



PRESS RELEASE

BLTM all set for a grand second edition

- 50 Seller Booths and Destination Pavilions with 150 Individual Sellers
- Sri Lanka Convention Bureau has the largest pavilion with 11 Sellers from the country
- 250+ qualified Hosted Buyers from all over India
- 200+ Invitees from travel trade associations and members of the media

Delhi NCR, 26 October, 2017: The 2.0 edition of the Business & Luxury Travel Mart (**BLTM**) is all set to open at **Hyatt Regency, Gurgaon** in Delhi NCR, 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.

According to the exit survey conducted after BLTM 2016, each hosted buyer did on an average potential business worth ₹ 1.5 crore (\$ 230,000), aggregating overall business potential from the 200 odd buyers to ₹ 300 crores (\$46 million).

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

Hosted Buyers at BLTM include 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.

This year's BLTM has recorded an increase of 75% in new Corporate Buyers and 80% new Hosted Buyers from Travel Trade agents. Buyers from the following companies have confirmed their presence: Music Broadcast, Alkem Laboratories Limited, Tenova India Private Ltd, Magma Fincorp, Tata Technologies, Amazon Development Centre India Pvt Ltd, ICICI Prudential Life, D-Link India Ltd, BCD Meetings and Events, Crowley Accord Marine Management Pvt Ltd, LIC of India, Adani Wilmar, Perkin Elmer India Pvt Ltd, H & R Johnson, Schueco India Pvt Ltd, Khaitan & Co, Colliers International, Axis Bank, Pernod Ricard, Gammon India Ltd, Corporate Events (I) Pvt Ltd, IDBI Federal Life Insurance and many more.

A state-of-the-art **online meeting diary system** has been deployed by the organisers, for buyer and seller matchmaking and appointments.

There are likely to be more than 100 individual Sellers from India and abroad, in their colourful booths and pavilions.





Sellers who will be participating at this year's BLTM are- The Fern Hotels & Resorts, Truly India Hotels and Resorts Pvt Ltd, KAP Computer Solutions Pvt Ltd, Dee Empresa Hotel, The Residency Group of Hotels, Vivada Corporation Pvt Ltd, Landscape Safari, India Tourism, Taiwan Tourism Bureau, Taiwan External Trade Development Council (TAITRA), Sri Lanka Convention Bureau, Royal Retreat, Westin and Le Meridien Bahrain City Centre, Abhiwadan Expedition Holidays Pvt Ltd, Hola China (Shanghai) Int'l Travel Service Co Ltd.

Knowledge Partner is SITE and Institutional Partners include NIMA, TAAI, ETAA, ADTOI and WedWise.

On the seller side, the highlight is the addition of the **Sri Lanka Convention Bureau**, coming with 11 suppliers as co-participants. **Taiwan, Korea, Bahrain and Peru** are among the other countries participating at **BLTM**. Partner airlines are **Air India** and **Ethiopian Airlines**.

There are many new features in BLTM 2017. The most awaited networking lunch on Day 1 is being hosted by **Sri Lanka Convention Bureau** and '**Goa Evening**' is being hosted by **Goa Tourism**.

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

A series of educational opportunities are in the schedule like, 'Tying the Digitech-Wedplanning Knot' a panel discussion curated by WedWise. There is also an exciting breakfast session, 'Incentives Drive ROI' by SITE and a morning session on MICE by NIMA- our Institutional Partner on Day 2.

A representative from Hyundai Corporation who is participating as a Hosted Buyer said, "At this year's BLTM, we are expecting to meet the domestic/ international travel desks of various states and get new information about the tourism and hospitality industry under one roof. BLTM will also help us in getting updated data of hotels and their rates in all the states. We attended BLTM Hyderabad which assisted us in meeting maximum sellers from all the states."

"Business Travel has become a key factor in the modern world impacting profit and loss statement for the companies. Through BLTM, it would be amazing to learn the new trends happening in travel and tourism sector. We hope to take away key learnings and develop contacts from BLTM which will assist our business travel and hospitality sector," - mentioned a Hosted Buyer as a spokesperson from Mahindra & Mahindra Limited.

Highlighting their participation at this year's BLTM, Hosted Buyer from Harsha Engineers Limited cited, "Participating in BLTM Gurgaon will help us in evaluating our requirements and meet various vendors and address the same type of requirements. It will be great opportunity to know the present status in travel industry through this type of trade fair. BLTM is one event where the vendor, service





provider and the buyer can meet each other and they can exchange their ideas, knowledge with each other.”

“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.

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

