



## Press Release

### **BLTM records a spectacular success in its second edition**

- **150 Individual Sellers represented in 50 Destination Pavilions and Stands**
- **Sri Lanka Convention Bureau had the largest pavilion, with 11 Sellers companies**
- **250+ Qualified and Hosted Buyers from all over India**
- **1494 appointments conducted between the Sellers and Buyers**
- **200+ Invitees from travel trade associations and members of the media**
- **Parallel education sessions for Wedding and MICE planners**

**Delhi, 27 October 2017:** The second edition of the Business & Luxury Travel Mart (**BLTM**) was held at Hyatt Regency Gurgaon, on October 26-27 2017.

Since its debut last year, **BLTM** has been very well received as India's first full-fledged travel mart focused on sellers from Business, MICE and Luxury Travel from all over the world.

Over 250 highly qualified corporate and travel trade buyers, wedding planners and MICE planners from all over India vastly improved upon a 2:1 Buyer to Seller ratio this year, benchmarking **BLTM** with the best in global MICE focused shows.

Hosted Buyers at **BLTM** included corporate travel planners with purchasing authority, travel companies catering to business, leisure, MICE and luxury travel, MICE travel managers and buyers, MICE organisers and managers, business travel managers and buyers, film destination companies, associations, wedding planners and event management companies.

In another first this year, most of the Sellers of BLTM were accommodated within the show venue- Hyatt Regency, creating greater opportunities to network with the hosted buyers.

This year's BLTM recorded an increase of 75% in new Corporate Buyers and 80% new Hosted Buyers from Travel Trade agents.





“BLTM brought something very different to the industry because it was a blend of business and luxury travel which covered the segment that I was looking for. BLTM provided me with everything under one roof” - mentioned a Hosted Buyer.

There were 150 individual Sellers from more than 50 organisations from India and abroad, in their colourful booths and pavilions.

“The experience has been good for us as the footfall was great. BLTM is a good platform to garner new business and clients as it caters to luxury, leisure and MICE demands of the travel industry. Quality of buyers were good and we’re hoping to have business with them soon.” said Xavier Peres, Managing Partner, Speedbird Travels, a seller from Goa.

**Sri Lanka Convention Bureau**, with 11 suppliers as co-participants was very happy with the outcome. Their Chairman, Prema Cooray was overheard mentioning they achieved on the first day what they set out to do in two days! He was on record saying, “This was my first time at BLTM and the two days at this were very hectic, we encountered so many sellers and we also did so many meetings which helped us in networking with potential buyers here at BLTM”.

**Taiwan, Korea, Bahrain and Peru** were among the other countries who participated at the **BLTM**. **Air India** and **Ethiopian Airlines** were the partner airlines for the BLTM.

**Taiwan** had a larger booth compared to last year. They had 6 co-participants and an ancient Chinese music instrument ‘**Guzheng**’ player flown in from Taipei to entertain the buyers..

**Peru** and **Bahrain** were the first-timers in the show and were enthusiastic about their participation. Luis M Cabello, **Trade councillor of Peru**, remarked, “It has been an amazing experience to associate with Fairfest Media and participate in BLTM. I would recommend this show to everyone who wants to explore MICE, luxury segment here in India.”

Among Indian states, **Goa, Himachal Pradesh, Gujarat, Andhra Pradesh, Telangana, West Bengal and Punjab** were the Feature States who participated in a big way. Sellers from all parts of India were represented.





The Special Secretary & Director, **Department of Tourism Punjab**, Shivdular Singh Dhillon said, “The online meeting diary feature of BLTM was very well constructed and the idea behind it was very well. I will surely recommend to other people in the industry as well.”

There were many new features in **BLTM 2017**. The most awaited networking lunch on Day 1 was hosted by Sri Lanka Convention Bureau and ‘Goa Evening’ was hosted by Goa Tourism Development Corporation, with much fun and frolic, many of the buyers and sellers joining the dance floor, over cocktails!

A series of educational opportunities took place like, ‘**Tying the Digitech-Wedplanning Knot**’ a panel discussion curated by WedWise. The house was divided over whether ‘Tech’ can replace the job of human planners. There was however a consensus that the planner must embrace Tech too for efficient service and survival.

There was also an exciting breakfast session, ‘**Incentives Drive ROI**’ by SITE and a morning session on **MICE by NIMA- our Institutional Partner** on Day 2. There was an engaging conversation on do’s and don’ts of RFP. Planners felt that the buyers needed to recognize the intellectual effort and properties involved in responding to RFPs, and at the least protect them from the proposals getting into the hands of competition. Buyers felt that more transparency was required vis-a-vis what is the value-addition being done by the planner and what are they charging for. It was unanimously felt that a more disciplined approach to MICE planning required education and certification programs for the sellers as well as buyers. The organisers are committed in implementing this agenda in the upcoming months, on the aegis of the MICE Club being launched in conjunction with BLTM.

“BLTM filled a vacuum in India, as a sustained large format show focused on Business and MICE Travel. It is only of its kind where Hosted Buyers meet Sellers based on pre-scheduled and on-the spot-appointments. Smaller table-top shows have been organised in the past, but they do not do justice to the branding and privacy needs of the discerning sellers,” remarked Sanjiv Agarwal, Chairman of Fairfest Media Ltd, organisers of BLTM.

With a yet another successful year, **BLTM** is firmly established as the **MICE** exhibition of India, with many more countries, hotels and states promising to participate next year.

For more information visit: <http://bltm.co.in>



