



# KITES 2025: A premier global platform for tourism networking



The 'Karnataka International Travel Expo (KITE) 2025' is set to become one of India's most prestigious travel events, bringing together over 400 hosted buyers from India and 25+ countries. This B2B platform will enable global stakeholders to connect with Karnataka's diverse tourism providers, including hotels, resorts, airlines, tour operators, wellness centres, and fleet operators.

The primary goal of KITE 2025 being held in Bengaluru from February 26 to 28 is to position Karnataka as a preferred travel destination worldwide. Organized by the Department of Tourism, Government of Karnataka, in collaboration with the Karnataka Tourism Society and the Ministry of Tourism, Government of India, the expo aims to enhance business prospects and facilitate international collaborations.

KITE 2025 will feature multiple B2B meetings, expert-led discussions, and showcase the state's rich tourism offerings, including its vibrant arts, crafts, and cultural experiences. The event provides a cost-effective

opportunity for businesses, both large and small, to market their products globally. With over 80% of top travel agency managers attending, KITE 2025 ensures a valuable space for networking, business growth, and increasing global visibility.

## Pre-FAM tours flagged off

The Karnataka International Travel Expo (KITE) has flagged off its familiarisation tours (pre-FAM tours) ahead of the premier travel and tourism event. KITE Committee has designed each FAM tour to promote new destinations and give exposure to Karnataka's unique offerings, including its heritage, culture, adventure, wellness, and nature-based tourism.

Dr. K.V. Rajendra, Director, Department of Tourism, Government of Karnataka, and Managing Director, Karnataka State Tourism Development, flagged off the KITE – 2025 Pre-FAM tours, along with the office bearers of KTS and other officials.

