



Press Release:

BLTM 2019 registered high interest from buyers and sellers, grew 50% over last year

Launched in 2016, India's first full-fledged travel mart BLTM is dedicated to Business, MICE and Luxury Travel. Recently concluded BLTM 2019 was held on 18th and 19th January at the Leela Ambience Convention Hotel, Delhi. Qualified buyers from the capital and the rest of India were hosted at the event.

113 exhibitors from 24 Countries and 13 Indian States and Union Territories showcased at the two-day event. BLTM Delhi experienced an unprecedented footfall of 1,225 B2B visitors and more than 260 buyers from India. All participants were fully hosted at the show venue hotel. The 2:1 Hosted Buyer to Seller ratio along with additional footfall kept the travel mart always abuzz.

Dignitaries who graced the BLTM inauguration were H.E. John A E Amaratunga, Minister of Tourism, Sri Lanka; H.E. Austin Fernando, High Commissioner of Sri Lanka in India; Kumar De Silva, Chairman, Sri Lanka Convention Bureau; Dr Trust Lin, Director of Taiwan Tourism Bureau; Ismail Amer, Egyptian Tourism Counsellor; Subhash Goyal, Chairman, STIC Group; Suresh M, Chairman, EEMA; Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd and V Suresh, President, Fairfest Media Ltd and others.

H.E. John A E Amaratunga, Minister of Tourism, Sri Lanka said, "This was my first time at BLTM and I was surprised by the number of participants that have come here from all over India and the world. It's a great platform for Sri Lanka to showcase our MICE and Business tourism products. Next year we will lend all our best support to the organisers of BLTM who have done a great job in conducting such a grand show."

"We have been participating at BLTM for the past two years and the show has grown enormously since then. Last year, we received some great response from the travel trade sector and this year too our co-participants were glad to be a part of BLTM. The buyers here at BLTM mean business and they have great potential as well. I would love to be a part of upcoming BLTMs," said Dr Trust Lin, Director of Taiwan Tourism Bureau.

The show opens doors to India's 6.5 million outbound luxury and MICE tourists, as well as the fastest growing business travel market in the world.

Gracing the largest country pavilion at BLTM was Sri Lanka Convention Bureau, returning participant from last year. The event also saw enthusiastic participation from National Tourist Organisations (NTOs) from Dubai, Egypt, Bangladesh, Taiwan, Spain, Greece and Philippines.

Spain Tourism, in association with Warq Tourism and Palladium Hotel Group held a Cocktail & Dinner Evening for Hosted Buyers. A destination presentation on Spain was followed by an evening filled with dance performances, a selection of Spanish drinks and food, giving key Indian buyers a taste of Spanish hospitality and its rich culture.



Major Indian tourism boards matched up to their international counterparts. The Indian State Tourism Boards (STBs) of Andhra Pradesh, Himachal Pradesh, Jharkhand, West Bengal and Punjab ensured their representation with a large number of sellers to showcase India at its best.

Some of the star exhibitors of BLTM 2019 include Hotel & Restaurant Association of Bhutan, Ambuja Neotia, Leisure & Luxury Hotels and Resorts, RailYatri.in, Denzong Leisure and Spiceland Holidays.

Some of the event partners put their best foot forward and put on a stupendous show. Cox and Kings, BLTM's Knowledge Partner organised a destination workshop on Georgia and Azerbaijan on the inaugural day. Air India and Ethiopian Airlines were the Partner Airlines while the Ground Transportation Partner was Eco Rent A Car - Europcar. Just Click Karo.Com was the online B2B Travel Partner.

Some exhibitors who attended another prominent travel mart in Greater Noida and then shifted to BLTM opined that the event provided a better Return on Investment (ROI) while others concluded the event was just as good.

The onsite meeting was one of the most anticipated features of BLTM. Buyers and sellers interacted face-to-face, fresh appointments were made on the floor and pre-made appointments were hosted with ease.

Hosted Buyers at BLTM included 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.

One of the Hosted Buyers, Preeta Venugopal, Executive Office Administration, Bekaert Industries Pvt Ltd said, "This was my first time at BLTM and I think organisers have put in a lot of effort to make the show look perfect. I got to see many different exhibitors from all over the world and India. I was amazed to see so many new destinations in India. BLTM will definitely help me in planning my next travel as it has provided me with perfect suppliers. I want to thank the organisers for giving me a chance to spectate a great show like BLTM."

"BLTM filled a vacuum in the evolution of travel trade shows in India by sustaining an event focused on business travel and MICE buyers. This year, the show attracted a large number of B2B visitors from leisure sector as well. However, presence of more than a 100 corporate buyers is what makes it unique," remarked Sanjiv Agarwal, Chairman & CEO of Fairfest Media Ltd, the organisers.

Many of the buyers and sellers at BLTM Delhi also participated in OTM Mumbai a couple of days later, from 23 to 25 January, at the Bombay Exhibition Centre.