



24 - 25 Oct 2016

Hyatt Regency Gurgaon  
New Delhi NCR

## **BLTM to set a new standard for travel marts in India focused on Business Travel and MICE**

Business & Luxury Travel Mart (BLTM) has been received very well as India's first full-fledged travel mart focused on sellers from Business, MICE and Luxury Travel all over the world and hundreds of qualified Hosted Buyers from all over India, in addition to thousands of buyers from Delhi National Capital Region.

BLTM, unlike other shows in this category so far, is not a table top show. According to industry analysts, evolution to this kind of a market place is the need of the hour in India, as table top shows do not do justice to seller brands- that is the reason why large format shows are most popular globally.

According to Global Business Travel Association (GBTA), business travel and MICE markets in India are one of the fastest growing in the world. GBTA Foundation report forecasts 10.7% growth in business travel spending in 2016, followed by another 10.2% in 2017 reaching \$36.1 billion USD. It expects that India will move to the position of 6<sup>th</sup> largest business travel market in the world by the end of 2019, from the 10<sup>th</sup> position at present.

Prominent industry bodies have lent their weight behind BLTM. These include Society for Incentive Travel Excellence (SITE), Network of Indian MICE Agents (NIMA), Indian Association Congress (IAC), India Golf Tourism Association (IGTA), Travel Agents Association of India (TAAI) and Outbound Tour Operators Association of India (OTOAI). Some of these will be conducting education and networking sessions during the two-day event.

To cater to the growing segment of weddings, BLTM has roped in WedWise, a 'community driven' wedding start-up with 31,000 active members including the top wedding planners in India.

The online appointment diary with a power-packed software has been commissioned, that will allow buyers and sellers to fix appointments for the BLTM. Each buyer will be expected to make at least 25 appointments a day, to be fulfilled at the show.

Another first of its kind, BLTM has introduced the concept of Host Coordinators among the exhibiting sellers, who will be inviting and taking care of key buyers. The Host Coordinators will select, invite and qualify the Hosted Buyers attending the show, in batches of to 15 buyers each coordinator.

"We are committed to creating BLTM as India's premier show focused on Business, MICE and Luxury Travel segments," remarked Sanjiv Agarwal, Chairman 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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BLTM fills a vacuum in the evolution in the travel trade shows in India, by introducing a sustainable show focused on business travel and MICE buyers. The dates of 2018 show are already announced as enquiries have started pouring in. There are plans to replicate the shows in other major markets in the West and South India.

The organiser, Fairfest Media is the leading travel media company in India. Established in 1988, it organises TTF branded shows, which expanded to 9-city series annually. OTM organised by them in Mumbai every year is the largest travel show of India, with participation of more than 25 states and 50 countries. The company also publishes Travel News Digest.

### **Sellers continue to repose their rock-solid confidence at BLTM**

Sellers from close to hundred companies from hospitality and travel industry catering to business and MICE travel will be there at the BLTM. The companies that have confirmed their participation as Sellers at the BLTM include Accor Hotels, ADA Tours, Chancery Hotel Bangalore, Clarks Group Of Hotels/1589 Hotels, Club Mahindra, Goa Tourism Development Corporation, FRHI Hotels & Resorts, Korea Tourism Organisation, Korean Air, Lemon Tree Hotels/Redfox Hotel, Nepal Tourism Board, Ottila, Pride Group of Hotels, Radisson Blu Hotel-Dwarka, Running on Waves, Shanti Maurice, TGB Banquets & Hotels Ltd, The Ambassador Hotel Group, The Lodhi Hotel, The Park Hotels, The Paul Bangalore/Kumarakom Lake Resort, The Royal Orchid, The Tamara-Coorg, Travel Motivations, Variety Cruises among others.

### **Quotes**

#### **Anup Nair, President, SITE India Chapter**

The SITE India Chapter is very pleased to have been asked to be the Knowledge Partner of BLTM in October 2016 and conduct the Conclave on MICE. With the changing face of business and access to information and technology, the key differentiator in times to come will be education; and it's encouraging that the industry has recognised this value. SITE has curated an interesting discussion, which we hope will encourage and help more of our fraternity.

#### **Gajesh Girdhar, Founder Member and National Coordinator, NIMA**

BLTM is a MICE oriented event and therefore supported by NIMA. We expect India to be in Top 5 MICE markets by 2020 and we anticipate BLTM to raise the bar to next level in terms of a quality and productive business networking. NIMA strongly believes that BLTM will be the most sought MICE show parallel to any other MICE event in the world. We will always like that new untouched destinations should be promoted through this show so that MICE agents get more opportunities for their events. MICE stakeholders from Tier 2 and 3 cities should also be encouraged to take active part in this event.

#### **Rajan Sehgal, President, IGTA**

The concept of BLTM, being organised by Fairfest Media Ltd is very important. India's business and luxury travel industry is maturing and increasingly seen as a specialised market with differentiated needs, in keeping with global trends. We are indeed in need of quality participation of real luxury brands, both buyers and sellers and useful business sessions with results.



**Ginny Kohli, Founder & CEO, WedWise**

The agenda for BLTM is carefully curated to guarantee the year's most valuable day out of the office and also bring in an added advantage of personal introduction to some leading market players of the industry, which are helpful for developing great business opportunities. BLTM promises to offer an extravaganza of business networking and a way to reach decision-makers which might otherwise be difficult. Eagerly looking to be a part of this event and grab this opportunity to gain maximum brand exposure and genuinely connect with partners, customers and industry players.

**Around 200 Hosted Buyers from all over India**

Buyers from some of the top companies from India are equally excited about the show.

**Munind Shah, Director, The Travel Planners**

The reason for participating in BLTM is its focused nature related to incentive and luxury sector which our company specialises in. The reputation of Fairfest in hosting OTM and TTF editions successfully further supports our participation and expectation from BLTM.

**Gary Pillai, CEO, Africa Vision Tours**

What attracted me to BLTM was its focus on Business and Luxury Travel, which I am keen to explore and implement in our business. I hope the event is well coordinated to meet our expectations over the short stay and I come back fully charged with new ideas and techniques to take our company forward.

**Vikrant Hankare, Managing Director, Rajas Travels**

BLTM is a platform where actual 100% professional buyers and sellers will meet with each other. BLTM team is continuously updating about the event and helping the buyers and sellers in various ways. BLTM has already added a range of good buyers and sellers to its list and I am hoping it would cover more DMC from Outbound and Inbound.

**Ali Ankleshwaria, Administration, Adani Wilmar Ltd**

It is a privilege to be associated with India's first full-fledged travel mart, BLTM. Our expectations are to network with the industry's top people with best solutions. We are expecting to network with the industry's top people with best solutions.

**Tanmay Khare, Infrastructure & Services, Mahindra & Mahindra Financial Services Ltd**

BLTM is a single stop solution provider with a forum which is highly interactive and market oriented. This will be an exclusive platform to meet and align business requirements with customer requirements. Such events are an excellent forum for networking and taking travel related stuff to a further new and enhanced level.

**Arjun R Doshi, Classic Holidays**

Our expectations from BLTM are very high as Fairfest Media is very well known for its TTF and OTM which are the biggest platforms for travel agencies to market their products. I convey my best wishes to all the team members of BLTM.