

TravTour MICE

FAST FACTS

TravTour MICE is a premiere MICE tourism magazine promoting worldwide MICE tourism destinations. It is our endeavour to promote MICE tourism sector and to showcase the world class MICE tourism related infrastructure that India has. TravTour MICE magazine emphasizes on the meetings and conventions capabilities of destinations with a special focus on notable MICE Hotels, Palaces, Resorts, purpose-built Convention Centres and Exhibition venues that have been set up across India. The magazine highlights their pre-event and post-event MICE facilities for the information needs of worldwide MICE planners. Our magazine is systematically distributed to international DMC's, PCO's, Incentive Tour Operators, Travel Agents, MICE Management Companies around the world. In order to give the superlative exposure to global MICE tourism players, we do cover following international exhibitions worldwide :

WTM London
ITB Berlin
FITUR Madrid
ITB Singapore
ATM Dubai
IBTM Barcelona
IMEX Frankfurt
IMEX America
WTM Africa
MICE Meetings Casablanca

ROI FOR ADVERTISER

Advertising in TravTour MICE Magazine offers measurable returns:

- Brand Visibility: Exposure to over 120,000 global MICE professionals per edition.
- Lead Generation: Direct access to corporate buyers and planners seeking unique venues.
- Market Positioning: Association with a respected industry publication enhances brand trust.
- Conversion Potential: High relevance to readers ensures better-qualified inquiries, leading to increased bookings.

READERSHIP

TravTour MICE boasts of a combined readership of more than one lakh plus worldwide. 39,000 copies are circulated to key decision makers including corporate houses, trade associations, companies and MICE tour operators across the world. 2,500 copies are circulated through the Indian Tourism marketing offices abroad, national travel trades hows along with 1,500 copies through participating State Tourism Boards. 2,000 copies will be distributed at various International travel exhibitions.

SOCIAL MEDIA

With our strong presence over LinkedIn, Facebook, Twitter, Instagram and Pinterest we enjoy a leading reputation beyond compare. [@TRAVTOURMICE](https://www.instagram.com/TRAVTOURMICE)

POSITIONS AND RATE CARD

COVER PAGE	INR 2.5 LAKH PLUS 5% GST
FULL PAGE	INR 1 LAKH PLUS 5% GST
INSIDE FRONT COVER	INR 1.5 LAKH PLUS 5% GST
INSIDE BACK COVER	INR 1.25 LAKH PLUS 5% GST
OUTSIDE BACK COVER	INR 2 LAKH PLUS 5% GST
DOUBLE SPREAD	INR 1.75 LAKH PLUS 5% GST
HALF PAGE	INR 50,000 PLUS 5% GST
HORIZONTAL BANNER	INR 10,000 PLUS 5% GST

A digital version of every edition is available online for our worldwide readers. www.travtourindiaa.com

WHY CHOOSE TRAVTOUR MICE

Reach

TravTour MICE reaches more than 39,000 corporate houses like pharma, leather, financial and banking institutions.

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DR. MAHESH CHAND SHARMA
MINISTER OF TOURISM, GOVT. OF
INDIA RELEASING TRAVTOUR MICE
AT WTM LONDON NOVEMBER 2016

MS. DIYA KUMARI, HON. DEPUTY
CHIEF MINISTER OF RAJASTHAN
RELEASING TRAVTOUR MICE AT WTM
LONDON NOVEMBER 2025

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INDIA RELEASING TRAVTOUR MICE
AT WTM LONDON NOVEMBER 2024

MR. PRAHLAD SINGH PATEL
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INDIA PRESENTING INDIA MICE
AWARDS TROPHY ON 30 SEP. 2019

MR. SHRIPAD YASSO NAIK
MINISTER OF TOURISM, GOVT. OF
INDIA RELEASING TRAVTOUR MICE
AT WTM LONDON NOVEMBER 2014

MR. SUBODH KANT SAHAI, MINISTER
OF TOURISM, GOVT. OF INDIA
RELEASING TRAVTOUR MICE AT ITB
BERLIN MARCH 2012

GLORIOUS JOURNEY OF TRAVTOUR MICE MAGAZINE