



Travel & Tourism Interaction

GPS

GLOBAL PANORAMA
SHOWCASE

10+

• GLORIOUS YEAR •



A decade of GPS

Global Panorama Showcase (GPS) since 2013.

2013: GPS launched in **Nagpur** to tap into Central India's potential (MP, Maharashtra & Chhattisgarh)

2016: Expanded to **Ahmedabad, Chandigarh, Kolkata, and Coimbatore**

2017: Further growth with the addition of **Kochi and Pune**.

2018: **Hyderabad** added to strengthen southern outreach

2019: Entered North India with the inclusion of **Lucknow**

2022 -2023:
Added **Indore, Jaipur, Guwahati, Bhubaneswar, and Vishakhapatnam**

2025 - Bangalore a new addition + 8 new Eco Connect Cities

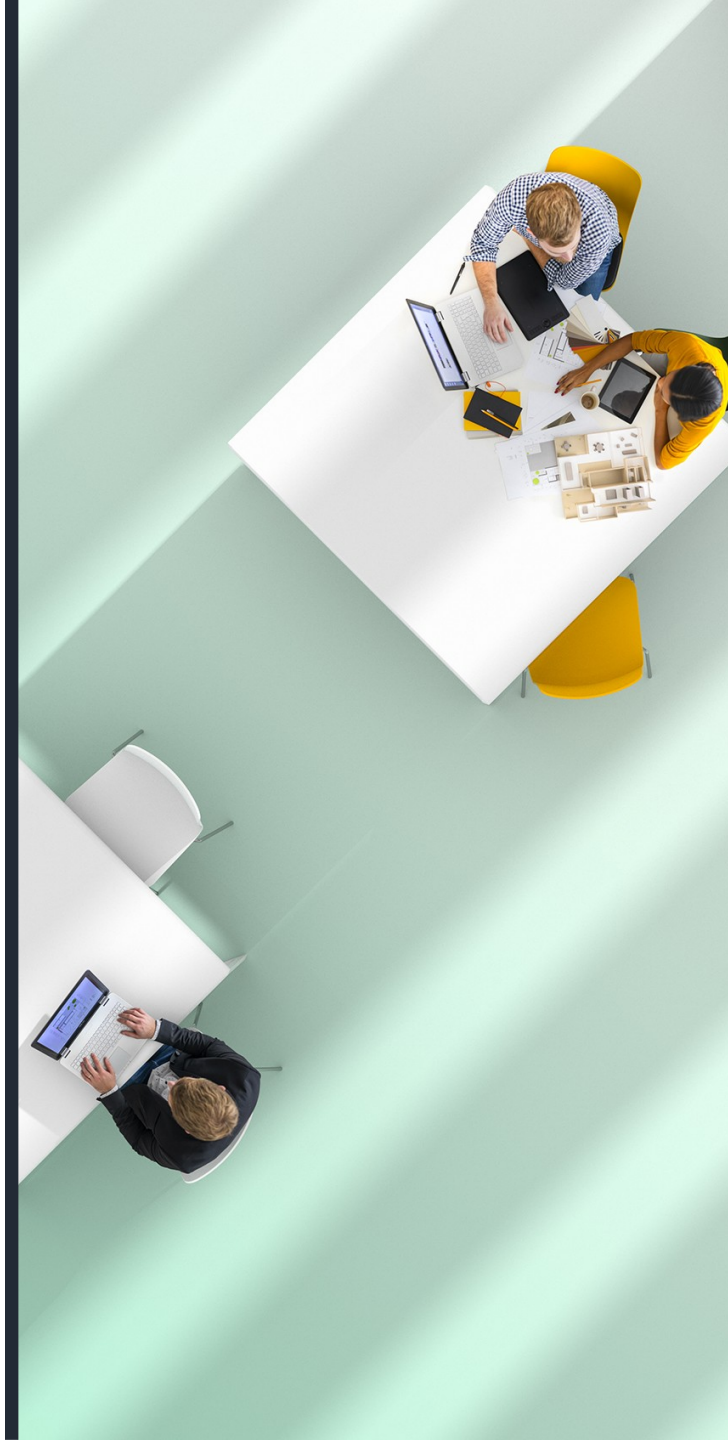


GPS a Meeting Point



Where the Travel Industry Connects & Grows

- *A central platform that bridges tourism professionals from Tier 2 and Tier 3 cities of India with leading travel service providers from across India and the world.*
- *A transformative space fostering industry growth through targeted networking and insightful education.*
- *Over 20,000 travel agents engaged annually through well-structured B2B networking programs and initiatives*



Top Reasons to attend GPS





GPS a vital platform for businesses

GPS serves as a gateway to Tier 2 and Tier 3 cities of India

Offering more than just networking opportunities. It fosters lasting relationships.

Provides access to emerging markets

Hosts educational seminars for continuous learning.

Serves as a launch pad for new products and destinations

Setting clear objectives to meet the needs of its diverse audience

Helping sellers find new distribution channels

Build awareness through branding opportunities.

A platform to update and educate the industry about new trends and products



An exclusive amalgamation of travel products and target demographics

Networking Avenues

- *Engage in B2B Connections*
- *Participate in Workshops & Seminars*
- *Seize Networking Opportunities during Hosted Lunches & Dinners*

Travel Offerings

- *Explore Leisure Travel Options*
- *Discover Business Travel Solutions*
- *Connect with Airlines*
- *Engage MICE & Wedding Services*
- *Discover Travel Technology Providers*
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Audience Profile

- *Targeting Buyers and Trade Delegates from Tier 2 & Tier 3 Cities*



GPS Engagement Model



GPS adopts a simple hybrid module, featuring tabletop business interactions across two days

- **Day 1:** *Inaugural & Educational Workshop; GPS reserves slots for sponsors and paid partners to conduct educational sessions, fostering formal interactions among attendees*
- **Day 2:** *B2B Tabletop Interaction (10:30 - 18:00) Facilitates B2B meetings through tabletop exchanges, enabling direct interactions with trade attendees. Electronic business card exchange streamlines data collection*
- **Engaging Attendees:** *Product demonstrations, seminars, and networking evenings are key highlights. The event app, a first of its kind, enhances engagement by allowing sellers to upload promotions and offers even beyond the event itself*

Visitors/ Buyers at GPS



- *GPS Visitor/Hosted Buyer Programme targets owners and senior-level professionals in the travel industry.*
- *To qualify, buyers must undergo the GPS Hosted Buyer application process, ensuring their suitability for participation.*
- *Visitors includes agents from over 800 Tier 2 and Tier 3 cities*

Implementing Sustainable Event Practices

GPS is committed to sustainability by aiming to be a Green Event and striving to eliminate plastic usage. Our practices include

- **Digital Card Exchange:** *Embracing digital solutions for exchanging contact information*
- **Paperless Brochures:** *Eliminating paper and plastic brochures to reduce waste*
- **Eco-Friendly Displays:** *Avoiding paper and plastic standees or displays at the venue*
- **Plastic-Free Refreshments:** *Providing alternatives to plastic water bottles to minimize environmental impact*



GPS Initiatives

GPS is a Paperless Event since 2016

GPS IConnect: *Platform for exhibitors and buyers to stay connected after the event, allowing regular postings of promotions and offers.*

EDWIN (Educational Destination Workshop International/India): *Educational workshops for tour operators and travel agents from tier 2 and 3 cities, providing firsthand experiences of destinations and tourism products.*

Eco-Connect is a strategic initiative aimed at expanding outreach into **Tier 3 and Tier 4 cities** — regions with immense untapped potential in the travel trade landscape.

This dedicated 1-day B2B networking event is designed as a focused buyer-seller meet, through structured tabletop interactions.



GPS Initiatives

KIT Talks (Knowledge Inspiration & Training): *Educational talks for the industry on new trends and new initiatives*

GPS 10 X Membership Club: *Exclusive paid membership for selected travel agents and tour operators, offering benefits like hotel discounts, access to exclusive products, and special rates for EDWIN programs.*





GPS a multi-channel marketing approach

Impressive social media following : GPS has effectively engaged its audience across platforms

Social Media

- *Has a strong social media presence achieving visibility and engagement and a substantial following, (Facebook : 6.8 K followers Instagram : 17.7 K followers)*
- *GPS is a great opportunity amplify message and reach within the travel industry*

Email campaigns

- *Reaching sellers and attendees both before and after the event.*
- *Utilizing the GPS platform and WhatsApp for campaigns ensures direct communication with the target audience.*
- *Sending thank-you emails post-event is a great way to express appreciation and maintain engagement with participants, fostering long-term relationships*

Cultivate a focused network of of valid agents of The 10X membership club within the GPS community.

- *Access to 2000 + Members*
- *Allows focus on quality buyers, fostering meaningful connections and interactions within the community*

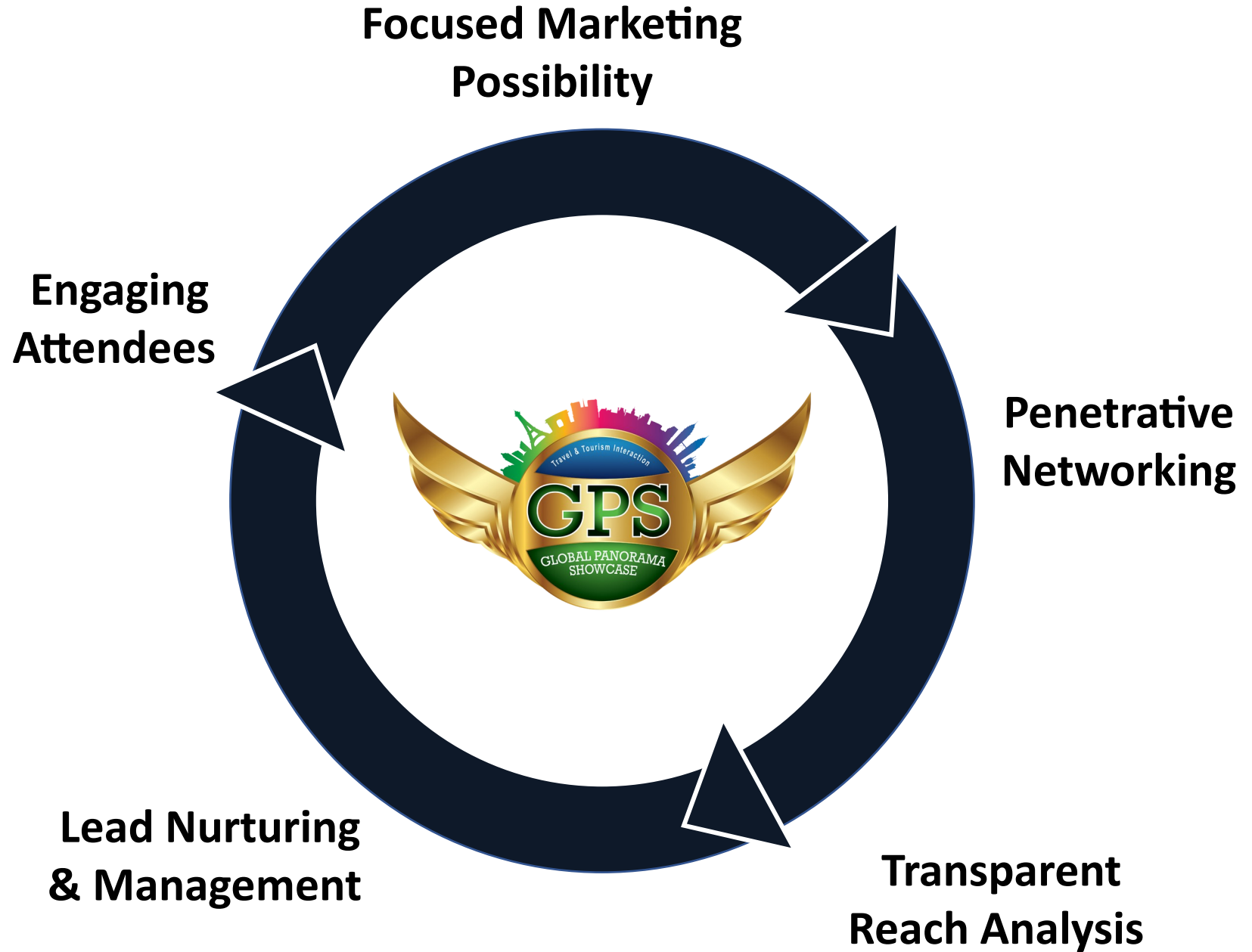
Extending Educational seminars beyond physical events through webinars

Post Event Follow up and measuring Success

- **Lead Tracking and Management through the GPS app during and post event.**
- **Personalised Post event Emails to** *maintain relationships and keep your brand top-of-mind*
- **Gathering Feedback through GPS App:** *which is valuable insights into areas of improvement and to help enhance future editions of GPS*
- **Key Performance Indicators (KPI's) :** *such as the number of leads generated, business deals closed, attendee satisfaction ratings, and social media engagement metrics, helps in measuring the success of the event against goals and objectives*
- **ROI Analysis:** *Calculate the return on investment (ROI) by with the cost incurred and benefits gained, such as new business opportunities, brand exposure, and customer acquisitions*



Maximizing your Exhibition Experience



GPS Schedule for 2025 - 26



GPS EVENTS CALENDAR JULY 2025 - MARCH 2026				
SR NO	CITY	PRESENTATION DAY	B2B DAY	VENUE
1	AHMEDABAD	11-Jul-25	12-Jul-25	HYATT VASTRAPUR
2	CHANDIGARH	30-Jul-25	31-Jul-25	THE LALIT CHANDIGARH
3	PUNE	11-Sep-25	12-Sep-25	SHERETON GRAND
4	KOLKATA	19-Sep-25	20-Sep-25	THE LALIT GREAT EASTERN
5	KOCHI	07-Oct-25	08-Oct-25	CROWNE PLAZA KOCHI
6	NAGPUR	29-Jan-26	30-Jan-26	HOTEL CENTRE POINT
7	HYDERABAD	13-Feb-26	14-Feb-26	HOTEL MARIGOLD
8	CHENNAI	06-Mar-26	07-Mar-26	HOTEL GREENPARK

GPS ECO CONNECT CALENDAR JULY 2025 - MARCH 2026				
SR NO	CITY	B2B DAY	TIME	VENUE
1	JAIPUR	*TBA	11 AM - 5 PM	*TBA
2	SURAT	*TBA	11 AM - 5 PM	*TBA
3	BHOPAL	*TBA	11 AM - 5 PM	*TBA
4	VARANASI	*TBA	11 AM - 5 PM	*TBA
5	GUWAHATI	*TBA	11 AM - 5 PM	*TBA
6	PATNA	*TBA	11 AM - 5 PM	*TBA
7	TRICHY	*TBA	11 AM - 5 PM	*TBA
8	DEHRADUN	*TBA	11 AM - 5 PM	*TBA

Thank you

*Contact us to grow your
market share*

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