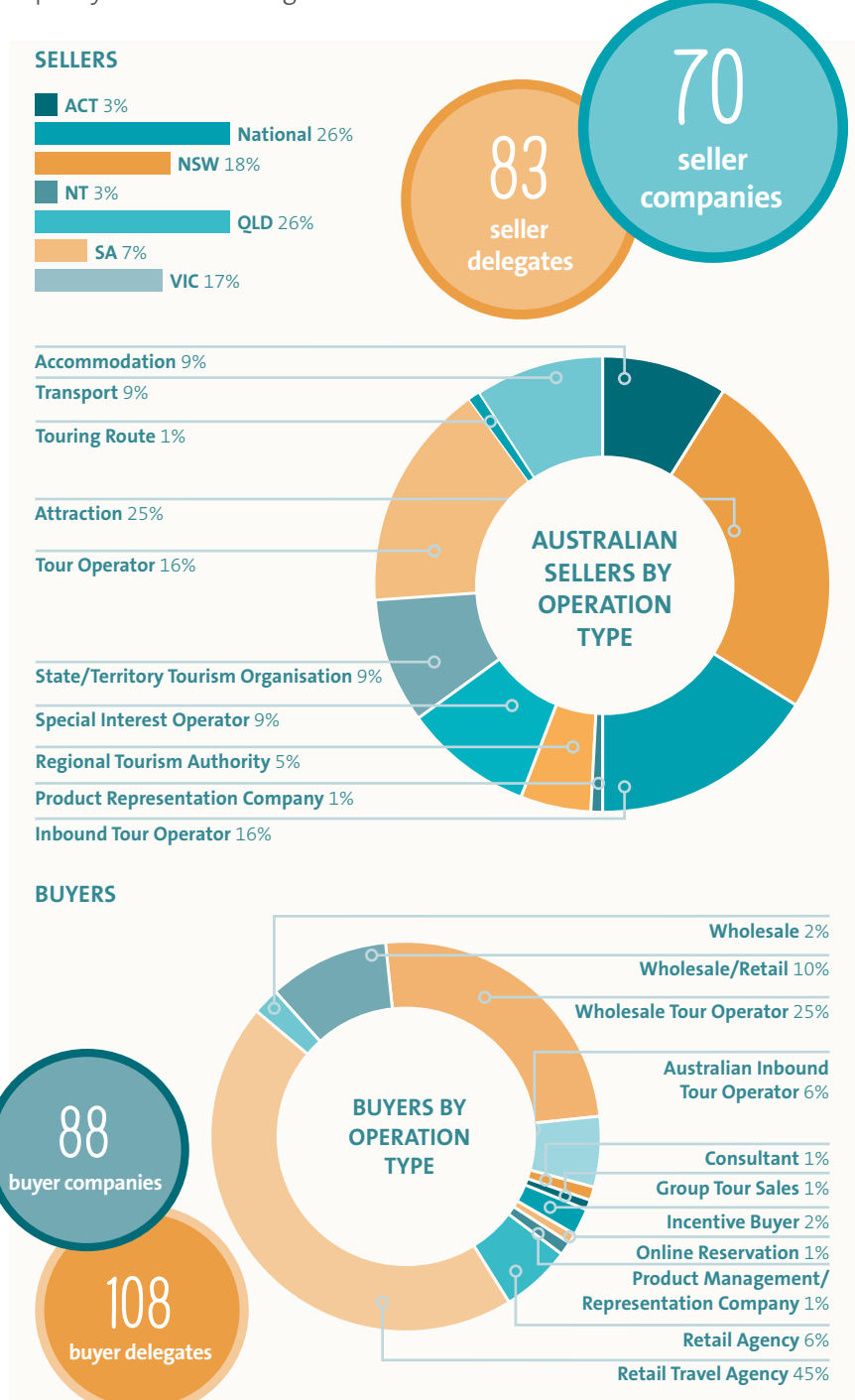


# INDIA TRAVEL MISSION

16 - 19 August 2017

India Travel Mission (ITM) provides a superb opportunity for representatives from the Australian tourism industry to establish business relationships with key qualified travel agencies and tour operators from India, including the main cities of Mumbai, Delhi, Bangalore, Hyderabad, Chennai, Kolkata, Ahmedabad and Pune.

The India Travel Mission (ITM) 2017 took place in Pune, India from 16 to 19 August 2017. The event included pre-scheduled meetings between buyers and sellers, and opportunities to network at the official event functions. Due to the strong demand from the Australian Industry and the Indian travel trade, ITM is now held as an annual event to support the growing interest and awareness in travel to Australia from India and increased air capacity between the regions.



## POST-EVENT SURVEY RESULTS

### BUYERS

**100%** Buyers reported **satisfaction** with the event, with **36%** being **extremely satisfied**

*"The event provides the right mix of work and fun."*

**100%** Buyers intend to **sell more** Australian product following event attendance.

Buyers feel **more capable** to **sell Australian product** following event attendance

**100%** Of buyers would **definitely (93.8%)** or probably (6.3%) attend the event in future

**98.5%** 98.5% of buyers described the event's value for money as **excellent (40.9%)**, very good (47%), good (9.1%) or fair (1.5%).

*"Very well organised event which satisfied business objectives."*

### SELLERS

**100%** of sellers reported **satisfaction** with the event, with **32%** being **extremely satisfied**.

*"Well organised and planned event."*

**98%** of sellers described the event's value for money as **excellent (23.7%)**, very good (47.5%), good (20.3%), or fair (6.8%).

*"Quality buyers in attendance."*

**87.5%** Of sellers would **definitely (51.8%)** or **probably (35.7%)** attend the event in future

*"Good format for formal meeting times and networking."*

## SAVE THE DATE

India Travel Mission 2018 | 16 - 18 August 2018  
Networking function: 20 August 2017