourism industry.

Said Mr. Vineet Gopal - Joint Secretary of OTOAI, "We maintain stringent criteria for active membership. Only organisations of a certain size and scale, with recommendations from overseas suppliers as well as national tourism offices can become members of OTOAI. In addition, active membership will be renewed after every two years subject to the condition that the applicant completes 20 hours of training/attended seminars conducted by the National Tourism Boards."

Currently OTOAI has a membership base of about 130 reputable outbound tour operators including small and mid-sized tour operators, tour operators with PAN India presence and multinational tour operators. Some of the eligible buyers from OTOAI include Abercrombie & Kent India, TUI India, Kuoni India, Kesari Tours, Pearl Travels and N Chirag Travels, amongst others.

Dove Travels and Vayu Seva Tours and Travels are amongst the confirmed OTOAI buyers who will be at the event. They will be joining close to 180 Indian and international buyers at the first time IT&CM India MICE exhibition.

About Incentive Travel & Conventions, Meetings India (IT&CM India) 2012

21 – 23 August 2012 | India Expo Centre & Mart, Delhi NCR, India
www.itcmindia.com

IT&CM India is an international MICE business, education and networking event that advances opportunities of “Promoting India to the World and the World to India”. It is the first in the IT&CM series of events that also offers international and leading India exhibitors and buyers in the industry a dedicated avenue to showcase and procure luxury travel. In addition to the proven IT&CM programme formula comprising of structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours, delegates to the 3-day event will also receive access to India Convention Promotion Bureau (ICPB)’s Conventions India Conclave (CIC) and other partnering events that promise to enhance their investment at IT&CM India.

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