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Hyatt Regency Gurgaon, New Delhi NCR.

## **Press Release**

### **BLTM to give further boost to Business, MICE and Luxury travel in India**

**New Delhi, April 20, 2016:** The Business and Luxury Travel Mart (BLTM) – India’s definitive show on Business, MICE and Luxury Travel was launched this February at OTM in Mumbai.

Business travel industry in India is emerging as a specialised market with differentiated needs, in tandem with the global trends. According to the Global Business Travel Association (GBTA), “Fifteen years from now, India will likely be a top-five market in business travel spending.” On the other hand, luxury travel is rapidly flourishing owing to the new phase of conspicuous consumption by the affluent Indian traveller, where the demand is fuelled not only by FITs but also uniquely Indian markets for weddings, and other social occasions.

Destination sellers and travel service providers can reap rich dividends from BLTM when it is hosted at the sprawling 20,000 sq ft convention hall of Hyatt Regency Gurgaon on October 24-25, 2016. As the first full-fledged travel mart of its kind in India, the show will focus on sellers from global business, MICE and luxury travel segments, who will interact with corporate MNC buyers from around Delhi and National Capital Region, along with qualified meeting planners and incentive travel planners hosted from other major Indian cities.

With the National Capital Region accounting for huge business travel and MICE spending, BLTM is strategically located to tap into this biggest source market. Selling at the show will be convention and visitor promotion bureaus (CVBs), national tourism organisations (NTOs), state tourism boards (STBs), hotels, airlines, venues, travel management firms, event management companies, ground handling and logistic companies and other MICE service providers. In addition to event organisers, luxury travel agents and wedding destination planners, film destination managers will also actively participate in this one-stop shop to highlight the marketing opportunity of promoting destinations for and through film shoots.

The organisers of BLTM, Fairfest Media Ltd, are not only the pioneers but also the leading travel show organisers since more than two decades.

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