



Confederation of Indian Industry



# Tourism Fest 2014

An International Fest on Tourism & Hospitality

5 - 7 December 2014, Chandigarh, India

[www.ciitourismfest.com](http://www.ciitourismfest.com)



# WELCOME TO THE WORLD OF OPPORTUNITIES

## About CII Tourism Fest

Tourism - the most vibrant Industry in India is growing at an average annual rate of 7.7% and offers tremendous potential. The World Travel and Tourism Council (WTTC) named India as one of the fastest growing tourism industries for the next 10 to 15 years. India's travel & tourism industry is expected to achieve annualised real growth of 7.9% to bring in USD 28.4 billion by 2013.

Foreign Exchange Earnings (FEEs) from Tourism showed an increase of 12.01 per cent during 2013, as compared to FEEs of 2012. FTAs in India during 2013 witnessed a growth of 13 per cent as compared to the FTAs of during the year 2012. Foreign exchange earnings from tourism in India registered a growth of 20.6 per cent in January 2013, over January 2012 in rupee terms.

With a view to enhance the visibility and capabilities in the tourism and hospitality industry by involving private sector,

institutions, entrepreneurs, infrastructure companies related to this sector and to attract the international as also domestic tourists, **Confederation of Indian Industry (CII)** is organising the **2nd edition of CII Tourism Fest - An International Fest on Tourism & Hospitality from 5 - 7 December 2014 at Chandigarh, India.**

Spreading over 10000 Sqms, the three day Event would also include Food Festival, Chef Meet, Golf Tournament and Dance Festival, thus making it the biggest and most anticipated event of the region. These concurrent activities would compliment the exposition & conference thereby providing better networking opportunities in Tourism & Hospitality Sectors.

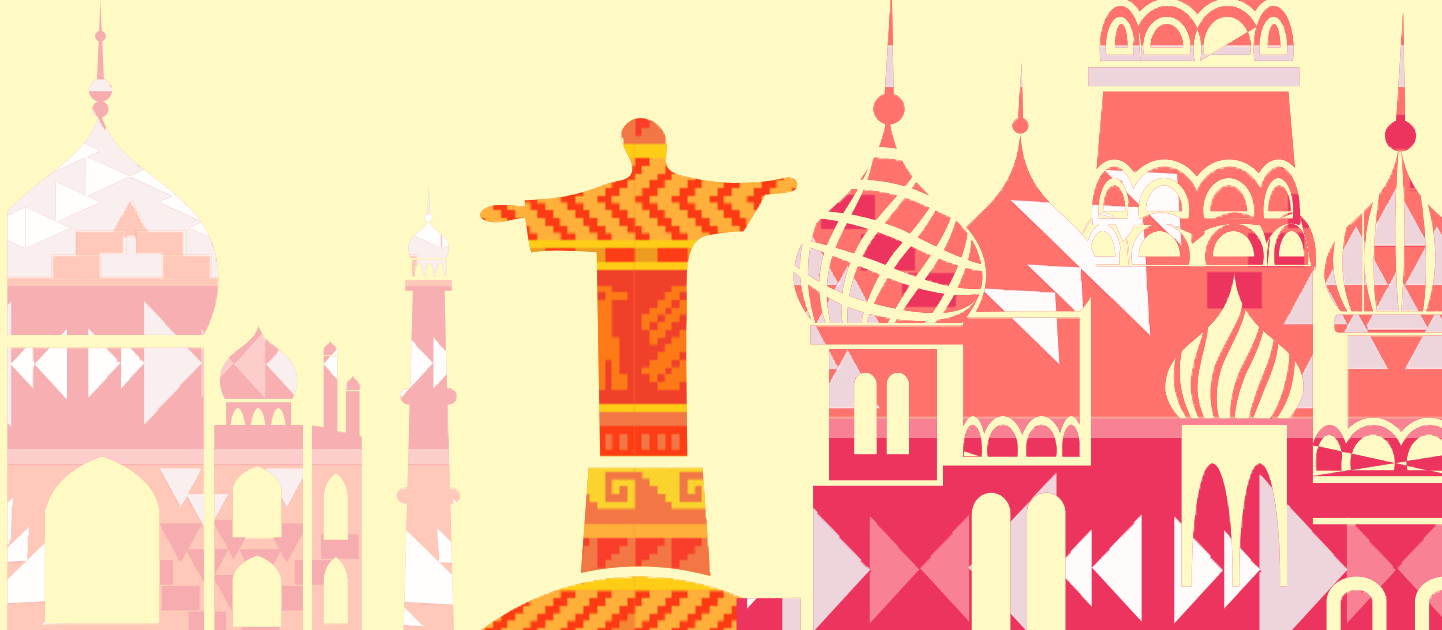
Let's be a part of the biggest extravaganza and celebrate the World together under one roof.

## International Pavilion

From Natural Beauties to Beach Destinations, From Honeymoon Destinations to Adventure Heights, From Sporting to Shopping, from Medical Tourism to Musical Nights, Cultural Evenings and much more – countries would have this unique opportunity to promote outbound tourism. The fest will be a big stage to showcase the world to experience the exclusive destinations of the country as also to -

- **Exhibit and Exchange Culture**
- **Market your Overseas Destinations**
- **Promote and Sell Niche Tourism Products**

Book  
your  
spot today



## States of India

India's rich cultural heritage and history, food, friendly people, architectural monuments, hospitality and services are positive strengths for the vast potential in tourism industry in the States of India. State Tourism Boards will get an opportunity to display and promote their destinations, This will help them to:

- **Enable increase in International Tourist Arrivals.**
- **Impart thrust on Eco Tourism & Domestic Tourism.**
- **Facilitate Employment Opportunities for the Youth & Women.**
- **Initiate World Class Tourism Infrastructure.**

## Mega Highlights

### Hosted Buyers Programme

#### Focussed B2B Meetings

#### Special Focused Sessions

#### Post Show Tours

## Conference

CII Tourism Fest 2014 conference would provide a unique forum not only to define strategies to boost the present scenario of the Global Tourism & Hospitality Sector, but also to develop a macro perspective to make International Tourism Industry a truly niche class. The conference would provide a platform to highlight the current and future trends in the Tourism Industry, discuss ways to narrow the demand & supply gap and define the steps to be taken to exploit potential and emerging opportunities in the Global and Indian Tourism Industry.

## Who can participate

- **Central & State Government Tourism**
- **Tourism Board of various Countries**
- **Hospitality:** Hotels, Restaurants, Resorts, Theme Parks, Bars, Cafés, Night Clubs.
- **Hotel Management Hospitality Institutes**
- **Holiday Clubs, Spa & Wellness Centres**
- **Airlines:** International, National, Private Airline Operators.
- **Forex, Financial Institutions, Immigration Consultants**
- **Tour Operators, Travel Agents**





## CII Tourism Fest 2013

An International Fest on Tourism & Hospitality  
5 - 7 December 2013, Chandigarh, India  
www.ciitourismfest.com

### Partners in 2013

<b>HOST CITY</b>	<b>PRINCIPAL PARTNER STATE</b>	<b>PARTNER STATES</b>
 		  
<b>FOCUS STATES</b>		
		
		
		
<b>GOLD SPONSOR</b>	<b>SILVER SPONSORS</b>	
		
		
		
<b>PARTICIPATING COUNTRIES</b>	<b>HOSPITALITY PARTNERS</b>	
		
		
		
<b>ASSOCIATE SPONSORS</b>	<b>CONTRIBUTORS</b>	<b>AIRLINE PARTNERS</b>
		
		
		
<b>SUPPORTED BY</b>		
		
		
		
		
		

The **1st edition of CII Tourism Fest**, organised by Confederation of Indian Industry (CII), in partnership with Ministry of Tourism, Government of India from **Thursday, 5 December - Saturday, 7 December 2013** at Parade Ground, Chandigarh (India) concluded on a successful note. CII Tourism Fest 2013 aimed to create a roadmap for inclusive and seamless tourism across the region, nation and globe.

The fest witnessed participation from **Chandigarh, Punjab, Gujarat, Madhya Pradesh, Andhra Pradesh, Haryana, Himachal Pradesh, Uttarakhand, Karnataka, Maharashtra, Jammu & Kashmir, Goa and Delhi**. In addition, it attracted participation from International Tourism Boards of **China, Dubai, Philippines, Thailand, Malaysia, Indonesia, Turkey and Ethiopia**.

### Highlights of CII Tourism Fest 2013

- The entire event was spread over more than 7500 Sqms of gross area.
- Total No. of Exhibitors: 80 including 8 international.
- Over 4000 business visitors and 8000 general visitors attended the event.
- International Chef Meet & International Food Festival. Attended by 35 Chefs from 4 Countries & 5 States of India.
- International Dance Festival presented by more than 100 artists from various states and participating Countries.
- Focused sessions on "Exploring new possibilities & ease of doing business with States Union Territories of India and International Tourism Boards."

### Confer to Prosper

Conference on Seamless Tourism & Release of CII-KPMG Report on 'Travel and Tourism Sector : Potential, Opportunities and Enabling Framework for Sustainable Growth'.

Over **335 delegates** from policy makers, industry, hoteliers, travel agents, tour operators, chefs, airline companies etc.

### Focused Interaction with Buyers

- 20 buyers from overseas and 90 buyers from India.
- Overseas Buyers from : Dubai, Malaysia, Thailand, Philippines, USA, Oman & Bhutan.

"The tourism industry in the country can reach new heights if all stakeholders come on board with their problems and issues. Tourism Fest is one such initiative of CII that brings together all stakeholders."

#### Mrs Usha Sharma

Additional Director General, Ministry of Tourism, Government of India

"At least one Theme cum Amusement Park like Walt Disney World, Universal Studios, Europa Park in all northern states would be the key game changer for tourism sector's growth in north. CII Tourism Fest should inspire the industry to bring about these changes."

#### Mr Nakul Anand

Chairman, CII National Committee on Tourism & Executive Director, ITC Hotels

"CII Chef Meet was first of its kind event where tourism joined hands with food. This unique meet, was the biggest union of chefs from all across the Globe."

#### Chef Gissur Gudmundsson

President, World Association of Chefs Societies



▶ **H.E Shivraj V Patil,**

Governor, Punjab & Administrator, UT, Chandigarh inaugurating the CII Tourism Fest.



▶ Goa Tourism stealing the show



▶ Key dignitaries at the fest

▶ China Tourism Pavilion on the roll





## Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 7100 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 enterprises from around 257 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII Theme for 2013-14 is **Accelerating Economic Growth through Innovation, Transformation, Inclusion and Governance**. Towards this, CII advocacy will accord top priority to stepping up the growth trajectory of the nation, while retaining a strong focus on accountability, transparency and measurement in the corporate and social eco-system, building a knowledge economy, and broad-basing development to help deliver the fruits of progress to all.

With 63 offices, including 9 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 224 counterpart organizations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

---

Reach us via our Membership Helpline +91-11-435 46244 / +91-99104 46244 / +91-172-5022522 (Extn : 401/402)

CII Helpline Toll free No: 1800-103-1244

For stall bookings & sponsorship options, please contact:

**Vishal Beri / Amandeep Sodhi**

Mob: +91 98788 34500 / +91 98764 38111

**Trade Fairs Department  
Confederation of Indian Industry (CII)**

Northern Region Headquarters, Sector 31-A, Chandigarh (India)

E-mail: [tradefairs.nr@cii.in](mailto:tradefairs.nr@cii.in), Website: [www.ciitourismfest.com](http://www.ciitourismfest.com)

[www.facebook.com/ciitourismfest](https://www.facebook.com/ciitourismfest) <https://twitter.com/ciitourismfest>

