

Mysuru Travels Association (R)  
Presents

# MYSORE travel mart 26

5<sup>th</sup> TO 7<sup>th</sup> | JUNE  
2026



JCAC - Jagannatha Centre  
for Art & Culture

Opp. Oyster Bay, Vijayanagar 2nd Stage, Mysore.

The Gateway  
to **Karnataka**  
Tourism.

100+ Exhibitors

10000+ Visitors

B2B Powerful  
Networking



- IN ASSOCIATION WITH -



## About Mysore Travel Mart

A vibrant **B2B & B2C** travel and tourism event, MTM 2026 brings together:



Tourism Boards



Travel trade Professionals



Hospitality Brand



Destination Promoters



Travel technology Companies



Investors & Policy Maker



## Why MTM 2026?



Curated B2B meetings with quality buyers



Strong B2C engagement



National & international participation









High media visibility



Gateway to the Karnataka tourism market



## Visitor Profile

-  Travel agents & tour operators
-  Corporate travel decision-makers
-  Hospitality professionals
-  Event & MICE planners
-  Holiday makers
-  Investors in tourism & infrastructure

## Exhibitor Profile

State & National  
Tourism Boards

Hotels, Resorts &  
Convention Centres

Airlines, Railways &  
Transport operators

Destination Management  
Companies

Online travel portals  
& travel tech providers

Wellness & medical  
tourism stakeholders

Adventure & wildlife  
tourism promoters

Handicrafts, cultural &  
heritage tourism organisations

Forex, insurance  
travel support services

## Key Tourism Segments

### Heritage Tourism

Royal palaces, living traditions, historic architecture.

### Wildlife Tourism

Bandipur, Nagarahole, Kabini, BR Hills.

### Rural & Experiential Tourism

Authentic village life and cultural immersion.

### Medical Tourism

World-class healthcare with holistic recovery.

### Wellness & Yoga Tourism

Rejuvenation through nature and ancient wisdom.



# EVENT SCHEDULE

DAY 01  
**5<sup>th</sup>**  
JUNE

- Inauguration Ceremony
- Karnataka Tourism Leadership Address
- Mysore Dasara Documentary Film Launch
- Hosted Buyer–Seller B2B Meetings
- Cultural Evening & Welcome Dinner



DAY 02  
**6<sup>th</sup>**  
JUNE

- B2B Meetings (Continued)
- Destination Presentations
- B2C Expo Opens to Public
- Session: Mysore Air Connectivity – Expanding Global Access
- Session: Mysore Film City – Project & Tourism Potential
- SKAL International Mysuru Awards Night
- Cultural Performances



DAY 03  
**7<sup>th</sup>**  
JUNE

- B2C Engagement
- Session: Yoga & Wellness Tourism – Mysore as the Global Hub
- Session: Media’s Role in Tourism
- Business Conversions & MoU Signings
- Valedictory Ceremony



## About MTA

Established in 2002, the Mysuru Travels Association (MTA) is the unified voice of Mysuru’s travel trade. It works to enhance tourist comfort, strengthen Karnataka tourism, deliver professional travel services, and promote Mysuru globally – driving the region’s tourism growth with strong industry leadership.

### Mysore Travel Mart 2026 – Organising Committee



**PRASHANTH B S**  
President, MTA  
& President, FOAM



**C A JAYAKUMAR**  
President, SKAL International – Mysuru  
& Chairman, MTM 2026



**NARAYANAGOWDA C**  
President, Hotel Owners' Association – Mysuru  
& Vice Chairman, MTM 2026

### CONTACT US



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