

12<sup>th</sup> September, 2025

Dear Sir/Madam,

**Subject: Invitation to participate in India Pavilion at WTM ExCeL London-2025.**

We are delighted to announce that **Services Export Promotion Council (SEPC)**, is organising the prestigious India Pavilion (India Hall N12-520) at the World Travel Market London 2025, scheduled to take place from Tuesday, November 4th to Thursday, November 6th, 2025 at ExCeL Exhibition Centre in London.

**A Gateway to Global Opportunities:**

WTM London is where the global travel community comes together, a powerful platform for connection, collaboration, and change. As the world's most influential travel and tourism event, WTM London brings together the international leisure travel industry to inspire, educate and create opportunity. It's where travel professionals connect, ideas take flight and partnerships are built. From networking to sourcing, learning to showcasing, WTM London empowers the travel industry to grow stronger together. A true celebration of the power of connections, community, diversity, and innovation.

In 2024, WTM London welcomed over 46,300 professionals from 184 countries. As for exhibitors, WTM had over 5,049 world-class buyers with direct buying responsibility. WTM London is truly the ultimate place for the industry to meet and do business with over 29,075 pre-scheduled meetings held in 2024.

World Travel Market London is home to thousands of strictly vetted travel buyers looking for the next best product on the market. Each year, WTM vets over 5,000+ applications to receive Buyer status. Attending WTM isn't just about discovering the travel industry – it's about thriving in it. With a powerful meetings platform for Buyers and VIPs, exhibitors can plan their day strategically and make every moment count. Join a global network of over 200,000 travel professionals across WTM's social channels, and if you have an innovative travel product or service, there's no better place to share it with the world.

**Key highlights:**

- Expert-led workshops covering strategy, risk, sustainability, and more. Designed for travel professionals ready to grow.
- Experience the future of travel through live cultural showcases, from food and wellness to sport and adventure.
- Exclusive interviews, insights, and highlights from the show available onsite and to stream online.
- The first hour each day is for informal, unscheduled meetups – a great chance to connect with unexpected people and opportunities!
- Discover new destinations, connect with global brands, and shape the future of travel with latest travel trends, tools, and technology.

## Participate in the India Pavilion:

While there is no subsidy on the overall cost this year, the India Pavilion promises an unparalleled experience and immense value addition for all participants. Here's why this is an opportunity you cannot afford to miss:

- **Prime Visibility:** Position your brand within a professionally curated pavilion, designed to reflect India's vibrant tourism heritage and innovation.
- **Networking Powerhouse:** Connect with global tour operators, hotel chains, airlines, and media, opening doors to lucrative partnerships and business growth. SEPC will be ensuring that your business meetings are prescheduled in addition to your own efforts.
- **Rich Experience:** Benefit from SEPC's expertise in delivering a world-class showcase that blends tradition with modernity, ensuring your offerings stand out.
- **Market Expansion:** Tap into the booming potential market worldwide, where demand for India's diverse tourism products – spiritual retreats, luxury getaways, heritage tours, and more – is on the rise.
- **Value for Investment:** The India Pavilion is crafted to maximize your ROI by offering a prestigious platform that amplifies your reach and impact.

**Participation charges details: 4 sqm built-up booth with basic amenities – Rs. 7.50 lakh.**

*Please connect with the below officials for requirements of bigger space.*

## Seize the Spotlight!

Imagine your brand spotlighted amidst the energy and prestige of WTM London-2025, surrounded by the best of India's tourism industry. This is your moment to dazzle the world with your unique story – whether it's the allure of your luxury hotel, the charm of your curated tours, or the promise of an unforgettable Indian experience.

Based on the participation, you're investing in a transformative opportunity that promises exponential returns through global exposure, quality leads, and lasting relationships.

Spaces are limited and will be allocated on a **first-come, first-served basis**. To secure your space, please submit your interest/queries on an urgent basis, and based on the same, we will share the registration form. You may send interest/queries on the following:

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| Mr. Kaushik Guha Roy<br>Deputy Director<br>Mobile: 8860142359<br>Email: <a href="mailto:kaushik.guharoy@servicesepec.org">kaushik.guharoy@servicesepec.org</a> | Mr. Abhishek Sahdev<br>Deputy Director<br>Mobile: 9560264622<br>Email: <a href="mailto:abhishek.sahdev@servicesepec.org">abhishek.sahdev@servicesepec.org</a> |
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Join us at WTM London-2025 and let the India Pavilion be the launchpad for your next big success. Together, we'll showcase the unparalleled beauty, diversity, and hospitality of India to the world.

With best regards



Karan Rathore  
Chairperson