

Mysuru Travels Association (R)
Presents

MYSORE travel mart 26

5th TO 7th | 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
5th
JUNE

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



DAY
02
6th
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 Awards Night
- Cultural Performances



DAY
03
7th
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.

ORGANISING COMMITTEE

PRASHANTH B S
President, MTA

C A JAYAKUMAR
Chairman, MTM 2026

NARAYANGOWDA C
Vice Chairman, MTM 2026

MYSORE
travel
mart 26

CONTACT US



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