



## Delhi Tourism Outlay Jumps 3.5x: From ₹121 Cr to ₹412 Cr



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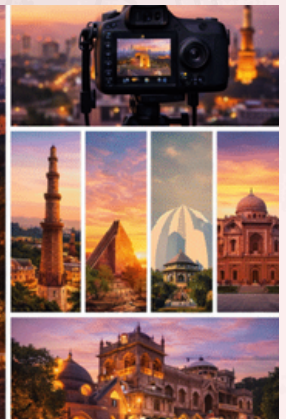
## DELHI TOURISM BOARD: A SINGLE WINDOW FOR B2B COORDINATION

In a city where tourism potential has always outpaced execution, the proposed Delhi Tourism Board signals a structural shift. For years, Delhi has been a paradox—rich in heritage, strong in connectivity,

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BRANDING DELHI



## BRANDING DELHI: ₹50 CR PUSH TO TURN THE CAPITAL INTO A SELLABLE GLOBAL PRODUCT

A ₹50 crore allocation toward branding is not just a marketing exercise—it’s a strategic repositioning of Delhi as a product. Under the “Branding Delhi” initiative,

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### DELHI: First International Film Festival Opens Today with Traffic Advisory in Place



### OFFICIAL CLOSING REPORT OF ITB BERLIN 2026

ITB Berlin once again proved why it remains the global travel industry’s most important meeting point. This year, the event brought together 5,601 exhibitors from 166 countries,

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### MAIN TAKEAWAYS FROM THE ITB BERLIN 2026 CONVENTION

ITB Berlin continues to reinforce its position as the global travel industry’s most influential platform. This year, the event brought together over 5,600 exhibitors from 166 countries,

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### LONDON HOSTS GLOBAL TRAVEL MEDIA'S POWER GATHERING

London once again reinforced its status as the global hub of travel media influence, hosting IMM (International Media Marketplace) and The TravMedia Summit at the QEII Centre from March 23–24, 2026.

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### LUXURY TRAVEL ELITE GATHER IN AUCKLAND FOR VIRTUOSO FORUM

Auckland became the epicentre of global luxury travel this week as Virtuoso, the world's leading luxury travel network, hosted its Australia & New Zealand Forum at the Park Hyatt from March 23–26, 2026.

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### Beijing Hosts High-Stakes Travel Media Marketplace



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### AHMEDABAD: IITM CONCLUDES WITH STRONG B2B PARTICIPATION

The India International Travel Mart (IITM) concluded yesterday (March 24) at the YMCA International Convention Centre in Ahmedabad. The two-day B2B exhibition featured over 100 exhibitors

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### Transforming Ladakh: How Homestays Are Redefining Community-Based Tourism



### TAMIL NADU: DUAL TRAVEL TRADE EVENTS POWER INDIA'S TOURISM NETWORK

Running almost simultaneously, the Travel & Tourism Fair (TTF) Chennai will be held from March 20–22, 2026, at the Chennai Trade Centre.

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