



Press Release

Goa Tourism set to Organize GITM 2019, the Grandest B2B travel networking event in Goa from October 23-25.



Panjim, 7th August 2019: The Goa International Travel Mart (GITM) will be held from October 23rd to 25th 2019, at Dr. Shyama Prasad Mukerjee Stadium at Taleigao. This prestigious B2B event promises to bring together travel companies, hoteliers, Eco Tourism, Adventure, Wildlife, Nightlife, Event Managers, Wedding Planners Wellness and other leisure enterprises under one roof to showcase the tourism investment potential in the state.

Addressing a press conference today, Mr. J. Ashok Kumar, Secretary for Tourism, Govt. of Goa said "We are very happy that Goa Tourism is organizing the third edition of GITM in October this year. The first two editions in 2011 and 2014 had received a good response then and this year the event promises to be bigger and better. When the entire global economy is



focused on tourism as a key industry and tourists' thirst to explore and experience continues to grow, events like GITM serve as an ideal platform for stakeholders to engage in dialogue, business opportunities to improve, innovate and initiate. I wish GITM 2019 the very best with the assistance and co-operation of all tourism stakeholders."

Also present at the press conference were Mr. Sanjiv Gadkar, Director, Dept of Tourism, Mr. Rajesh Kale, Dy. Director, Dept of Tourism and Mr. Gavin Dias, GM-GTDC.

This year's GITM is on a larger scale than the previous year as it is expected that over 125 international buyers from USA, UK, France, Germany, Austria, Hungary, Scandinavian, Baltic's, CIS, Australia, New Zealand, Croatia, Bulgaria, Israel, Jordan, UAE, Middle East, Italy, Czech Republic, Russia, Poland, Norway, Finland, Denmark, Sweden, Malaysia; will fly down to take part in the event. The event is also highly regarded on the domestic front with over 150 buyers confirming their participation. GITM is also well supported by renowned associations in the industry like TTAG, TAAI, TAFI, ADYOI, ATTOI and IATO.

In attendance will also feature International media, around 25 Bloggers as well as around 35 Domestic media from travel trade to cover the event.

The main aim behind GITM 2019 is to serve as a platform for face-to-face networking among travel trade, hoteliers and other stakeholders from Goa with leading travel agents and operators from India and abroad. GITM will also reach out to Trade Associations/National Travel Organizations, Airlines, Travel Agents and Tour Operators, Hotels and Resorts, Adventure Tour Operators, Spice Plantations etc.

Apart from showcasing the tourism investment opportunities and potential in Goa, this event will also serve as a platform to promote various segments of Goa that reflect the multi-dimensional facets of the state.

A special Goa Pavilion will be created to showcase festivals and nightlife, beaches, heritage trails, UNESCO Heritage sites, Wildlife, Medical tourism, Monsoon tourism, MICE, Wedding Destination, Religious Tourism, Spice Farms and Adventure, Elements like promotion and conservation of heritage, arts, crafts, endorsement of hinterland tourism, exhibiting the state's rich culture and heritage will also be incorporated.



GITM 2019 has received an overwhelming response for participation already and apart from travel industry professionals there will also be representation from those who organize niche tours, leisure activities, MICE operators, event managers, prominent travel writers, bloggers and columnists. Travel agents and tour operators on a non hosted basis will also be invited to participate.

Number of hosted Domestic buyers	150
Number of hosted International buyers	125
Number of hosted International media	25
Number of hosted Domestic media	35
Total number of Participants	335