

BLTM 2023 Concludes in a Grand Way, Announces 2024 Dates in a New Venue!

Showcasing India's vibrant Bleisure and MICE travel market, BLTM takes flight to new heights.

January 2024, New Delhi: **BLTM, India's leading trade show for Business + Leisure Travel, and MICE**, concluded successfully with a significant international presence, marking a remarkable show. The event took place on **September 29th and 30th** at the prestigious **Leela Ambience Convention Hotel** in Delhi, drawing a substantial number of travel trade visitors from across India and beyond.

Catering to the immense opportunity that India offers as a tourism market, the show provided unparalleled access to prominent exhibitors from Europe, Asia and beyond; with the added benefit of carefully selected hosted buyers from the Business+Leisure and MICE travel sectors. Trade visitors and hosted buyers crowded the show floor, underscoring BLTM's role as the ideal platform to seize the substantial demand in the Bleisure & MICE segment. The bustling networking on the floor and the enthusiastic response from all attendees were nothing short of overwhelming.

In addition to the **3000+** vetted and qualified buyers from Northern India who attended the show, BLTM 2023 also hosted over **300+** Corporate and MICE buyers from different regions across India. **60+ top Wedding Planners** also attended the show.

The show displayed an exquisite showcase of unique destinations and over 200 exhibitors, including the **Moscow City Tourism Committee, Singapore Tourism Board, Sri Lanka Convention Bureau, Saint Petersburg Convention Bureau, the Ministry of Tourism - Govt. of India**. Various State Tourism Boards and their co-exhibitors from **Goa, Gujarat, Himachal Pradesh, Jharkhand, Meghalaya, and Telangana** further enhanced the event's diverse appeal.

The list of featured exhibitors was equally impressive and included **Air Seychelles, Ramoji Film City - Hyderabad, Riya Travels, Radisson Hotel Group, Rezmytrip, Kamay Hospitality, The Zuri Hotels and Resorts, The Soaltee Kathmandu**, and many others.

On **Day 1** of the show, the Inaugural function was graced by the presence of VIPs and esteemed guests, including **Mr. Evgeny Kozlov**, First Deputy Head of the Office of the Mayor and the Government of Moscow, Chairman of Moscow City Tourism Committee, **Mr. Sergey Ivanov**, Chairman of the State Committee on Tourism of Tatarstan, **Mr. Sergei Azarenkov**, General Director, St. Petersburg Convention Bureau, **Mr. Kean Bon Lim**, Area Director, India, South Asia, and Africa, Singapore Tourism Board, **Mr. Krishantha Fernando**, General Manager, Sri Lanka Convention Bureau and **Mr. Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd.**

The Inaugural ceremony set the stage for a productive day, which featured B2B business meetings, engaging panel discussions, and engaging networking sessions. The first day's

highlights included a panel discussion by **SITE on India - Incentive Travel, its Growth, Challenges, and Perspectives**, and an enlightening **Destination Presentation by Discover Moscow**. Followed by a panel discussion on **MICE and Business Travel - strategies and tactics in a changing market dynamic by some of the leading national tourism boards and convention bureaus**. The day culminated with an exclusive, invitation-only **MICE Awards ceremony, hosted by the Moscow City Tourism Committee**.

Day 2 of the show continued the high-energy atmosphere with power-packed B2B speed networking sessions, facilitating meaningful connections between exhibitors and hosted buyers. Following these sessions, a **MICE Workshop hosted by NIMA** provided attendees with valuable industry insights. A highlight of the day was an engaging **Panel Discussion and Q&A session focused on Destination Weddings**, drawing input from seasoned Wedding Planners. The event concluded on a high note with the **Valedictory Awards Function**, recognizing outstanding achievements, and the presentation of **Responsible Tourism Awards by ICRT**, acknowledging efforts in sustainable and responsible tourism practices.

The distinguished presence of a substantial international delegation added an even more pronounced global dimension to the already prestigious gathering within the world of business travel. Their attendance underlined the importance of the event and emphasised the global significance of fostering tourism development and promoting collaborative efforts on a worldwide scale.

BLTM was exclusively dedicated to travel trade visitors on both days.

"BLTM has consistently received exceedingly positive feedback within the industry. All stakeholders unanimously agree that this show significantly benefits the Bleisure and MICE travel sector. The organization of BLTM adds a growth factor to the industry's momentum as the Bleisure and MICE market continues to thrive in India," explained Sanjiv Agarwal, Chairman & CEO of Fairfest Media Ltd., the organisers of BLTM. He added, "BLTM is India's leading trade exhibition for Business + Leisure Travel and MICE, and the 2023 edition received exceptional support from the travel industry at large, our esteemed association partners and exhibitors."

The show has garnered the active support of notable travel associations like **NIMA, SITE India, OTOAI, TAAI, SKAL International, TAFI, ETAA, ADTOI, IATTE, TOA, ABTO, TIA** and **EEMA**.

The next edition of BLTM is slated to take place on **August 29-31, 2024**, at the **India International Convention & Expo Centre (IICC)**, in Dwarka, Delhi. IICC is not only the largest convention centre in India and Asia by area but also one of the world's largest MICE facilities. BLTM 2024 is expected to be larger than all previous editions, with an estimated attendance of over 10,000 visitors.

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