BLTM 2026 Concludes in New Delhi with Record Trade Visitor Turnout

Three-day B2B trade show records 13,000+ trade visitors and 23% business meetings from across India and international destinations

New Delhi, September 4, 2026: With India's travel and tourism economy already contributing 6.6% of GDP and on track to rise to 7% by 2030 and 10% by 2047, the ninth edition of BLTM 2026 concluded today at Yashobhoomi, Dwarka. The three-day event positioned itself as a key platform to align industry action with Prime Minister Narendra Modi's vision of a stronger, more inclusive tourism ecosystem. The B2B trade show focused on Business, Leisure Travel and MICE brought together destinations, tourism boards, travel companies, hotels, resorts and travel professionals to capitalise on rapidly expanding domestic travel demand, MICE, destination weddings, experiential and rural tourism.



The event recorded 13,000+ trade visitors, a 23% increase over the previous edition, with 500+ exhibitors, 450+ hosted buyers across the three days. Participation spanned five countries and 18 Indian states and union territories, alongside broad representation from hotels, resorts, tourism organisations, DMCs, airlines and travel businesses.

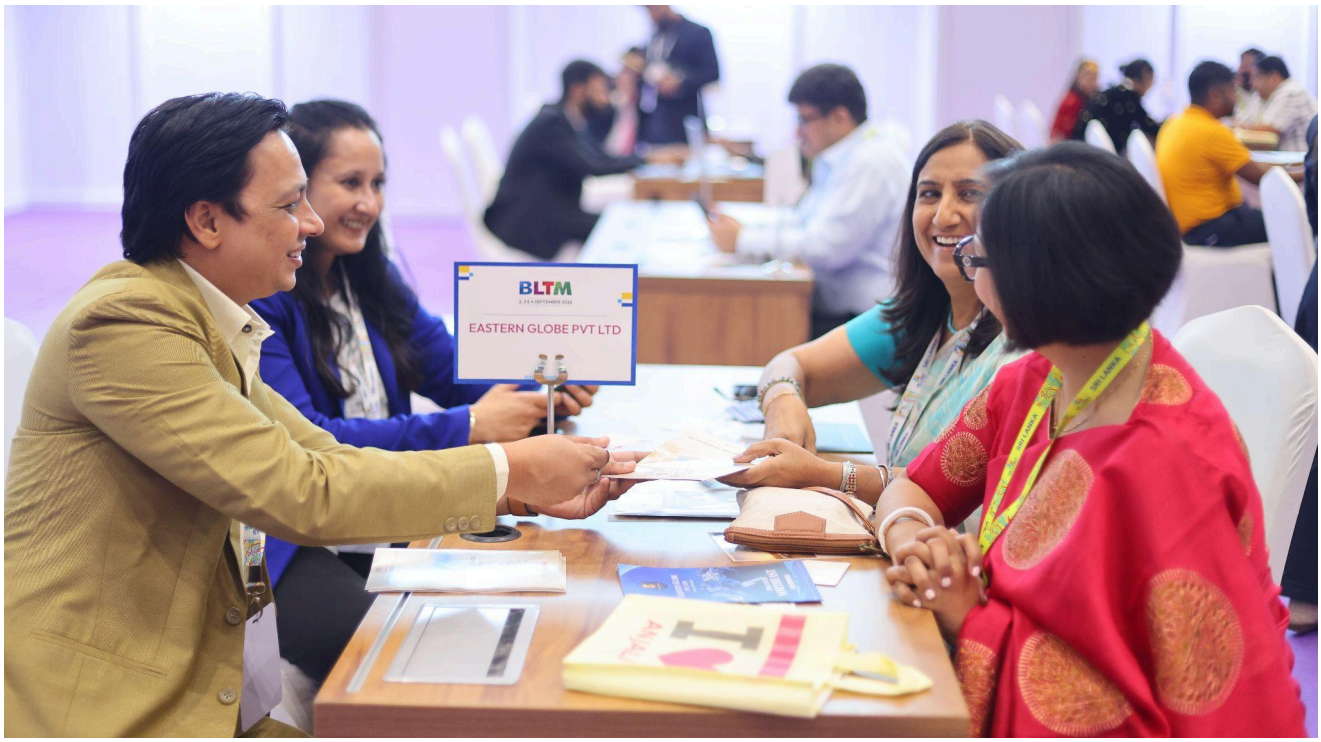
BLTM 2026 also hosted the **ICRT Indian Subcontinent Responsible Tourism Awards 2026**, presented by the **ICRT India Foundation** with the support of the **Ministry of Tourism**. Recognising exemplary initiatives and practices in responsible and sustainable tourism, the awards celebrated pioneers and changemakers driving positive impact across the sector. The ceremony was graced by **Shri Suman Billa, IAS, Additional Secretary & Director General, Ministry of Tourism**, as Chief Guest, and **Ms. Kanta Singh, Deputy Country Representative, UN Women India**, as Guest of Honour, underscoring the growing emphasis on advancing responsible and sustainable tourism across the region.



Shri Suman Billa, IAS, Additional Secretary & Director General, Ministry of Tourism, said, "*India has significant potential for MICE, with the country today having some of its best infrastructure for hosting business events. For India, the challenge is not growth; the real challenge is how we bring this growth within a framework of responsibility, so that it becomes an engine for economic growth and development for our people and communities. BLTM has been a strong and successful showcase, and events like this create an opportunity to democratise the industry by enabling smaller players to connect with larger players and creating a real window of opportunity."*

The conversations across the three days reflected the changing nature of India's travel market, with industry leaders examining what makes a destination win in the Indian MICE market, how AI and technology are reshaping business events, and how travel experiences can deliver stronger business and tourism outcomes. India's MICE and business travel market continues to expand, with the MICE market projected to grow from **USD 49.4 billion in 2024 to USD 103.7 billion by 2030**, while outbound MICE tourism is expected to reach **USD 13.4 billion by 2031**. BLTM 2026 reflected this demand across MICE, destination weddings, experiential and rural tourism, and premium leisure travel.

Sanjiv Agarwal, Chairman & CEO, Fairfest Media Limited, said*, "BLTM 2026 closed with trade visitor turnout up 23% over last year — a strong indicator of the growing business appetite in India's travel and MICE market. Across the three days, we saw buyers actively exploring opportunities across MICE, destination weddings, experiential travel and new domestic and international destinations. The quality of meetings and engagement on the show floor reflects a market that is not only expanding, but becoming more diverse in what it is looking for. BLTM's role is to bring that demand together with the right destinations and travel businesses, creating connections that can translate into business well beyond the show."*



For destinations seeking access to Indian travellers, the opportunity included corporate meetings and incentive travel to destination weddings, premium group travel and experiential holidays. Complementing this trend, the growth of India's domestic market is creating opportunities for states, smaller destinations, rural tourism enterprises and hospitality businesses to build new products for Indian travellers.

BLTM 2026 reflected this diversification through the participation of Sri Lanka as Partner Country, Israel as Feature Country and Saint Petersburg as Focus Destination, with Delhi as Host State, Odisha and Goa as Partner States, and West Bengal, Punjab and Tamil Nadu as Feature States. The international participation, meanwhile, brought destinations including Sri Lanka, Israel, Saint Petersburg, Nepal and Thailand to Delhi, giving Indian buyers access to a wider range of travel products while creating opportunities for partnerships with overseas suppliers.

Rural tourism was also given dedicated visibility at BLTM 2026, with initiatives from Madhya Pradesh, Delhi NCR, Himachal Pradesh and Uttarakhand showcasing rural homestays and village-based experiences. The participation highlighted how tourism can extend economic opportunities beyond established tourism centres by connecting travellers with local culture, traditional cuisine, handicrafts, nature and community-led experiences.



Across the three days, the **BLTM Forum** brought together leaders from convention bureaus, hospitality, corporate travel, incentive travel and the wider MICE ecosystem for discussions on key trends shaping the industry. Sessions included **“Competing for the Indian MICE Market: What Makes a Destination Win?”, “Future Ready Business Events: Innovation, Technology and Human Connection”, “It’s Not a Holiday – Redesigning MICE for Real Business Outcomes”, “Business Session by NIMA – AI X MICE: From Event Tools to Intelligent Operations”, “WeddingSutra Engage: Travel and Destination Weddings 2027”, “The Future of MICE: AI, Experiences and New Markets”** and **TIA Recharge 3.0**, alongside the **B2B Speed Networking Session**, complementing the business meetings and networking taking place across the show floor.



ABOUT BLTM

Organised by Fairfest Media, BLTM is India's leading show on Business + Leisure Travel and MICE, designed to connect destinations, hospitality brands, MICE suppliers, DMCs, travel companies and premium travel service providers with qualified buyers from across the travel and tourism industry.

The event brings together corporate travel planners, MICE professionals, destination wedding planners, hosted buyers, travel agents, tour operators and other decision-makers, offering a focused B2B platform for meetings, networking, destination promotion and business development.

ABOUT FAIRFEST MEDIA

Fairfest Media, incorporated in 1989, is the leading travel trade show organiser in Asia and India. Each year, it brings together a global network of exhibitors, buyers, and travel industry professionals to connect, showcase innovations, and generate business opportunities.

In addition to BLTM, Fairfest Media also organises OTM – Asia's Leading Travel Show and the TTF series, India's oldest and largest travel trade show network, making it the largest travel trade show organiser in India.

For more details, visit the official BLTM website.

