



Press Release

Business & Luxury Travel Mart – BLTM launched at the OTM

Mumbai, February 20, 2016: Business & Luxury Travel Mart (**BLTM**) was officially launched at the OTM 2016, by Fairfest Media Limited, organisers.

BLTM is positioned as the first full-fledged travel mart focused on sellers from global Business and Luxury Travel segments and hundreds of hosted buyers from all over India, in addition to hundreds of qualified buyers from Delhi NCR which is arguably the biggest source market in India for these segments.

The **BLTM** will be hosted at the sprawling 20,000 sq ft Convention Hall of Hyatt Regency Gurgaon in Delhi NCR.

India's Business Travel industry is maturing and Business Travel is increasingly seen as a specialised market with differentiated needs, in keeping with global trends.

The Indian Luxury Travel segment on the other hand is also rapidly increasing as it enters a new phase where conspicuous consumption by the affluent Indian traveller is creating huge markets globally for Luxury Travel. The Luxury Travel demand is fuelled not only by FIT but also uniquely Indian and huge markets for '**Social**' events like weddings. Hosted Buyers will include Wedding Planners to address this market.

Destination promotion for and through film shoots is another somewhat uniquely Indian marketing opportunity that will be made available to the sellers, by way of hosted buyers in this segment, from all over India.

BLTM, to be held on **October 24-25, 2016** at the Hyatt Regency Gurgaon will provide destination sellers and travel service providers, the ultimate business platform to meet hundreds of corporate MNC buyers from around the Delhi and National Capital Region, plus many qualified meeting planners and incentive travel planners hosted from other major Indian cities to the two-day event.

www.bltm.co.in

