



24 - 25 October 2016

Hyatt Regency Gurgaon, New Delhi NCR.

Press Release

BLTM makes a mark at IMEX Frankfurt and ATM Dubai

New Delhi, May 20, 2016: BLTM, India's definitive show on Business, Mice and Luxury Travel, made an impactful debut at IMEX Frankfurt, the leading trade show globally in this segment. The organisers of BLTM, Fairfest Media Ltd had an independent booth at the IMEX, where BLTM was promoted to those interested in selling in India.

BLTM is being organised on October 24-25, 2016 at the sprawling convention hall of the Hyatt Regency in Gurgaon, Delhi NCR.



The BLTM team at IMEX received an enthusiastic response from the participating NTOs, CVBs, hotel chains and DMCs. Among those who indicated a keen interest in BLTM and the Indian market included NTOs and CVBs of Abu Dhabi, Argentina, Barcelona, Dubai, Istanbul, Flanders, Florida, Madrid, Malta, Monaco, Malaysia, Singapore, Sri Lanka, Turkey, Thailand, and hotel brands like the Berkeley, Centara Grand, Fairmont, ITC, Intercontinental, Leela, Marriott etc.

Hotel chains like Wyndham, Carlson, IHG Taj, Best Western, Movenpick, Accor, Ambassador, GRT, Citrus, Clarks, Jaypee, Lalit, Leela, Park, ITDC, Pride, Lemon Tree/Red Fox, Country Inn, Shangri-la, Dusit Devarana, Sarovar, Mapple, CGH Earth, Zuri, etc are most likely to participate.

Apart from the international destinations, BLTM will also provide unique opportunities for the Indian states to promote their Business Travel, MICE and Luxury products. States of





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Rajasthan and Goa have taken the lead, indicating their keen interest in participation along with the private sector, to sell these niche products.

The BLTM also received good traction in the recently held Arabian Travel Market (ATM) in Dubai. Several participants like Visit Britain, Accor, Starwood, Oberoi, Hilton, Citymax, Dusit etc, have shown keen interest to be present at the BLTM, in addition to those already mentioned above.

India has emerged as the 10th largest business travel market in the world, spending over \$22 billion and is expected to grow by 13.5%, year-on-year, as indicated by a survey conducted by Deccan Herald.

India's luxury travel is also promising rapid growth with demands fuelled not only by the rise of discerning individual travellers but also large contingents for social events such as Indian weddings and anniversary celebrations.

BLTM will enable suppliers from across the world to leverage the potential of these travel niches in the Indian market.

"We are committed to creating BLTM as India's premier show focused on Business, MICE and Luxury Travel segments," remarked Sanjiv Agarwal, CEO of Fairfest Media Ltd. "Hundreds of genuine hosted buyers will be flown in from all parts of India and neighbouring countries. Additionally, the venue Gurgaon NCR will provide a rich hinterland of high-value corporate buyers in thousands, who will be also accorded the same status as hosted buyers," he added.





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'A' list of hosted buyers containing 500 top corporate buyers from all over India are soon going to be offered fully hosted buyer status. In addition, sellers will have a quota of nominating buyers.

With 28-years of experience over 100 trade shows in ten Indian cities, Fairfest has carefully orchestrated BLTM as India's first full-fledged travel mart focused on sellers from Business, MICE and Luxury Travel all over the world to trade with hundreds of qualified corporate buyers hosted from all over India to BLTM. Besides the interest generated at IMEX, major home-grown hotel chains, DMCs, NTOs, and state tourism boards have already given their support for BLTM.

Established in 1989, Fairfest Media Ltd is India's leading travel media company. Its OTM B2B trade show held in Mumbai every February is the biggest travel show in the country. The TTF branded events organised by it is India's largest travel trade show network providing marketing opportunities in nine cities, every year. It also publishes the Travel News Digest.

BLTM presents the buyers and sellers from these segments a unique marketing opportunity with a global outlook in India – one of the fastest growing economies in the world.

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