

# KTS Chronicle

Volume 1, Issue 6 | Oct – Dec 2024



## **Invitation to Participate at KARNATAKA INTERNATIONAL TRAVEL EXPO 26 - 28 FEBRUARY 2025 | BANGALORE**



## Invitation To Exhibit at Karnataka International Travel Expo 2025



**20% OFF**

on Stall Rentals  
for KTS Members

**26-28 FEBRUARY, 2025 | BENGALURU**

### WHY EXHIBIT?

- Network with 150+ International Buyers from 25+ countries and 250+ Indian Buyers.
- Connect during 10,000+ networking meetings.
- Showcase your business to a global audience at India's foremost travel & tourism event.

### HIGHLIGHTS:

- Showcasing Karnataka's vast offerings: pristine beaches, wildlife, coffee plantations, heritage sites, and more.
- Promote your business as a premier destination for leisure and MICE (Meetings, Incentives, Conferences, Exhibitions) tourism as well.

**HURRY!**

**Register Now as a SELLER!**

Limited spots are available to ensure quality networking opportunities.

**CLICK HERE  
TO REGISTER**



<https://shorturl.at/mm37T>

Scan QR Code to register



**For details and queries, contact:**

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Phone: +91-80-22111401 | WhatsApp: 9986930885

**[www.karnatakatravelexpo.org](http://www.karnatakatravelexpo.org)**



# Editor's Note

It was heartening to see the Dept. of Tourism, Govt. of Karnataka continue holding outreach programs to connect with various tourism stakeholders from across Karnataka during the last 3 months as well. After a spate of CONNET meets and participation in domestic and international travel exhibitions in July-Sept 2024, we successfully held CONNECT meets in Mangaluru, Coorg and Madikeri. It was good to see enthusiastic participation by local and regional tourism stakeholders as also a cross section of other support service providers. We were happy that Department officials as well as respective District Administration got a chance to get feedback directly from the tourism stakeholders; hopefully leading to better business environment for all operators engaged in tourism sector.

The DOT, GOK also participated successfully at the World Travel Mart, London in Nov 2024, followed with Road shows in Paris and London. Many private partners from Karnataka took benefit by being co-exhibitors with the DOT in these events. The 2nd Destination Promotion event organised by your Society in Oct 2024 with a focus on bringing SELLERS from across Karnataka face-to-face with prominent BUYERS from Bangalore received an overwhelming response. 23 leading service providers from North and Coastal Karnataka participated as SELLERS. Over 180 leading Travel Operators and Agents from

Bangalore registered as BUYERS. KTS will always be happy to be the 'glue' to bring together, the BUYER and the SELLER – after all, the magic of tourism starts often when these 2 get together. This brings me to the next BIG thing about to unfold in Karnataka....

I am happy to inform you that the dates for the 2nd edition of KARNATAKA INTERNATIONAL TRAVEL EXPO (KITE). To be held from 26-28 Feb, 2025, KITE will be held at the Palace Grounds, Bengaluru. This time, it aims to be on a much bigger scale. We are expecting 150 FTOs (c.f. 93 in 2019) and 250 ITOs (c.f. 198 in 2019) to register as BUYERS. Likewise, this time our target is to have 150+ SELLER registrations (c.f. 87 in 2019). In addition, we are expecting 50 registrations from both international and Indian Media professionals, including Bloggers & Influencers. Most of you may have already received mailer-invites to register. I encourage you all to benefit by participating in it. If you haven't received it, check this Newsletter and REGISTER TODAY. It will do a lot of business sense. Remember, KTS Members also enjoy a 20% rebate on rental costs. So what are you waiting for? Do come onboard to expand your network (and business). I'll wait to see you there.



S Mahalingaiah (Manu)  
Secretary

## ACHIEVERS' NOTICE BOARD

### Mr. K Syama Raju elected as the new President of FHRAI

We are delighted to inform you all that Mr. K Syama Raju, our President was recently elected as PRESIDENT of the Federation of Hotel & Restaurant Association of India (FHRAI) at the 68th AGM held in New Delhi. He took charge of the office from 1st November, 2024.

A doyen of the Indian Hotels & Restaurants industry and a highly regarded educationist for over 40 years, Mr. K. Syama Raju, is the MD of Hotel Maurya, Bengaluru. This is his 2nd term as the President of FHRAI, as he had earlier served as the President of FHRAI in 2016-17 as well. Mr. Syama Raju also holds positions in many other important Business Groups including, as President of SIHRA as well as the Karnataka Tourism Society.



## Travel-Trade Events: Oct - Dec, 2024

DOT, GOK continued participation in key international and Domestic B2B events and road shows. Many of our Members also took benefit by participating as co-exhibitors.



### WTM 2024, London | 5 - 7 Nov, 2024

**T**HE Karnataka Tourism Pavilion was designed and executed to reflect the "Heritage, Culture, & Landscape" theme and showcased the Karnataka's abundant wildlife and architectural marvels of Hampi and the Indian craftsmanship of Hoysaleswara Temple.

The Government of Karnataka was represented by Ms. Salma K Fahim, IAS, Secretary to the GOK, DOT, Dr. K.V. Rajendra, IAS, Director Tourism, GOK & MD, KSTDC, Mr. Srinivas M, Chairman, KSTDC, Mr. Shrinivas H Marangappanavar, Jt. Commissioner, DOT, GOK, Mr. Shivaputra, PS to the Hon'ble Tourism Minister and Mr. HT Ratnakar, Advisor (Tourism & Hospitality) to



KSTDC. Also in attendance were Mr. K Syama Raju, President of KTS, Mr. GK Shetty, Treasurer, KTS, Mr. Sanjay Kumar Jain, CMD of IRCTC and Ms. Promila Gupta, Group Manager of IRCTC.

Karnataka travel-trade was equally well represented by following stakeholders who participated as co-exhibitors at the WTM: Jungle Lodges & Resorts, Skyway International Travels, Mookanana Resorts, The Silver Sky Hotel & Resorts, Orchid Travels & Tours, Ayara Coorg Resort, Attide Hotels, Purple Palms Resorts & Spa,

The objective of participation at the WTM and the two road shows, in Paris and London was to reconnect with key Tour Operators from Europe and other key international markets to promote Karnataka as a year-round destination offering a diverse portfolio of tourism genre, especially cultural diversity and heritage, along with wildlife, adventure, and beach holidays.

The Karnataka stand was inaugurated by His Excellency Vikram Doraiswami, High Commissioner of India to the UK along with Ms. Pravati Parida, Deputy Chief Minister of Odisha. The Hon'ble Minister of Tourism of India, Mr. Gajendra Singh Shekhawat, along with Ms. Mugdha Sinha, DG of the Ministry of Tourism, Government of India also graced the Karnataka Pavilion and interacted with all Officials and Co-exhibitors.

While travelling to the WTM, London, the Karnataka Tourism delegation (along with the co-exhibitors) also made halts to hold road shows in London (city) and Paris to meet important Tour Operators from those cities. Both road shows were well attended by the local tourism and media fraternity.

### London Road show | 5 Nov, 2024





## Paris Road show | 4 Nov, 2024



## IITM, Pune: 6 – 8 Dec, 2024 | Deccan College Ground



The Government of Karnataka was represented through the Department of Tourism, KSTDCLtd., and Jungle Lodges & Resorts Ltd. The attending officials were: Prasanna Kumar N V - Manager - Lalith Mahal Palace - Mysore.

Karnataka Travel Trade was well represented by following co-exhibitors: Tripbanao, Big Travels, Galaxy Tours and

Travels, Intersight Tours and Travels, MYSORE TRIP ZONE, Aurora Group of Hotels, AB Travels South India, TRAVEL TRENDZZ, Bookntravel India Pvt Ltd, BookForUs, Sri Shirdi Sai Tours & Travels, TGI Hotels & Hospitality Services Pvt. Ltd, Coorg Orange Blossom Resort and Spa, MIT Mysore International Travels Pvt. Ltd, Karnataka State Tourism

Development Corporation, Jungle Lodges and Resorts Limited.

Karnataka took center stage at IITM Pune, strategically by spotlighting its cultural richness, heritage, wildlife adventures, beach and historical destinations. In addition, we showcased Karnataka's delightful cuisine offerings.



# CONNECT 2024

## CONNECT meets held in Mangaluru, Kodagu and Mysuru

THE connect outreach programs continued in October and November across Mangaluru, Kodagu and Mysuru. Tourism stakeholders and other support-service providers from Mysuru, Chamarajanagar, Mandya, Dakshina Kan-

nada, Udupi and Kodagu districts joined in large numbers at the CONNECT 2024 meets. The DCs as well as District Tourism Council Members attended these meets. Senior officials from the Dept. of Tourism, Govt. of Karnataka and EC Members of

the KTS were well represented at these meets. The engaging interactions resulted in useful feedback to the Depart Officials, and at the same time the local stakeholders sought clarifications on many issues they are facing.

## CONNECT Mangaluru | 23 Oct 2024 | Hotel Ocean Pearl, Mangaluru



## CONNECT Kodagu | 24 Oct 2024 | Club Mahindra Resort, Madikeri



## CONNECT Mysuru | 24 Oct 2024 | Hotel Southern Star, Mysuru



# KTS holds Destination Promotion B2B Meet

## (focus on North & Coastal Karnataka)

**A**FTER the successful event held earlier in March to promote Chikmagalur and Sakleshpur, there was strong demand to hold similar events to promote other regions of Karnataka. In response to this sentiment, KTS successfully hosted the second Destination Event in Bengaluru on 1st October 2024, focusing on attractions of North & Coastal Karnataka. This event too received an overwhelming response from industry stakeholders.

The event was inaugurated by Mr. Srinivasulu, (IFS), Commissioner of the Department of AYUSH, Government of Karnataka. Key dignitaries present included Mr. K Syama Raju, President of KTS and newly elected President of the Federation of Hotel & Restaurant Associations of India (FHRAI), along with other KTS executive committee members. Dr. K.V Rajendra, (IAS), Director of the Department of Tourism, Government of Karnataka, visited the event and engaged with stakeholders, discussing marketing efforts and the effectiveness of the showcase.

The showcase was supported by several government bodies, including the Ministry of Tourism, Government of India, Department of Tourism, Government of Karnataka, Department of AYUSH, Government of Karnataka, Karnataka State Tourism Development Corporation, Jungle Lodges & Resorts Ltd and Mysore Sales International Ltd. This initiative highlighted the unique tourist destinations of North and Coastal Karnataka, emphasizing its rich cultural heritage, tranquil beaches, and vibrant local arts.

Mr. K Syama Raju, President of the Karnataka Tourism Society said, "This initiative by KTS and various tourism bodies, provides a unique opportunity for travel agents, tour operators, and



hospitality professionals to discover the hidden gems of North and Coastal Karnataka. By bringing together industry leaders and showcasing the region's unique attractions, this event aims to unlock the full potential of these areas and foster sustainable growth."

Over 190 travel agents and industry professionals registered as BUYERS and engaged in B2B networking with 23 leading destination management companies from among hotels, resorts, home stays, and service providers from North and Coastal Karnataka. SELLER delegates represented the following: Altitude Hotels & Resorts, Apna Holidays, Blue Earth Hospitality.com, CGH Earth, Hotel Town Palace, Evolve Back Luxury Resorts, FLY91, Fortune Koppal, Gamyam Beach Resort & Wellness Retreat, Hotel Southerern Star, Red Earth Good Living And Hospitality Pvt Ltd, Royal Orchid Central Kireet, Sterling Holidays and Resorts, The Avatar Hotel & Convention, The Ocean Pearl Hotels Pvt Ltd, VHF Resorts, Welcome Heritage Shivavilas Palace Hampi, Ministry Of Tourism, Government of India, Department Of Tourism, Government of Karnataka, Department Of AYUSH, Government of Karnataka, Jungle Lodges & Resorts Ltd.

Karnataka State Tourism Development Corporation and Mysore Sales International Ltd were part of the Sellers delegation during the event.

The 'Discover North & Coastal Karnataka' event emphasized sustainable tourism and community engagement, offering valuable insights into the region's diverse travel experiences.

### Why Was The Event Focus On North & Coastal Karnataka

North Karnataka is rich in history and natural beauty, featuring ancient temples of Hampi, Aihole and Pattadakal from the 5th century. Visit Bijapur's Gol Gumbaz, and the UNESCO World Heritage Site of Hampi, the former Vijayanagara capital. Various dynasties like the Kadambas, Chalukyas, and Marathas shaped the region, leaving behind architectural wonders. The Chalukyas' temples and the Gol Gumbaz, a symbol of Adil Shahi brilliance, are must-sees. With its captivating history, culture, and landscapes, North Karnataka is an ideal destination for travelers seeking a unique experience.

Coastal Karnataka offers pristine beaches, lush greenery, rich culture, and delicious cuisine. Top destinations include Mangalore, Udupi, Gokarna, and Karwar, with hotels catering to all visitors. The region boasts a rich history, from prehistoric settlements to a trading hub for Indian, European, and African merchants. Visit sacred temples like Udupi Sri Krishna Temple, relax on Malpe and Panambur beaches, and explore historical forts such as Sadashivgad Fort. Panambur Beach also offers jet skiing, boating, and dolphin viewing. Coastal Karnataka provides a perfect blend of culture, history, and natural beauty for travellers.

### Event Highlights:

|                         |                                                                                                                                                                                                                     |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Held on</b>          | : 1st Oct, 2024                                                                                                                                                                                                     |
| <b>Held at</b>          | : Taj MG Road, Bangalore                                                                                                                                                                                            |
| <b>No. of SELLERS</b>   | : 24 (from across Karnataka)                                                                                                                                                                                        |
| <b>No. of BUYERS</b>    | : 193 from Bangalore                                                                                                                                                                                                |
| <b>SPONSORS</b>         | : DOT - GOK, MSIL Ltd., Jungle Lodges & Resorts, Ministry of Tourism, GOI, and Department of AYUSH, Govt. of Karnataka                                                                                              |
| <b>Post-event Media</b> | : The event got covered in 6 industry vertical web portals including:<br>TravelTrendsToday<br>Travel & Tour Worldw<br>The Voice of Chandigarh<br>Tourism Breaking News<br>APNE News; and<br>Hospitality Lexis Media |



## Best of Karnataka (7N/8D)

Bangalore / Mysore / Nagarahole National Park - Kabini / Coorg / Hassan - Belur - Halebeedu - Shravanabelagola / Bangalore



### OVERVIEW

**B**est of Karnataka has a combination of Palaces, Wildlife, Nature, World Heritage sites, monuments and all attraction for a discerning tourist whether from India or abroad. Where else would you get to see so much and still feel you are on a refreshing break? In just a span of 8 days, you get to see many of the 'must see' iconic tourist spots that fascinating Karnataka has to offer.

You start exploring Bangalore and then travel majestic Mysore, explore deep into Kabini, Nagarahole National Park, relax in the hilly regions of Madikeri, smell the coffee in Coorg (aka The Scotland of India), interact with the Asian Elephants at Dubare, India's largest rehab centre for elephants, feel blessed visiting the colourful Ti-

betan Monastery and Golden Temples at Bylakuppe, the largest Tibetan settlement in South of India, be mesmerized by the intricate architecture and grandeur of Hoysala temples of Belur and Halebidu. That's not all. You then visit Shravanabelagola to see the world's largest monolith statue of Gommateshwara, considered as one of the most sacred pilgrimage sites of the Jain faith before coming back to where it all started, Bangalore. Suffice to say, this short round trip will make you want to come back to experience more of Karnataka!

### ITINERARY

#### Day 01: Arrival at Bangalore

Meet on arrival and transfer to a hotel. Depending on the arrival time proceed for half-day city tour to ISKCON

temple - the Krishna temple is a blend of modern technology and spiritual harmony, Lalbagh - 240 acres of beautifully sculpted gardens, flowers abound, rare collection of tropical and sub-tropical plants, Vidhana Soudha - this massive building houses the State Legislature and the Secretariat. Return to hotel and overnight.

#### Day 02: Bangalore / Mysore: (140 kms/ 3hrs)

Morning breakfast, checkout and proceed to Mysore, enroute visit Srirangapatna - Island fortress of Tippu Sultan. Visit Tippu's summer Palace, Mosque, and Sriranganatha Temple. On arrival check into hotel. After lunch relax and later visit Chamundi Hill-perched atop a hill, the 4.8m tall monolith of Nandi and the gigantic Mahishasura statue are added attractions. Return to hotel and overnight.

#### Day 03: Mysore

Morning breakfast and proceed for full day sightseeing, visit Maharaja Palace - the Palace is a splendid structure in Indo-Saracenic style, among its many attractions are a magnificent gold throne. Art Gallery in the Jagannathan Palace houses an excellent collection of ceramics, sandalwood, ivory,







stone, antique furniture and ancient musical instruments, St. Philomena's Church-this imposing Gothic structure with beautiful stained glass windows and lofty towers is a must see. Later in the evening visit Brindavan Garden-the Krishna Raja Sagar Dam after sundown, the musical fountains and closed lights transform this place into a magical fairyland. Return to hotel and overnight.

**Day 04: Mysore/ Nagarahole National Park - Kabini: (80 kms/ 2hrs)**

Morning breakfast, check out and proceed to Nagarahole - Kabini - Nestled in the southern fringes of the Nagarahole National Park, it is a perfect getaway for nature lovers. The breathtaking locale with the tranquil backwaters of the river Kabini presents an ideal setting for a long-awaited vacation. Check in on arrival and proceed for buffet lunch. Safari in the evening. Wildlife Film Show followed by camp fire and buffet dinner. Overnight.

**Day 05: Nagarahole National Park-Kabini / Coorg - Madikeri: (150 kms/ 3hrs)**

Wake up at 05.45hrs for safari. Return to resort at around 08.30hrs for



breakfast, checkout and drive to Coorg. On arrival, check into a hotel. Later proceed for sightseeing, visit Abbey falls, Omkareshwara Temple and Raja Seat. Return to hotel and overnight.

**Day 06: Coorg - Madikeri**

Early breakfast and proceed to Dubare Elephant Camp for Elephant interaction, (be there at 08.30hrs) later proceed to Cauvery Nisarga dhama - teems with lush foliage, thick bamboo groves, teak, and rosewood, Bylakuppe - largest Tibetan settlement in South India, Golden Temple - Tibetan monastery. Return to hotel



and overnight.

**Day 07: Coorg - Madikeri / Hassan: (115 kms/ 3hrs)**

Morning breakfast checkout and drive to Hassan. On arrival, check into Hotel. Later proceed to visit Belur - It is the only Hoysala temple still in active worship. The most marvelous specimens of Hoysala architecture. Halebidu - the ancient capital of the Hoysalas. The temple complex has a museum which houses the idols, statues and sculptures excavated by the Archaeological Department from the ruins. Return to resort and Overnight.

**Day 08: Hassan / Bangalore: (180 kms/ 3hrs)**

Morning breakfast, check out and drive to Bangalore, enroute visit Shravanabelagola. The Statue of Gommateshwara - Bahubali, is one of the most famous pilgrimage destination in Jainism. Later proceed to Bangalore. Airport to board your flight. Tour Ends.

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# Land Banks in Karnataka with DOT - Suitable for Hotel/ Resort Development

## Available Land Parcels

The following vacant land parcels of DOT may be considered for hotel projects. DOT may facilitate the site visit of interested parties for review of these land parcels.

| No. | Taluk/ Village                           | District         | Survey No.                                               | Nearest tourist Place & distance                 | Extent (acres) |
|-----|------------------------------------------|------------------|----------------------------------------------------------|--------------------------------------------------|----------------|
| 1   | Udupi Taluk, Mudanidamburu/ Adi Udupi    | Udupi            | 13-2A1B                                                  | St. Mary's Island, Malpe Beach, Sri Krishna Mutt | 6.2            |
| 2   | Tarikere Taluk, Tigada Village           | Chikkamagaluru   | 7                                                        | Kemmangundi, 0.2 km                              | 15             |
| 3   | Gokarna                                  | Uttara Kannada   | 1361                                                     | Gokarna, 0.5 km                                  | 7.84           |
| 4   | Gokarna                                  | Uttara Kannada   | 1567                                                     | Gokarna Beach, 2 km                              | 1.95           |
| 5   | Mangaluru Taluk, Ambla Moguru Village    | Dakshina Kannada | 67/*/*                                                   | Ullala Beach, 10km                               | 15.83          |
| 6   | Mangaluru Taluk, Mary Hill, Kavuru-grama | Dakshina Kannada | 21,138P2, 142/2BP2.139/1P3, 1112/1AP3, 139/1P2, 112/1AP2 | Pilikula Nisargdhama 8km                         | 10.27          |
| 7   | Mangaluru Taluk, Boluru Village          | Dakshina Kannada | 171/1A1A                                                 | Sultan Batheri, 0.1 km                           | 5.86           |
| 8   | Somvarapete                              | Kodagu           | 143/2                                                    | Beluru Golf Club                                 | 7.12           |
| 9   | Shanti Sagara                            | Davangere        | 39                                                       | Sulekere, 0.5km                                  | 8.1            |

## PPP Projects

Considering the above, following projects identified in Southern & Northern Karnataka tourism circuits under PPP mode may be considered by interested parties. Tenders shall be issued after SLSWA approval.

| No | Location                         | District     | Extent (Acres) | Potential Product Mix         |
|----|----------------------------------|--------------|----------------|-------------------------------|
| 1  | Aihole                           | Bagalkote    | 41.10          | Rural House, Cultural Haat    |
| 2  | Pattadakal, Nr. Malaprabha river | Bagalkote    | 24.80          | Adventure Park/, Eco Cottage  |
| 3  | Betta Byraveshwara               | Hassan       | 25.00          | Eco Cottages                  |
| 4  | Patla Betta                      | Hassan       | 15.00          | Adventure Park and Eco Resort |
| 5  | Vijayanagara (Nr. Mayura hotel)  | Vijayanagara | 19.00          | Hotel/Resort                  |
| 6  | Vijayanagara-near Zoo            | Vijayanagara | 213.00         | Eco-Resort                    |





# Operation and Maintenance of Star-classified Hotels

DOT is currently developing star-classified hotels at Hampi, Beluru, Vijayapura and Badami destinations. Post completion of construction, an operator needs to be selected for the hotels. The projects with operation and maintenance opportunities are as follows.

| No. | Project                    | Survey No. and Address                                                                                                                         | Site Area and Built-up area                                 | Project Facilities                                                                                                                                                                                                                                                                                                 |
|-----|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | <b>Hotel at Hampi</b>      | Survey No 1080/F/1, Kamalapura Village ,opp. to Shri Atal Bihari Vajpayee Zoological Park, Kamalapura, PK Halli Road, Kamalapura, Vijayanagara | Site Area-15.43acres; Total Built Up Area-7212.39 SQM       | <b>Total - 100 Rooms</b><br>a). Gr. floor - 48 std rooms, 4 suite rooms, bar, restaurant, banquet hall, gym spa & swimming pool<br><br>b). FirstFloor-48standardrooms                                                                                                                                              |
| 2   | <b>Hotel at Beluru</b>     | Survey No 101, Chikka Byadagere village, Opposite to Yagachi Dam, Chikkamagaluru Road, Beluru, Hassan District, Karnataka                      | Total Built Up Area -5363.79 SQM                            | <b>Total - 73 Rooms</b><br>a) Gr. Floor - 15 rooms, Banquet Hall - 178.30 SQM, Closed Restaurant Area -259 SQM,<br><br>b) Bar Area - 84 SQM, Open Restaurant Area; Souvenir Shop - 2No's of 20.50 SQM & 17.36 SQM Area<br><br>c) First Floor-42rooms<br><br>d) Second Floor - 16rooms, Spa -49.60SQM,Gym-49.60 SQM |
| 3   | <b>Hotel at Badami</b>     | Survey No. 179/1, Chalachagudda, Badami-Guledagudda Road, Near Banashankari Temple, Badami, Bagalkote District, Karnataka                      | Total Built Up Area - 4756 SQM                              | <b>Total - 72 Rooms</b><br>a) Gr. Floor - 18 rooms, Restaurant - 300 SQM, Outdoor seat in area & bar area - 150 SQM,<br><br>b) Swimming pool, Landscaping and water body<br><br>c) First Floor-18rooms<br><br>d) SecondFloor-18rooms<br><br>e) ThirdFloor-18rooms                                                  |
| 4   | <b>Hotel at Vijayapura</b> | SurveyNo.130/*A, Bhuthanala Village, Next to Bhuthanala Lake, Opposite to Global Public School, Vijayapura, Vijayapura District, Karnataka     | Site area: 16.74 acres<br><br>Total Built up Area: 3910 SQM | <b>Total - 52 Rooms</b><br>a) Gr. Floor: Banquet Hall, Gym, Spa, Locker room, Restaurant, Swimming Pool, Parking<br>b) 1st Floor: Std Rooms - 24 plus 2 suite rooms<br>c) 2nd Floor: Std Rooms - 24 plus 2 suite rooms                                                                                             |

For additional information, kindly contact the Office of The Director, The Department of Tourism, Government of Karnataka at [director@karnatakaturism.org](mailto:director@karnatakaturism.org)

# Karnataka International Travel Expo 2025

## India's Leading Inbound & Domestic Travel & Tourism Showcase!

Bengaluru | 26-28 February 2025



**T**HE forthcoming edition of 'Karnataka International Travel Expo' or KITE is set on a B2B platform with over 400 Hosted Buyers from over 25 countries exploring business opportunities for discerning travel and tourism products, will make the event one of the most sought-after travel events of India. Karnataka International Travel Expo 2025 recognizes that networking is essential for the travel industry and offers unrivalled opportunities for buyers and exhibitors to network outside of the pre-scheduled appointment program as well.

The principal objective of the Karnataka International Travel Expo is to endorse Karnataka as a favoured travel destination both domestically and internationally. The Department of Tourism, Govt. of Karnataka along with Karnataka Tourism Society with assistance from the Ministry of Tourism, Government of India organising the International Travel Expo by inviting domestic and international buyers along to connect with Sellers from Karnataka. The key goal of the Karnataka International Travel Expo is to enhance business prospects and execute profitable operations following international standards. Industry veterans will impart their knowledge of tourism and associated topics to all State stakeholders. The KITE event will be a perfect platform to market your products to a national and worldwide audience in the most cost-effective and quickest manner.

The KITE 2025 is the 2nd International Travel Expo will bring together stakeholders from the travel & tourism sector from across Karnataka including hotels, resorts, wellness centres, airlines, museums, arts & crafts centres, fleet operators, tour operators, and other tourism service providers face-to-face with some of the leading Foreign Tour Operators from across 30 countries that regularly send tourists into Karnataka as well as 250 Indian Tour Operators/ Agents that have Karnataka in their travel packages.

### Why Exhibit at KITE 2025

Exhibiting at KITE is an opportunity to:

- Find new partners and clients among visitors representing destination management companies, travel agents, tour operators, MICE Specialists & other industry professionals from



across the world who may be looking at India/ Karnataka as a destination.

- PRESENT your product to a global as well as National audience
- INCREASE awareness of your brand among your core business partners.
- Conduct business, negotiate and sign contracts with trade partners and influential industry associates, travel agents and key associations.
- Over 80% of top travel agency managers who are responsible for deciding on business cooperation will be attending KITE.

### Exhibitor Profile:

KITE 2025 will feature a wide array of exhibitors representing key sectors within the tourism industry, including:

- National Tourism Organization
- State Tourism Board & Trade Associations
- Airlines/ Charters
- Railways
- On-ground Transporters
- Car Rentals
- Travel Agents & Tour Operators
- MICE Operators
- Online Travel Portals
- DMCS
- Hotels & Resorts
- Wellness Centres
- Medical Tourism Facilities
- Adventure & Eco-Tourism Facilities
- Allied Govt. Depts. like Industries, Tribal Welfare, Handicrafts & Handlooms, etc.



### Hosted BUYERS

We anticipate 150 International Tour Operators (FTOs) to participate from 30 countries that regularly send inbound tourists into India/Karnataka. 250 Indian Tour Operators (ITOs) will also be expected to register as Buyers. In addition, 50 Media professionals

(both from overseas and India) will also be hosted. These include from travel-trade media, electronic media, Bloggers and Influencers.

All BUYERS and Media delegates will be HOSTED by the KITE Committee. Additionally, they will also be offered FAM trips so as to introduce them to key destinations across Karnataka.

### Programme Schedule

- **Day 01:** Registration (Buyers and Sellers only) & Inauguration.
- **Day 02:** B2B Appointments; hosted dinner & networking
- **Day 03:** B2B Appointments; hosted dinner & networking
- **Day 04:** Departure for FAM Tours

### Pre-Schedule Appointments

Registered buyers and sellers will receive a list of exhibitors and buyers respectively before the show. They are required to select through the new online system the companies/persons on the list whom they would like to meet and select the suitable appointment slot.

### Online Appointment Diary

As a BUYER or SELLER, you can expect to hold at least 40 appointments over a 2-day period. All appointments can and need to be prefixed online, so you can expect both days to be extremely productive in terms of meeting serious Business partners.

- 20-mins engagements each time
- Spontaneous business opportunity as BUYERS move from stand to stand
- Unrivalled and focused networking potential

**NOTE:** Only registered BUYERS and SELLERS will be allowed to participate in the Karnataka International Travel Expo 2025. Walk-ins or Spot registrations will be entertained.



# KITE - Sponsorship Opportunities

FOR those interested, the KITE event offers some great branding opportunities that can provide immense visibility to your Brand. Here below are some options available:

## Diamond Sponsorship:

**Rs 50 Lac + GST; Deliverables include:**

- Standalone area opposite the exhibition Pavilion to set up product-display.
- Prominent placement of your brand logo in exhibition collaterals like signage, backdrop, banners, etc.
- Additional raw booth space of 36 Sq.m.to set up your meeting room during the 2 days of the expo. The booth shall be provided with Panels, Partition wall, Fascia with exhibitor's name, 4 Tables, 8 chairs, Lighting, 1-Electric power of 5/15 Amps, Carpet floor covering, waste paper basket. Customised fabrication will need to be borne by you.
- Up to 5 minutes screening of your a/v film to be played on both days of the expo.
- Space for 1-page ad + editorial content will be provided for your brand in Delegate directory to be published during KITE 2025. Material/Content to be provided by you.
- Your brochure/marketing collaterals will be included in all delegate kit bags.
- 8 Delegate passes will be extended to your authorised company representatives to participate on all 3 days of the event. This includes inaugural function & dinner on day 1 + lunch and dinner on Day 2 and 3.

## Platinum Sponsorship:

**Rs. 25 Lac + GST**

Two sponsorships for: Day 2 & Day 3

(Cultural Event + Dinner); Deliverables include:

- Prominent placement your brand logo in exhibition collaterals like signage, backdrop, banners, etc.
- Booth of size 18sq.m. Space within exhibition area for your company. The booth shall be provided with Panels, Partition wall, Fascia with exhibitor's name, three Tables, 6 chairs, Lighting, One Electric power point of 5/15 Amps, Carpet floor covering, waste paper basket. Customised fabrication will need to be borne by you.
- Up to 3 minutes screening of your a/v film to be played on both days of the expo.
- Space for 1-page ad + editorial content will be provided for your brand in Delegate directory to be published during KITE 2025. Material/Content to be provided by you.
- Your brochure/marketing collaterals will be included in all delegate kit bags.
- 4 Delegate passes will be extended to your authorised company representatives to participate on all 3 days of the event. This includes inaugural function & dinner on day 1 + lunch and dinner on Day 2 and 3.

## Gold Sponsorship (Lunch):

**Rs. 12.5 Lac + GST**

Two Sponsorships available – for Day 2 & Day 3; Deliverables include:

- Prominent placement your brand logo in exhibition collaterals like signage, backdrop, banners, etc.
- Booth of size 9 sq.m. Space within exhibition area for your company. The booth shall be provided with Panels, Partition wall, Fascia with exhibitor's name, 2 Tables, 4 chairs,

Lighting, One Electric power point of 5/15 Amps, Carpet floor covering, waste paper basket. Customised fabrication will need to be borne by you.

- Up to 2 minutes screening of your a/v film to be played on both days of the expo.
- Space for 1-page ad will be provided for your brand in Delegate directory to be published during KITE 2025. Material/Content to be provided by you.
- 2 Delegate passes will be extended to your authorised company representatives to participate on all 3 days of the event. This includes inaugural function & dinner on day 1 + lunch and dinner on Day 2 and 3.

## Silver Sponsorship

**(Reception DESK + Arch):**

**Rs. 10 Lac + GST Deliverables**

- The Registration Desk at the Entrance to the Expo as well as the Arch to the Reception Desk shall be branded with your company logo.
- Booth of size 9 sq.m. Space within exhibition area for your company. The booth shall be provided with Panels, Partition wall, Fascia with exhibitor's name, 2 Tables, 4 chairs, Lighting, 1-Electric point of 5/15 Amps, Carpet floor covering, waste paper basket. Customised fabrication will need to be borne by you.
- Up to 2 minutes screening of your a/v film to be played on both days of the expo.
- Space for Half-page ad will be provided for your brand in Delegate directory to be published during KITE 2025. Material/Content to be provided by you.
- 2 Delegate passes will be extended to your authorised company representatives to participate on all 3 days of the event. This includes inaugural function & dinner on day 1 + lunch and dinner on Day 2 and 3.

## Other Sponsorship Opportunities Available

| No | Description                      | Size        | Units        | Cost (x-GST) |
|----|----------------------------------|-------------|--------------|--------------|
| 1  | Pennants within Exhibition Hall  | 3' x 4'     | Cluster of 3 | Rs.100,000   |
| 2  | Directional Standee (indoors)    | 200 x 60 cm | Min. 10 nos  | Rs.100,000   |
| 3  | Free standing Branding Panels    | 6' x 8'     | Per Panel    | Rs.20000     |
| 4  | Delegate Pass & Lanyard Branding |             |              | Rs.150000    |

For enquiries, connect with Secretary, KTS on [karnatatourismsociety@gmail.com](mailto:karnatatourismsociety@gmail.com) or call: 98451 18222.

## Registrations now open for Karnataka International Travel Expo 2025

**26-28 FEBRUARY, 2025 | BANGALORE**

Meet decision makers from the Travel, Tourism & Hospitality sector of KARNATAKA - India's beautiful state encapsulating 'Many Worlds' within her welcoming boundaries to engage in mutually beneficial B2B meetings.

- ☑ Get to know about new Hotels, Resorts, Spas and Wellness Centres that have started operations in Karnataka.
- ☑ This is your chance to engage in 1-on-1 meetings with 100-130 Top SELLERS over 2 days
- ☑ 250 Tour Operators will be selected from across India
- ☑ Tour Operators will be extended generous TRAVEL-reimbursements\*.

**Why you  
should  
to be here**

### HIGHLIGHTS

- Participation by 130+ SELLERS from Karnataka's tourism sector
- Representing properties from SEA SIDE, HILL STATION, WILDLIFE, HERITAGE, CULTURAL, RELIGIOUS, REGAL, EMERGING destination themes.
- Representation also from Tour Operators, Travel Agents & Tourist Transport Operators
- Participation is via registration only.

**HURRY!**

CLICK HERE  
TO REGISTER

<https://register.karnatakatravelexpo.org/BuyersRegister>

**Register TODAY as a BUYER!**

Only 250 Tour Operators will be permitted to participate

**For assistance Email : [buyers@karnatakatravelexpo.org](mailto:buyers@karnatakatravelexpo.org)**

Scan QR Code to register





## Key Contact details

| Name                      | Designation                                     | Email Id                            | Phone        |
|---------------------------|-------------------------------------------------|-------------------------------------|--------------|
| Mr. H K Patil             | Minister for Tourism, Government of Karnataka   | lawministergok@gmail.com            | 80 22250637  |
| Ms. Salma K Fahim, IAS    | Secretary, Dept. of Tourism, Govt. of Karnataka | acs-tour@karnataka.gov.in           | 80 22255482  |
| Dr Rajendra K V, IAS      | Director, Dept of Tourism & MD, KSTDC           | director@karnatakaturism.org        | 80 4334 4334 |
| Mr. Janardhana HP         | Joint Director, DOT                             | tourismkarnatakapublicity@gmail.com | 80 2235 2828 |
| Mr. P. Shankhinamath, IFS | MD, Jungle Lodges & Resorts                     | md@junglelodges.com                 | 80 4055 4055 |

## Placement of Advertisement and/or Advertorial

Karnataka Tourism Society will be happy to carry your advertisements and promotional messages in the KTS Chronicle. The KTS Chronicle reaches focussed audiences comprising over 10000 member institutions across the Indian Tourism fraternity. The KTS Chronicle is published every Quarter and is circulated among all Members of the KTS as well to member organizations: SHIRA, IATO, BCIC, FCCI, TAFI, ETTA, SKAL, KTF, KSTOA, MTA, Dept of Tourism Govt. of Karnataka, JLR and KSTDC office and the Minister of Tourism, Govt. of Karnataka's office as well.

**Advertisements can be carried in following sizes and positions. The tariff is as follows:**

| Size/ Position                                 | Cost/ Ins (in ₹) |
|------------------------------------------------|------------------|
| Full page (inside pages)                       | 9,000/-          |
| Half Page (inside pages)                       | 5,000/-          |
| Quarter Page (inside pages)                    | 3,000/-          |
| Back cover (full page)                         | 15,000/-         |
| Quarter page (front page (solus)               | 7,500/-          |
| A4-Gatefold (front or back page) – single side | 25,000/-         |
| Centre spread (double spread)                  | 17,500/-         |

### Kindly Note

- The above rates are valid for both, advertisements as well as advertorial content
- Client to provide content in digital format.
- Above costs are exclusive of GST, as applicable
- Material to be provided at least 15 days prior to date of publication.
- Payment to be made in advance and may be paid along with ad content to be published.
- Ad cancellation will not be entertained within 15 days from publication date.
- KTS will not be responsible for authenticity or veracity of ad content. Any disputes or legal resulting in lieu of the same will be borne by the Advertiser.
- All payments to be made via check only and in favour of Karnataka Tourism Society.

For all enquiries with regard to placement of advertisements/advertorials are to be addressed to: The Secretary, Karnataka Tourism Society at [karnatakaturismsociety@gmail.com](mailto:karnatakaturismsociety@gmail.com)





# Karnataka

INTERNATIONAL TRAVEL EXPO

26-28 Feb, 2025 | Bengaluru, India

