

IBC2026

Why IBC2026 Matters to Travel Media

The Great Convergence: Content, Commerce and Audiences

[READ MORE](#)

Amsterdam. September. The RAI. IBC2026, taking place from 11–14 September at RAI Amsterdam, is one of the world's leading B2B events for broadcasting, content, media technology and digital distribution. With 1,250+ exhibitors across 14 halls and 44,000+ attendees from 170+ countries, it showcases the technologies shaping how audiences watch, stream and share content.

For the travel industry, this matters. Destinations, hotels, airlines and tourism boards are now content brands, competing for attention in a digital-first world. IBC highlights the tools, partnerships and innovations that can help travel brands tell stronger stories, reach wider audiences and turn visibility into demand.



Travel brands must think like media companies — because storytelling, distribution and visibility now directly influence demand.



44,000+
ATTENDEES

1,250+
EXHIBITORS

170+
COUNTRIES

14
HALLS

“A destination is no longer only visited. It is watched, shared, streamed and remembered before the traveller ever arrives.”

THE TRAVIGATOR INSIGHT



INNOVATIVE SOLUTIONS
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LET'S BUILD A SAFER, SMARTER TOMORROW.

TECHNOLOGY
That Protects.
HOSPITALITY THAT SHINES.



ITB India 2026

Beyond the Floor Optics: The Commercial Reality

MEET | CONNECT | DO BUSINESS

At Mumbai's Jio World Convention Centre, ITB India 2026 moved beyond exhibition spectacle toward measurable business. By bringing ITB India, MICE Show India and Travel Tech India together, the event created a focused marketplace where qualified buyers, destinations, hospitality brands and technology providers could turn scheduled meetings into real commercial opportunities.

READ MORE



GLOBAL
BUYERS



BUSINESS
MEETINGS



DESTINATIONS
& BRANDS



TRAVEL TECH
& INNOVATION

B2B
TAKEAWAY

ITB India is setting a new benchmark for trade shows in the region — less about visibility, more about verified business outcomes.



“A focused trade platform for a more connected and opportunity-rich travel ecosystem.”

MUMBAI
JIO WORLD CONVENTION CENTRE

BUSINESS + LEISURE + TRAVEL + MICE

BLTM 2026

The Mega-Venue Shift: The Commercial Reality at Yashobhoomi

BLTM 2026's move to Yashobhoomi marks a new chapter for North India's travel and MICE trade. With a larger, modern venue, direct metro connectivity and a stronger buyer base, the show delivered scale, access and real commercial opportunity — bringing together 500+ exhibitors, 25+ countries, 300+ hosted buyers and 12,000+ pre-scheduled meetings.

READ MORE



500+
EXHIBITORS



25+
COUNTRIES



300+
HOSTED BUYERS



12,000+
PRE-SCHEDULED
MEETINGS

B2B
TAKEAWAY

A bigger venue, a stronger buyer network and a clear focus on deal-making position BLTM 2026 as a serious MICE and travel marketplace.



“Sri Lanka is one of the finest MICE destinations in the world.”

Dheera Hettiarachchi
Chairman
Sri Lanka Convention Bureau

NEW DELHI
YASHOBHOOMI (IICC)

INDIAN WEDDING IN EUROPE



WHERE ROYAL TRADITIONS
MEET EUROPEAN ELEGANCE

Create timeless memories in the lap
of nature, luxury & culture.



EXCLUSIVE VENUES
Lakeside palaces, vineyards
& luxury resorts



ROYAL HOSPITALITY
World-class catering, décor
& personalized service



MULTI-DAY EXPERIENCES
Welcome dinners, pheras,
parties & local excursions



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with dedicated concierge



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heritage palaces,
forts & monuments



CURATED CULINARY
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meets & gourmet
journeys



SPIRITUAL & CULTURAL
Sacred rituals, temple
ceremonies & immersive
experiences



BESPOKE & PERSONALIZED
Tailor-made itineraries with
dedicated concierge & 24/7
assistance



Stronger
People
Brighter
Journeys

BRICS 2026

Tourism as a Bridge Between Emerging Economies

PEOPLE | PARTNERSHIPS | SHARED HORIZONS

The 18th BRICS Summit, held at Bharat Mandapam in New Delhi on 12-13 September 2026, highlighted tourism as a key pillar for stronger cooperation among emerging economies. With a shared focus on sustainability, digital transformation and people-to-people engagement, the summit underscored the potential for easier visa processes, better connectivity, cross-border payments and joint destination promotion to create a powerful BRICS tourism corridor.

[READ MORE](#)



NEW DELHI
12 - 13 SEPTEMBER 2026

“Tourism builds understanding, turns neighbours into friends and opportunities into shared prosperity.”

THE TRAVIGATOR INSIGHT

 11 MEMBER COUNTRIES	 ~50% OF GLOBAL POPULATION	 VAST AVIATION MARKETS	 DIVERSE DESTINATIONS & CULTURES	 FOCUS ON SUSTAINABILITY, DIGITAL & SKILLS	 STRONGER PEOPLE-TO-PEOPLE ENGAGEMENT	 GREATER TOURISM & ECONOMIC OPPORTUNITIES
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by Nature
Driven by
Progress*

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FLOWERS
BIG
POSSIBILITIES

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SCAN TO VISIT

FROM STADIUMS TO DESTINATIONS:

Why India's Sports Boom is Travel's Next Big Play

B2B FORECAST • SPORTS TOURISM • MICE • DESTINATION STRATEGY

India's sporting story is no longer just about medals — it's about movement. With the 2026 Asian Games opening in Aichi-Nagoya on 19 September, a rapidly growing domestic sports ecosystem and rising participation in sports like padel, India is entering a new era where tournaments, training camps and amateur events can drive significant travel, tourism and MICE opportunities.

[READ MORE](#)

THE B2B OPPORTUNITY



HOTELS

Higher room-night demand



AIRLINES

Recurring travel flows



DMCs & TOUR OPERATORS

Event + destination packages



TOURISM BOARDS

Sport-led itineraries and global promotion

“

Sports tourism is operationally MICE — and the next big growth engine for India's travel industry.

THE TRAVIGATOR INSIGHT

COMPETE
IN INCREDIBLE PLACES

DISCOVER
BEYOND THE GAME

SPORTS BRING PEOPLE
DESTINATIONS KEEP THEM COMING BACK



INDIA



AICHI-NAGOYA 2026
ASIAN GAMES

19 SEP – 4 OCT 2026

43
SPORTS

71
DISCIPLINES

11,000+
ATHLETES

45
NATIONS



INDIA AT HANGZHOU 2023

107

TOTAL MEDALS

28

GOLD



4th

OVERALL
(ACROSS 22 SPORTS)



PADEL IN INDIA A RAPID RISE

~80-100
COURTS
(2023)

→ ~500
COURTS
(2026)

~100,000
PLAYERS

48
NEW VENUES
(JAN-APR 2026)

~70% ANNUAL GROWTH

*More
Than a Game
A Greater
Journey*

THE GREAT SEAT SQUEEZE

Why India's Airline Capacity Crunch is the Travel Trade's Defining Moment

India is flying fewer seats and charging a lot more for the ones that remain. Total scheduled capacity in September stood at 22.7 million seats, down 4.5% year-on-year, while average domestic airfares rose 20.5% and air passenger service prices surged 31.94% — the highest among all service categories. Driven by aircraft shortages, higher fuel costs, delivery delays and selective route cuts, this is reshaping how the travel trade plans, prices and secures inventory.

*Today's constraints.
Tomorrow's opportunities.*

TOTAL SCHEDULED CAPACITY (SEPT 2026)

 **22.7 million** seats
↓ **4.5%** vs Sep 2025

DOMESTIC CAPACITY

15 million seats
↓ **5.6%** vs Sep 2025

INTERNATIONAL CAPACITY

7.7 million seats
↓ **2.1%** vs Sep 2025

AVERAGE DOMESTIC AIRFARES (72 ROUTES)

↑ **20.5%**
(Mar 2025 – Jun 2026)
DGCA data

AIR PASSENGER SERVICE PRICES

↑ **31.94%**
(Apr – Jun 2026)
Highest among all service categories

BIGGEST DOMESTIC DECLINES (SEPT 2026)

↓ Kerala **26.2%**
↓ Goa **17.6%**
↓ West Bengal **16.8%**

SELECT AIRLINE CHANGES (SEPT 2026)

IndiGo 11.26M seats ↓ **4.5%**
Air India 3.22M seats ↓ **8.8%**
Akasa Air ↑ **5%** (fastest growth)

WHAT IT MEANS FOR THE TRAVEL TRADE

 Travel Agents Higher fares, less last-minute inventory	 Tour Operators Rework itineraries & secure seats early	 Corporate Travel Tighter inventory for key routes	 MICE Planners Early bookings essential	 Hotels & Destinations Air connectivity critical for demand
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“Connectivity is no longer a given. It's a resource the travel trade must actively manage.”
THE TRAVIGATOR INSIGHT

PLAN SMARTER.
SELL STRONGER.
GO FURTHER.



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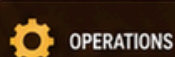
HOTEL SOFTWARE



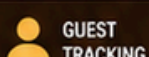
IT HARDWARE



CUSTOM APPS



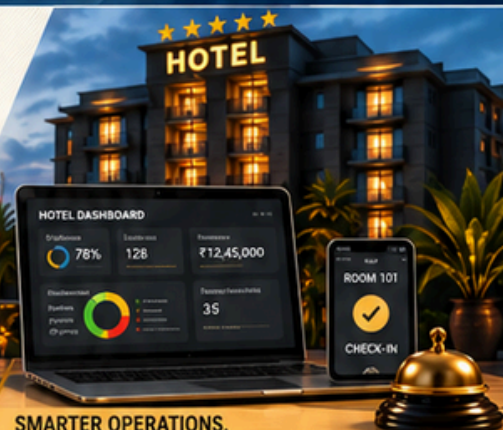
OPERATIONS



GUEST TRACKING



AUTOMATION



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HAPPIER GUESTS.

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PINTEREST



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Destination Ideas
& Travel Inspiration



LINKEDIN



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ANALYSIS



DESTINATION
INSIGHTS



EXCLUSIVE
INTERVIEWS



AVIATION
& MICE UPDATES



HOSPITALITY
TRENDS



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*Travel
Insights
That Move
Business
Forward*

STAY
INFORMED
STAY CONNECTED
BE A PART OF
OUR JOURNEY

PEOPLE
PLACES
BUSINESS
OPPORTUNITIES
ALWAYS
CONNECTED

41st IATO Annual Convention Opens in Visakhapatnam

**A Stronger, More United
Indian Tourism Industry**

Visakhapatnam, September 10, 2026:

The 41st Annual Convention of the Indian Association of Tour Operators (IATO) commenced in Visakhapatnam with an inspiring inaugural ceremony, bringing together leading stakeholders, tourism professionals, policymakers and representatives from across India's travel and tourism fraternity.

The convention was inaugurated by Shri K. Ram Mohan Naidu, Hon'ble Union Minister of Civil Aviation, and Shri Kandula Durgesh, Hon'ble Minister for Tourism, Culture & Cinematography, Government of Andhra Pradesh. The traditional lighting of the diya marked a new chapter of collaboration, innovation and shared commitment towards strengthening Indian tourism.

Being held from 10 to 13 September 2026, the four-day event will feature knowledge sessions, networking opportunities and discussions on emerging opportunities, challenges and strategies to position India as a leading global tourism destination.

[READ MORE](#)



10 – 13
SEPTEMBER 2026



VISAKHAPATNAM
ANDHRA PRADESH



TOURISM
STAKEHOLDERS



**KNOWLEDGE
& NETWORKING**



**A STRONGER
TOMORROW**

COLLABORATE | INNOVATE | GROW | TOGETHER

“ *A new chapter begins in Visakhapatnam — one that looks towards a stronger, more resilient and globally competitive Indian tourism industry.*

THE TRAVIGATOR INSIGHT



41st IATO ANNUAL CONVENTION

VISAKHAPATNAM
WHERE OCEAN MEETS OPPORTUNITY

*Incredible Destinations
Stronger Together*

TOP NEWS

KEY STORIES. BIGGER PERSPECTIVES.

INDUSTRY NEWS



UPI Represents Innovation at Population Scale

India's UPI continues to redefine digital payments, showcasing how home-grown innovation can achieve massive scale and drive financial inclusion.

 Payments | Digital India | Financial Inclusion

[READ MORE →](#)

AVIATION



Adani Airports lands US\$1 billion as global investors back India's airport growth story

Adani Airports has secured US\$1 billion from global investors, reinforcing confidence in India's aviation sector and its long-term growth potential.

 Aviation | Investment | Infrastructure

[READ MORE →](#)

TRAVEL POLICY



India Offers Free Double-Entry e-Visas to Thai Nationals to Balance Outbound Flows

India has announced free double-entry e-visas for Thai nationals, a move aimed at boosting tourism, strengthening people-to-people ties and balancing outbound travel flows.

 Tourism | Bilateral Ties | Easier Travel

[READ MORE →](#)

UPCOMING EVENTS

MEET. NETWORK. EXPLORE. GROW.

SPORTS & TOURISM



20th Asian Games
Aichi-Nagoya 2026

One Asia
Brighter Together

 19 SEPT – 4 OCT 2026  Aichi-Nagoya, Japan

Asian Games 2026

Sport Unites Asia. Travel Takes You Further.
More athletes. More destinations.
More opportunities for the travel trade.

[KNOW MORE →](#)

TRAVEL TRADE SHOW



KTM 2026
KERALA TRAVEL MART
GLOBAL MEET. LOCAL OPPORTUNITIES.

 24 – 27 SEPT 2026  Kochi, Kerala, India

Kerala Travel Mart (KTM) 2026

India's Premier Travel Trade Event.
Connect. Collaborate. Create new business opportunities in God's Own Country.

[KNOW MORE →](#)

INDUSTRY CONCLAVE



ASSOCHAM
Ideate • Innovate • Impact

NATIONAL CONCLAVE 2026
Tourism for a Viksit Bharat
People • Policy • Partnership

 30 – SEPT 2026  New Delhi, India

ASSOCHAM National Conclave 2026

Tourism for a Viksit Bharat.
Industry leaders. Policy makers.
Forward-looking ideas. Shaping the next chapter of India's tourism growth.

[KNOW MORE →](#)

Discover THE ULTIMATE ESCAPE

From wellness to strategy wars, DMCs to tech-driven hotels, and India's biggest shows—explore the stories shaping the future of travel and hospitality.



SPECIAL FOCUS CATEGORIES

UPCOMING ISSUE

1 WELLNESS RETREATS



Showcase wellness resorts promoting authentic Ayurveda, yoga, tropical nature, stress relief, personalised retreats, traditional therapies, and restorative luxury escapes.



2 INTERNATIONAL BRAND VS NATIONAL PLAYERS



Behind every hotel badge lies a strategy war. Which wins—international muscle or national smarts? Our deep dive reveals all.



3 THE DMC DIFFERENCE



Local DMCs know every backstreet secret—but can charm alone compete with global algorithms? Their scaling story is just beginning.



4 LOCAL HOTELS, GLOBAL AMBITION



For local hotels, scaling once meant selling out. Today, tech and storytelling are rewriting that rule—game very much on.



5 BLTM VS ITB INDIA: THE BIG SHOWDOWN



Two cities. Two shows. One billion-dollar question: is India's travel trade finally ready for global prime time? Our deep dive compares BLTM and ITB India.



6 MAN KI BAAT: OFF THE RECORD



Off the record, they'll tell you everything. On the record, we got even more. Man Ki Baat—where India's travel bosses drop their guard.



THETRAVIGATOR 50 - CALL FOR ENTRIES

Directory Format,

Transparent. Independent. Industry-Focused.

Each property selected for TheTravigator 50 will receive a concise 120–150-word profile.

Every entry will include:



Property Name

Location | Category | Ideal Stay



Positioning

Who the property is really for.



What It Offers

Ayurveda, Panchakarma, yoga, naturopathy, detox, longevity, mental wellness or clinical care.



Why It Stands Out

The real differentiators.



Long-Stay Appeal

Ideal duration and international traveller suitability.



Guest Verdict

Balanced praise and recurring criticism where relevant.



TheTravigator Verdict

Final editorial assessment.

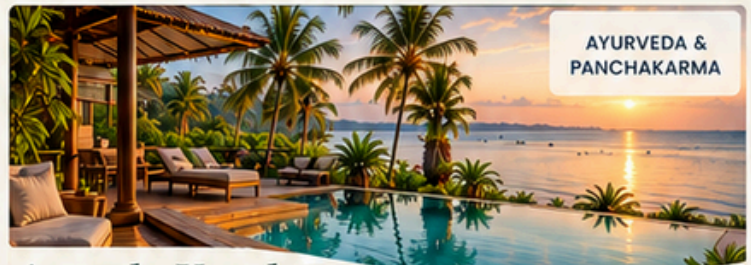
“

Kerala's wellness ecosystem is world-class, but it needs sharper curation. TheTravigator 50 is built to provide exactly that.”

PLACES
THAT HEAL
PEOPLE WHO
GO FURTHER

KERALA
A DEEPER
KIND OF
LUXURY

SAMPLE DIRECTORY ENTRY (ILLUSTRATIVE ONLY)



AYURVEDA &
PANCHAKARMA

Ananda Kerala

Kovalam, Kerala | Ayurveda & Panchakarma | 7–21 Nights

Positioning

A serene, treatment-led retreat for serious Ayurveda seekers.

What It Offers

Authentic Ayurveda, Panchakarma, yoga, naturopathy, personalised nutrition and wellness consultations.

Why It Stands Out

Experienced doctors, beachfront setting, strong repeat clientele and genuine clinical depth.

Long-Stay Appeal

Ideal for 14–28 day programmes with international guest support.

Guest Verdict

Highly rated for treatments, food and service. Some guests note limited nightlife (which aligns with its wellness focus).

TheTravigator Verdict

A credible, treatment-led property that delivers on its promise.

HEALING ROOTED IN TRADITION. EXPERIENCES FOR TOMORROW.

CALL FOR ENTRIES

Properties wishing to be considered should review the five criteria, gather supporting evidence and contact TheTravigator editorial team with property details, category interest and proof of eligibility.



Submission Deadline
30 October 2026



Publication Date
13 November 2026



Submit Your Property →

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AUTHENTIC
WELLNESS
REAL PEOPLE
LASTING
JOURNEYS.



KERALA
A STRONGER
TOMORROW
THROUGH
WELLNESS TRAVEL.



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