

KTS Chronicle

Volume 1, Issue 8 | 5 April, 2025



Chief Minister, Shri Siddaramaiah inaugurates Karnataka's largest B2B Tourism Expo, **KITE 2025**.





Editor's Note

The 2nd edition of Karnataka International Travel Expo was a super success. It's not just me stating this. All who participated in the KITE that concluded on 28th Feb will vouch for it. This time it was much bigger, better organised and more productive. 130 exhibitors from Karnataka proudly presented a diverse set of products and services to 235 Indian and 90 International BUYERS, engaging in a little over 14000 networking meetings within 2 days at the Bengaluru International Exhibition Centre.

Look at the scale of diversity that was at play this time at KITE 2025. Exhibitors came from 22 districts of Karnataka, FTOs travelled from 32 countries from our neighbourhood and as far as from South America, Canada and the USA and ITOs came from 20 Indian states. It was indeed worth a wait for many of us at KTS and the Dept. of Tourism, Govt. of Karnataka to see intense networking taking place over the 2 days at KITE. Exhibitors, many of whom were first-timers to KITE were highly satisfied with the quality and quantum of engagements with the profile of Buyer delegates. Likewise, most of the delegates, especially ITO and Media delegates who were visiting Karnataka for the 1st time were awe-struck by the diversity and beauty of tourism destinations that Karnataka has to offer. We also had a fair share of Buyers who were particularly interested in Karnataka's MICE options. I strongly believe all the networking that happened at KITE should translate into increased business for stakeholders over the coming tourism season in Karnataka.

I must admit, organising KITE 2025 was certainly not an easy task. We had a few weeks of intense work put together by an army of members drawn from various divisions of the Dept. of Tourism, Govt. of Karnataka (like KSTDC, DOT, JLR, MSIL) and also from many of our KTS-Member organisations. Without their support and able guidance from the Secretary and Director, DOT, Govt. of Karnataka it could not have been possible. Additionally, I also cannot forget the ever-encouraging stewardship by the Chairman of KSTDC and the Tourism Minister who took personal interest in making sure that all road-blocks (as they came up) were addressed on time. Their one-line brief to us was that "KITE 2025 must be better than the earlier edition so that Karnataka's tourism stakeholders get maximum benefit out of it". This was the single motivation that drove us in our mission.

Sure, we also had a fair share of hiccups to face. Like, the last-minute change of event venue mandated by GOK, rationalisation of exhibitor stalls pricing, delay in appointment of strategic partners and sign-ups with sponsors, glitches in online appointment system - all added to the constraints. But with the guidance of the Dept. Officials and the resilience of the Core Committee Heads, all were overcome.



We all bid KITE 2025 a satisfactory closure with a sincere expectation that KITE 2027 be upon us asap!

S Mahalingaiah (Manu)
Secretary

SYNOPSIS on KITE 2025



The KITE 2025, held between 26 and 28 Feb, 2025 was a super success. Spread over 3 days - 26, 27 and 28 Feb., 2025, the 2nd edition was very well received with very good response from all stakeholders. KITE 2025 saw much higher participation from all segment of participants - Exhibitors, Domestic and International Buyers, Media representatives from India and overseas as well as Sponsors.

KITE 2025 brought together stakeholder in the travel & tourism sector from across Karnataka including hotels, resorts, wellness centres, airlines, museums, arts & crafts centres, fleet operators, tour operators, and others.

The inauguration on 26 Feb was held at the Taj West End Hotel. B2B sessions on 27 and 28 Feb were held at the Bengaluru International Exhibition Centre. We share a brief pictorial timeline of KITE 2025 as it unfolded:

By Jan 2025

A KITE-Secretariat was set up consisting of members drawn from various divisions of the Dept. of Tourism, Govt. of Karnataka, KTS-Member organisations as well as external appointed Consultants on Project basis.

Strategic Partners with core skills in managing tourism-related

B2B events were also appointed. Some of the key partners that were appointed include: Online Appointment Software System Consultants, Online Payment Gateway Partner, Social Media and Digital Marketing Partners, Media Management Consultant, PR Consultant, SEO Partner, Event Management Agency, Creative Agency, Media Partner & Airline Partner.

Review meets were held regularly under the Chair of Secretary and Director, Dept. of Tourism, Govt. of Karnataka and the Chairman, KSTDC. Hon'ble Tourism Minister also Chaired couple of meetings to take stock of how the preparations were falling in place as the dates neared. All teams were constantly guided by the Committee Heads.

KITE Curtain-raiser event on 4th Feb

A Curtain-raiser program was held on 4th Feb, 2025 to unveil the KITE 2025 logo. The Hon'ble Tourism Minister, Mr. H.K. Patil did the honours of doing so in the main Conference of Vidhana Soudha. Many local and Regional Media were present as also Tourism Industry Stalwarts including representatives from IATO, TAFI, TAAI, KTF, FKCCI, SIHRA, KSHA, Ministry of Tourism, Govt. of India, Tourism Council Members from some of the Districts, etc. He urged the Industry representatives as well as media to spread the word about KITE 2025 and asked them to maximise participation and benefit from it.

Representative Images of the Curtain-raiser event held on 4 Feb, 2025



Consequently, extensive coverage of holding of KITE 2025 was reported in various media.

Here's a quick glimpse of the same:

- <https://tourismquest.com/2025/02/03/karnataka-tourism>
- <https://www.moneycontrol.com/travel/karnataka-gears->
- <https://travelbizmonitor.com/top-stories/karnataka-tourism->
- <https://traveltradejournal.com/karnataka-tourism-to-host->
- <https://tourismindiaonline.com/karnataka-international-travel-expo-2025>
- <https://travellersworldonline.com/karnataka-international-travel>
- <https://travelspan.in/karnataka-international-travel-expo-2025->
- <https://hospitalitytipoftheday.com/2025/02/04/karnataka-international>
- <https://www.safariplus.co.in/karnataka-international-travel-expo->
- <https://www.traveltrendstoday.in/2nd-karnataka>

In addition, many Regional and Local print newsprint media covered the news about the KITE event. As a result we believe, good awareness about the event was created among Karnataka's tourism trade members across the State.

Creating Awareness for KITE 2025

A sustained DM campaign via Digital Media was deployed to target registrations across Exhibitors, BUYERS (both Domestic & International) as well as National & International Media delegates. We used database of registered associate organisations like IATO, TAFI, TAAI, etc. The Department of Tourism, Govt. of Karnataka as well as the Ministry of Tourism, Govt. of India also shared their

database which was very helpful to connect with prospective National and International Buyers and Media. District Tourism Councils also shared their database, which was very helpful to connect with prospective small & medium scale SELLERS from the interior regions across Karnataka.

Here are a few samples of DMs & other collaterals designed to target BUYER, SELLER and MEDIA registrations:

Exhibitir DM

Karnataka International Travel Expo 2025
26-28 FEBRUARY, 2025 | BANGALORE

WHY EXHIBIT?

- Network with 150+ International Buyers from 25+ countries and 200+ Indian Buyers.
- Commodities 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/mmm37T>

For details and queries, contact:
Email: karnatakaturismsociety@gmail.com
Phone: +91-80-22111401 | WhatsApp: 9966930885
www.karnatakatravelexpo.org

Exhibitor Listing

Karnataka International Travel Expo 2025
26-28 FEB, 2025

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Foreign Tour Operator DM

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26-28 FEB, 2025 | BANGALORE, INDIA

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Indian Tour Operator DM

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26-28 FEBRUARY, 2025 | BANGALORE

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Selection process of DELEGATES:

All responses from prospective Exhibitors as well as BUYERS and MEDIA to the DM campaign were screened to check if all required information was provided like GST, website details, authenticity of information submitted, referrals of business done with Karnataka stakeholders, etc., after which the data was shared with respective Screening Committees.

The BUYER, EXHIBITOR and MEDIA Selection Committees that had been set up then met up and made a selection of the best profile of applicants. While selecting EXHIBITORS, attention was also kept to ensure that EXHIBITOR representation was spread

across Karnataka and, also to make sure that small and medium enterprises were included as many as possible.

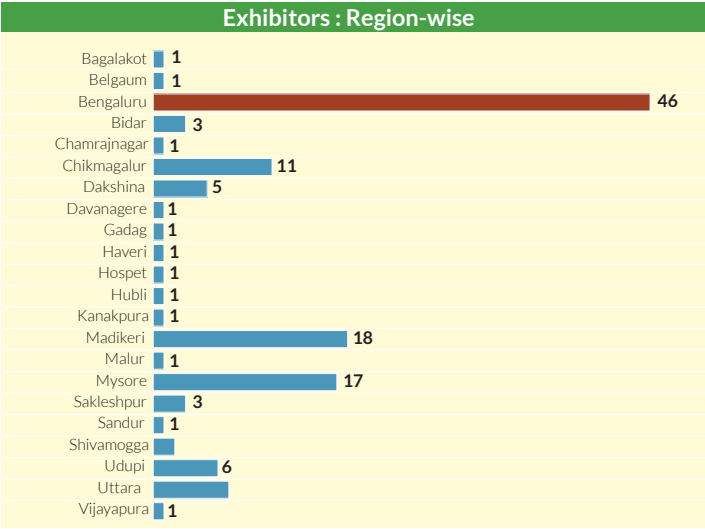
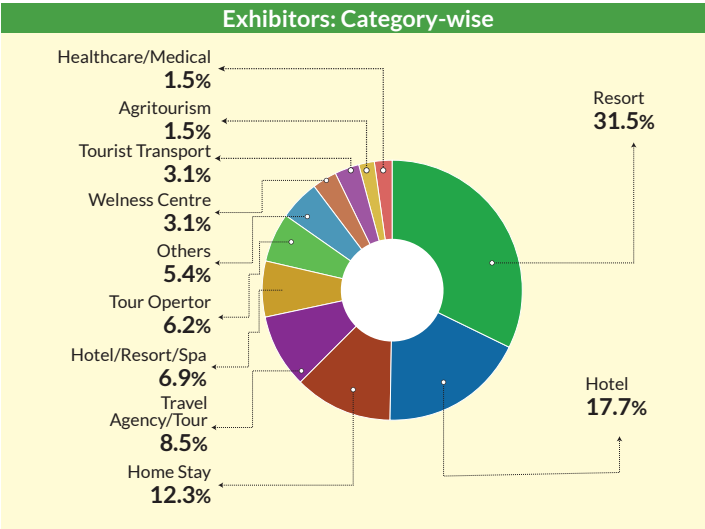
While selecting BUYERS from both, overseas as well as from India, the Committee made sure that, even those BUYERS who promoted rest of India but may not have included Karnataka in their published itineraries currently were invited. This was to ensure that after visiting KITE 2025, such BUYER invitees should get convinced to consider adding Karnataka in their itineraries in next year.

The final count of delegates across various segments was as follows:

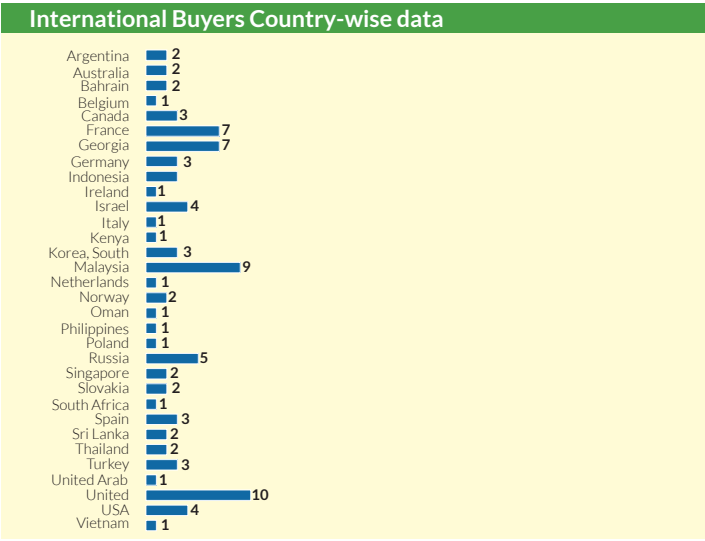
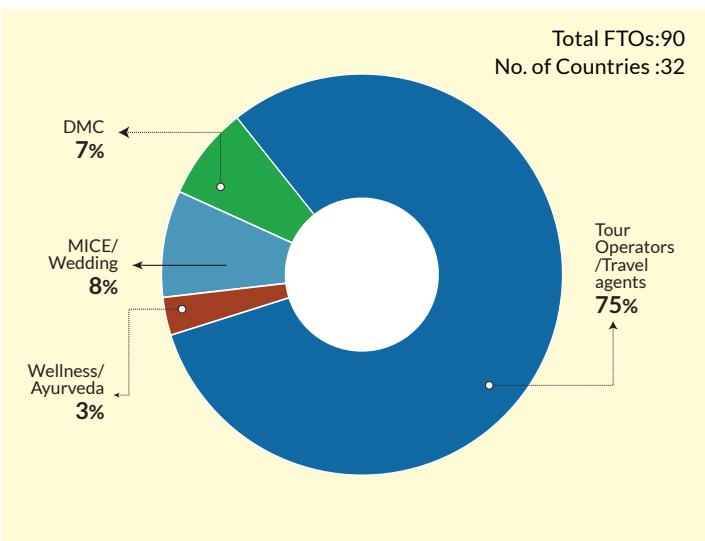
	SELLERS	Dom. BUYERS	Dom. MEDIA	Int. BUYERS	Int. Media
REGISTERED	320	859	58	308	74
SELECTED	130	235	24	90	14

Exhibitors Profile

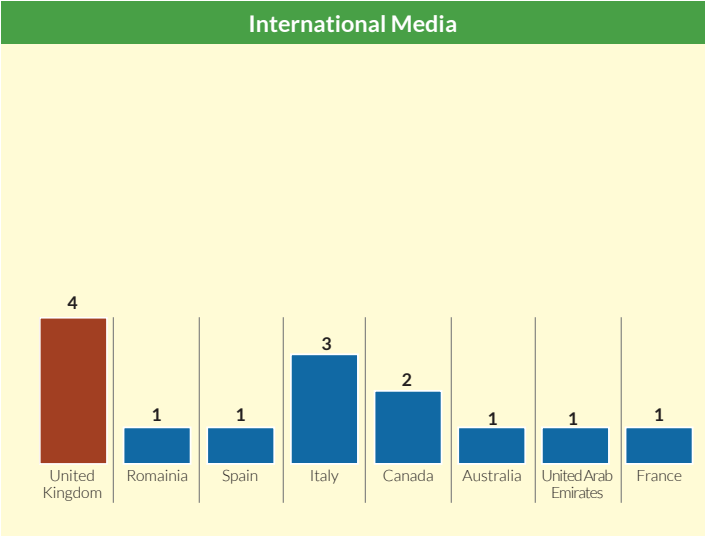
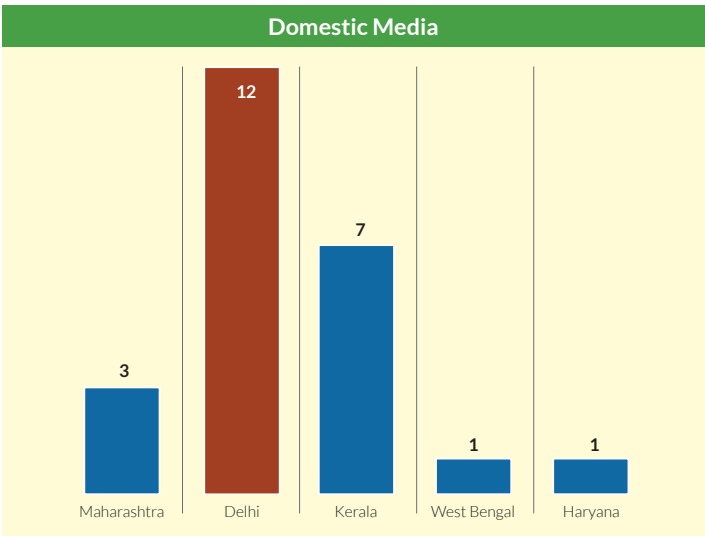
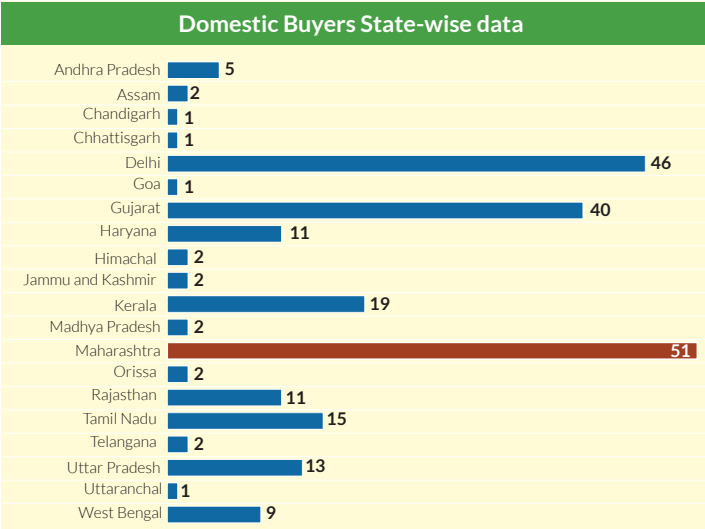
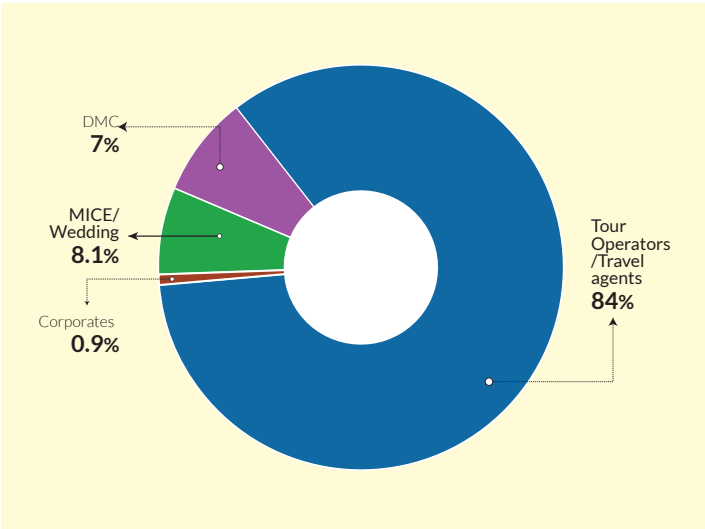
EXHIBITORS: 130 from 22 districts of Karnataka



FTO (BUYER): 90 FTOs from 32 countries



ITOs (Indian BUYERS): 235 from 20 states



FAM Trips

Both, International as well as Indian BUYER & MEDIA delegates thoroughly enjoyed the FAMs that were specially curated for KITE 2025. For logistical convenience, International delegates were taken FAMs prior to the KITE event. Indian Delegates were extended the same after the KITE event.

Pre-KITE FAMs for INTERNATIONAL Delegates

Sl. No	Tour Name	Itinerary
1	Best of Karnataka	Blore/ Mysore/ Nagarahole/Coorg/Blore
2	Best of Coastal Karnataka	Blore/ Mlore/ Udupi/ Kumta/ Shivamogga/ Chikmagalur/Blore
3	Karnataka Heritage Discovery	Blore/ Hampi/ Vijayapura/ Badami/ Blore
4	Karnataka Wild & Hill Stations	Blore/ Bandipur/ Mysore/ Sakleshpur/ Chikmagalur/ Blore
5	Royal Mysure & Heritage	Blore/ Mysore/ Hassan/ Blore

Post-KITE FAMs for DOMESTIC Delegates

Sl. No	Tour Name	Itinerary
1	Jain Circuit	Blore/ Moodabidri/ Shivamogga/ Sravanabelagola/ Blore
2	Royal Mysure Heritage	Blore/ Hassan/ Mysore/ Blore
3	Explore Hampi Heritage	Blore/ Hampi/ Blore
4	Explore Coffee Land	Blore/ Chikmagalur/ Blore
5	Explore Wildlife & Heritage	Blore/ Bandipur/ Mysore/ Blore
6	Explore Heritage & Hills	Blore/ Hassan/ Sakleshpur/ Blore

Representative pictures of FAM Trips



The KITE Organising Committee and especially the KITE FAM Committee is particularly thankful to various Hospitality Partners at every destination that were part of the various FAMs for wholeheartedly providing complimentary rooms and memorable experiences to visiting delegates. Going by the flood of positive feedback and testimonials that we have received, it was indeed a very effective effort by all.

Feedback & Testimonials

The success or otherwise of an event is often gauged by the feedback that is provided by participants at the end. We were humbled by the flood of positive feedback that was shared by a large section of BUYER delegates, both from India and overseas at the end of the KITE 2025.

A snapshot of the scores they gave the KITE 2025 on a 12-point questionnaire is shared here below (scoring on a 5-pt scale, 0 being least and 5 being max):

Feedback Reports	
Appointment Scheduling System.....	4
Arrangements of Inauguration Function	4
Arrangements of Networking Dinners.....	4
Communication from KITE-2025	4
Ease of Registration Process.....	5
Hospitality	4
How Productive was KITE-2025 to you.....	5
How satisfying was KITE-2025 for you?	4
Local Transfers	4
Quality of Accommodation	3
Quality of B2B meetings.....	4
Quality of Stalls and facilities	4
Timing of KITE-2025.....	4
Tour Manager/Guides.....	4
Transport arrangements.....	3
WiFi Support.....	4

FTO Testimonials (representative):

1. @Blore Skyway Manu and everyone that was involved in the organization of KITE, thank you thank you. This event has confirmed to me the potential that India has for travellers. We'll be in touch and hope to see you soon.

By Consuelo +1 (906)6165033

2. All lovely people in the house. I would like to express my sincere thanks and gratitude to Mr. Manu and his entire team, along with the Ministry of Tourism, Government of Karnataka, for extending the invitation to participate in this wonderful KITE 2025 event. Mr. Manu and his team have been very supportive and approachable from the beginning. It was indeed a pleasure to witness the event, meet industry experts, and discuss potential collaboration and avenues on promoting Karnataka Tourism. Karnataka, a state in southern India, a place where the beauty of nature, the richness of history, and the vibrancy of culture come together seamlessly. From the misty hills of Coorg to the ancient sites of Hampi, and more...Karnataka offers

Mr. Manu, I suggest it would be nice to have some tailored itineraries from Bangalore so that we could share it with our

database of customers and create more demand into Karnataka Tourism. We can work together towards it.

By Mohamed Ahmed Qadri, Kingdom of Bahrain

3. I would like to express my heartfelt gratitude to the KITE 2025 team for organizing such an impressive expo and extending the kind invitation. The scale and focus of these events were truly remarkable, and I am confident they will have a lasting impact, generating excellent prospects for Karnataka Tourism.

A special thanks to the entire KITE team for your hard work and dedication. I must particularly acknowledge the patience and professionalism demonstrated by the team in managing the pressure from all delegates, all while remaining committed and enthusiastic. Your exceptional efforts have not gone unnoticed, and we genuinely appreciate your unwavering commitment to making KITE 2025 a resounding success. Once again, thank you for your outstanding contributions. With continued collaboration and teamwork, Karnataka Tourism is sure to flourish and achieve new heights.

**By Hashan Fernando - Oscar Holidays, Malaysia! Email: hashan@oscarholidays.com.my
Phone: +60 12-504 9965**

4. Thank you so much for inviting me to the KITE event where I met with some wonderful exhibitors. Thank you too for the interesting fam trip - the highlights for me were the jeep and boat safaris in Kabini where we had fabulous tiger and leopard sightings. I travelled back to the UK yesterday having enjoyed some additional (shopping) days in Bengaluru!

By Pam Roper (+44 7710 658 446)

5. I would like to extend my sincere gratitude for inviting me to attend KITE 2025. It was truly a pleasure discussing potential opportunities to collaborate and enhance the business. I appreciate the sincere efforts (manpower and money) put by organizers for organising such wonderful business event in very short periods of time.

I don't find the words to express my gratitude to Mr. S. MAHALINGAIAH MANU and his TEAM member for their round the clock attention & services towards the delegates needs. Organising such successful event and outstanding hospitality I enjoyed from the day of arrival till the day of departure.

**Warm Greetings from Rashmikanth GANDHI,
Les Destinations de Face, France.**

6. Dear Manu,
My apologies for not writing earlier but I would like to congratulate you on a very successful event which I enjoyed immensely and profited from greatly both through contacts made and products realised. Coorg in particular was very exciting with so many options for us. I was also delighted to discover a new hotel in Aihole which makes visiting Badami and Bijapur much better. Finally I am writing to you from Bengaluru airport.... The finest in India in my experience. In conclusion the whole experience has been an unmitigated success for which you deserve every credit.

Nicholas Reese (+44 7775 710412)

.....and more testimonials are available

ITO Testimonials (representative):

1. Everything was nicely done. Keep it up.

- Shananjay Jadhav, COLUMBUS TOURS

2. Overall experience was excellent. Fam trip was Very Good, but need one more night for exploring

- Ranvir Singh, GHOMO VACATIONS

3. Nice and most enriched B2B event attended , gathered lot of information, new partnership created , updated existing partners . Please do not allow influential persons (association committee members etc) to throw there wight and vitiate the atmosphere
- Sameer Shah, GOLDEN TOURS PVT.LTD.

4. Overall Event n Fam Tour, were all very well organised. Appreciate all the hard work put into it and making it such a success
- Surinder Singh Jarial, ROYAL WORLD TRAVEL

5. Overall it was an well organised Event, everything was very good. Important part was only people who have paid for the Stall was available and others was not allowed which helped to interact with the sellers properly.
- Santosh Karat, INTERSIGHT HOLIDAYS

6. Excellent Arrangements of KITE 2025, Best Networking Event of Karnataka, FAM trip as well, Best Resort at Chikmangalur (Silver Sky hotel and River Tern Lodge, Bhadra) Guide Mr. Venketesh is Very Cooperative, Overall Very good and Memorable experience
- Bhoomi Soni, SBG WORLD TOURS

7. Very Good event , well managed with quality sellers and plus point for us many from Coastal Karnataka unexplored area and

new for us . Keep it up . looking ahead to be part of it
- Deepak Thorat, JYOTI HOLIDAYS

8. It was a very well organized event. Special mention for DoT Officials Mr. Kiran Kumar TK, Anil Kumar, Nagaraj Chitta, Chethan for taking care of visitors at every point of time. Thanks to KITE team for organizing such a wonderful event.
- Alpesh Vasoya, SHILPA TOURISM

9. EXTREMELY HAPPY AND RECOMMENDABLE.
- Sukhdev S Rathod, ROYAL RAJASTHAN TOURS

10. Everything was amazing and well executed.
- Ravi Patel, SHREE SHAKTI TOURS PVT. LTD.

11) ppointment scheduling was issue as most sellers hold tentative, but we covered all appointments. it was great team efforts.
- Abhijit Hungund, SHREERAM TRAVELS

12) Everything was perfect, Well managed by KITE
- Amith Sudhan, TRAVEL NIVRITI

A BIG-THANK YOU!

The KTS, KSTDC and the various Committees would like to thank all our sponsors and Partners for whole-heartedly supporting and making KITE 2025 a super-success



Photo Gallery of KITE 2025

Delegates welcomed @Bengaluru International Airport



Branding @ KITE Inaugural venue:



Inaugural Function @ Taj West End





Cultural Show & Networking Dinner @ Taj West End





Branding at BIEC (27 & 28 Feb, 2025)



Karnataka Tourism Pavilion at BIEC



Other Exhibitor Stalls @ BIEC



Hon'ble Tourism Minister visiting Exhibitor Stalls on Day 2



Hon'ble Tourism Minister's Press Meet on Day 2



Cultural Show & Networking Dinner: Day 2



Cultural Show & Networking Dinner: Day 3

At the Social event and networking dinner held at Shangri La Hotel, Bengaluru. Hon'ble Deputy Chief Minister, Mr. K.K. Shivakumar made a surprise visit and addressed all the delegates. He warmly thanked all visiting Indian and International BUYER delegates for

taking time to visit Karnataka and interact with our Exhibitors. He assured all Members present that the Government is according top priority to the Tourism Sector and looked forward to them promoting Karnataka on their return to their destinations. Here below are a few images of the cultural Show & Networking Dinner.







KITE 2025 concluded on a very positive note, for all participating stakeholders. With over 14000 B2B networking meetings exchanged between BUYERS and Karnataka stakeholders, and exchange of key contact details and profiles, we believe it has given

a huge impetus to the local tourism sector. It is now incumbent on our stakeholders to build on these key relationships and convert them into long-term business opportunities.

RENEW YOUR KTS MEMBERSHIP

Today

HERE'S HOW

All KTS memberships (other than LIFE membership) are valid till 31st March only. You therefore need to renew membership in April, every year.

To renew your membership:

1. Log onto:
<https://register.karnatakaturismsociety.org/kts/#/login>
2. Enter your log in details to access your Account. If you don't recall your Password, click **FORGOT PASSWORD** to create a new password and proceed.
3. Once you access your Account, your Application will pop-up on the screen.
4. Click on the pop-up link to your application, and make any updates, as needed. At this stage, you may also wish to upgrade your membership from ORDINARY to ACTIVE or ACTIVE to LIFE. You may put this request in the **COMMENTS** section.
5. Upon successful submission of all the information, the KTS Moderator will give an approval. Allow a maximum of 48 hours for approval of your renewal application.
6. Once you receive an intimation that your renewal is approved (SMS on the registered Cell number), you need to log in once again and press the **Action** button to pay online.
7. Subsequently, you can again access the **Action** button and download the **Certificate** as well as the **Invoice & Receipt**.

Admission and Subscription for various categories of Memberships is listed below.

MEMBERSHIP RENEWAL FEE:

Fee	Admission	Annual	GST	Total
1. Lifetime Member*	50000 25000	NIL	9000 4500	59000 29500

RENEWAL FEE

1	Active	Nil	3000	540	3540
2	Affiliate Member	Nil	2000	360	2360
3	Ordinary Member	Nil	1000	180	1180**

*Life Time Membership is being offered at a 50% price off till 30th Sept, 2025

For any assistance, contact:

KARNATAKA TOURISM SOCIETY®

C/o Skyway International Travels Pvt. Ltd.,

2nd Floor, Papanna Lane, No.8, St. Mark's Road, Bengaluru 560 001.

karnatakaturismsociety@gmail.com | www.karnatakaturismsociety.org



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@karnakatourism.org	80 4334 4334
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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 enquiries with regard to placement of advertisements/advertorials, please contact:
The Secretary, Karnataka Tourism Society at karnakatourismsociety@gmail.com



