
India's leading trade show on **Business + Leisure Travel and MICE**

The background of the entire page is a photograph of three people in a professional setting. On the left, a man with glasses is seen from the back. In the center, a woman is smiling. On the right, a woman is looking towards the center. The image is overlaid with a blue gradient that is darker on the left and fades out towards the right.

Post Show Report 2020

31 Jan & 01 Feb 2020

The Leela Ambience
Convention Hotel, Delhi

BLTM 2020

31 January & 01 February

The Leela Ambience Convention Hotel, Delhi

India's premium show on **Business + Leisure Travel and MICE** ends on a high note

BLTM Delhi registers 50% growth, India's only trade show bringing the best of MICE under one roof

The 5-star Leela Ambience Convention Centre was buzzing with 2 days of travel showcases and B2B interactions at BLTM, India's premium show on business, bleisure, bluxury and MICE travel. BLTM concluded its latest edition with over 130 exhibitors and 275+ Hosted Buyers networking in a world-class meeting environment in the heart of Delhi.

India is the 10th largest business travel market globally, estimated to touch a travel spending of US\$ 93 billion by 2030 making it a very promising source to explore not just in the APAC region, but worldwide. BLTM Delhi is the only trade

show in India exclusively focussed on Business, Bleisure, BLuxury and MICE travel.

The show was inaugurated by Dr Trust Lin, Director, Taiwan Tourism Bureau along with Sanjiv Agarwal, CEO & Chairman, Fairfest Media and a host of dignitaries from travel trade associations. Upekha Samaratunga, Minister (Commercial), High Commission of Sri Lanka also attended BLTM and interacted with exhibitors.

Commenting on the show, Sanjiv Agarwal, CEO & Chairman, Fairfest Media said, "BLTM is the only travel trade show in India focussed on Business+Leisure

Travel and MICE. More than 130 sellers at BLTM met 275+ hosted buyers, by prior appointment. In addition, 1000+ qualified travel trade visitors walked the show. So BLTM is the top quality travel trade show focussing on Bleisure travel, truly one of its kind in India."

With a sincere focus on quality interactions, this year's show had speed networking sessions for the exhibitors to interact with corporate as well as travel trade buyers in a conference setting. As the jam-packed halls would testify, the speed dating session was a huge success, providing a valuable opportunity to the attendees to interact face-to-face.





"Taiwan has been participating in BLTM for three years in a row because the quality of buyers here is excellent. All the buyers we met here are qualified. They asked good questions and it is a very good sign. That's why BLTM is a great show for us."

-Dr Trust Lin, Director, Taiwan Tourism Bureau

The exhibitor-buyer matchmaking was facilitated by BLTM's appointment scheduling app.

BLTM is known for getting quality buyers with a guaranteed exhibitor to hosted buyer ratio of 2:1. This year was no exception. Almost 300 buyers from all over India were hosted at the show, including 60+ top-level corporate decision-makers, 100 travel trade buyers and 10+ overseas buyers.

With a world-class conference setting, Hosted Buyers from pan-India and other top buyers from Delhi NCR, BLTM has yet again proven itself as a niche but unmissable travel event. It's for many reasons like the above that Sri Lanka Convention Bureau occupied the pride of place yet again, with 18 co-participants in tow for this year's show. Maldives Marketing & PR Corporation joined

the B2B networking show for the first time. Haleela Naseer, Senior Marketing Coordinator, Maldives Marketing & PR Corporation said, "Maldives is participating in BLTM to meet key players from India. For 2020, our strategy is to bring MICE and wedding buyers to Maldives. That is why BLTM is a great show for us. We have met top buyers specialising in corporate and MICE travel at the show." Taiwan Tourism Bureau, a returning favourite at the show participated in a prominent manner too, with many coparticipants. Enthralling performances by a group of Taiwanese dancers added a distinct local flavour and excitement to the show.

BLTM, in association with WedWise curated a special session on the market for Indian destination weddings. Two relevant panel discussions on "How a

closely-knit Planner Community impacts the industry overall" and "Familiar Destinations or Unmapped Destinations" had eminent panellists including Ratna Chadha from Tirun Travels, Archana Goel from Octave Events, Prerana Saxena from Theme Weavers Designs sharing insights.

Knowledge sessions were also an integral part of the show, with leaders from SITE Global, Bajaj Allianz, HDFC Standard Life Insurance, Sharekhan, Utopia Global, SAP and others discussing bleisure, events, MICE and corporate travel.

BLTM is organised by Fairfest Media, India's leading travel trade show organisers backed by 30 years of experience.

MICE buyers and Wedding Planners

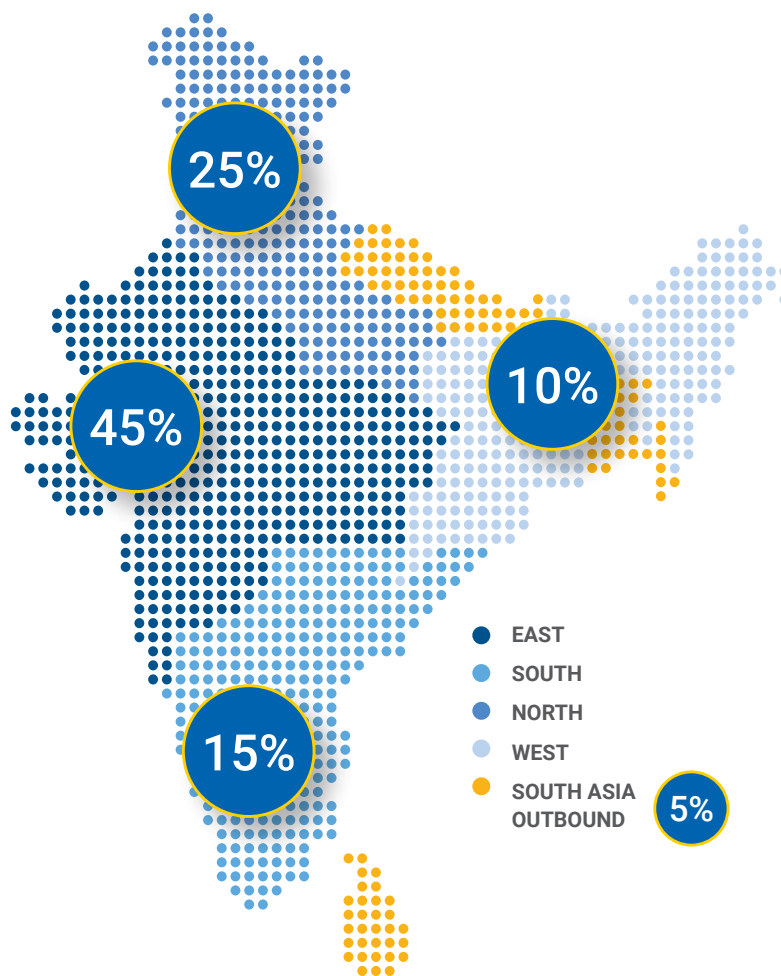
275+ qualified buyers from India and South Asia, with real purchasing power were hosted at BLTM to plan and book incentives, conferences, weddings, large meetings, groups and more.

Travel Trade Buyers

Through key industry partnerships and long-standing relationships, 1,000+ qualified trade buyers from New Delhi and beyond visited BLTM 2020.

Indian States & Union Territories at BLTM

- Andhra Pradesh
- Assam
- Delhi
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jharkhand
- Karnataka
- Kerala
- Maharashtra
- Odisha
- Punjab
- Rajasthan
- Sikkim
- Tamil Nadu
- Uttarakhand
- West Bengal



"BLTM is a high-quality event! I got to meet with my peers and partners from the MICE industry at BLTM. Apart from the established brands, I also met startups from the industry."

Vinati Tyagi, Global Travel Manager, BYJU's

Sellers from 14 Countries Exhibited in BLTM

Azerbaijan | Bhutan | China | France | Kenya | Maldives | Mexico | Philippines | Qatar
South Africa | Sri Lanka | Taiwan | Turkey | UAE

BLTM in numbers



130+
EXHIBITORS



14
COUNTRIES



275+
HOSTED BUYERS



1,000+
TRADE BUYERS



9,000+
MEETINGS
SCHEDULED

Hear it from **Our Exhibitors**



Haleela Naseer

Senior Marketing Coordinator,
Maldives Marketing & PR Corporation

Maldives is participating in BLTM to meet key players from India. For 2020, our strategy is to bring MICE and wedding buyers to Maldives. That is why BLTM is a great show for us. We have met top buyers specialising in corporate and MICE travel at the show.



Nupur Chandra

National Head of Sales- MICE & SMM, JTB India

JTB is looking to establish itself as a major meetings and events player in the Indian market. The corporate buyer turnout is very good - we've had some very fruitful interactions. The pre-scheduled appointments tool is unique and helped us make the most of our time here. BLTM helped us not just to reach out to new buyers but also reconnect with customers we've worked with in the past!



Murtaza Kalender

Managing Director, TravelShop Turkey

Turkey is participating in BLTM with 20 coparticipants. We have met quality buyers at the show, especially from MICE and weddings segments. We received a lot of inquiries. Thanks to the organisers for putting up a really good show.



Priya Rupani

VP Sales & Marketing, Marc Asia

Marc Asia received a very good response at BLTM. The crowd is very filtered. We've interacted with over 150 agents and they have all added value to our work. We wanted to meet MICE, events, high-end leisure and luxury buyers. We've met them all at the show. It's a good start to 2020 for us at BLTM. Thank you so much BLTM and we are going to be here next year as well.



Prabhat Harshkumar

Walker's Tours, Sri Lanka

This is my first time at BLTM and the inquiries we have received so far and the travel agents we have met have been topnotch. Our experience has been great.

BLTM is very focussed, with productive buyers who mean business. Compared to other shows, BLTM assures quality buyers which is crucial for sellers.



Dr Trust Lin

Director, Taiwan Tourism Bureau

Taiwan has been participating in BLTM because the quality of buyers is excellent. All the buyers we met here are qualified. They asked good questions and it is a very good sign. That's why BLTM is a great show for us.

Corporate Buyers

150+ qualified Travel Managers, Meetings and Events Professionals and Incentive Travel Planners from some of India and South Asia's largest companies are hosted at BLTM.



Hear it from **Our Buyers**



Sonia Gonsalves

Corporate Travel Manager, Raymond

My experience here has been excellent! BLTM rocks. It is a great event for people like us to connect with people from the industry, network and exchange ideas. This is the first time I am coming to BLTM and we wanted to meet MICE dealers. The quality of sellers here is amazing, it's vibrant and there are a lot of options to choose from. I'd definitely like to visit BLTM next year. Keep up the good work!



Ginny Kohli

Founder & CEO, WedWise

BLTM does a fantastic job of bringing the MICE travel fraternity under one roof. I've seen destinations here which I never expected to meet in India. We curated three knowledge panels on destination weddings here at BLTM, and some of the top destination wedding planners were in the audience!



Mukul Garg

Managing Partner, Aditya Birla Capital

BLTM gives you a great platform to interact effortlessly with exhibitors from different parts of the world. I have interacted with a lot of sellers and professionals who have been very helpful. The arrangements are excellent. This was my first time at BLTM but it wouldn't be my last time here. I am very thankful to the BLTM team.



Vinati Tyagi

Global Travel Manager, BYJU'S

BLTM is a high-quality event! I got to meet with my peers and partners from the MICE industry at BLTM. Apart from the established brands, I also met startups from the industry.



Gary Grover

Vice President Administration,
HDFC Standard Life Insurance

BLTM very well managed. I can see a lot of stalls, buyers and sellers. The quality of sellers, conferences and buyers is exceptional. BLTM is indeed a name to reckon with.



Mukesh Bhansali

Managing Director, Anandi Travel Planet

I came to BLTM to meet MICE delegates from all over the world and India. I always find BLTM to be the best platform to meet and network with everyone. The organising team has done very well.

In Focus

Speed Networking

Sellers meet travel trade and corporate buyers in a speed networking format, a perfect setting to meet multiple top buyers in a short time. Introductions made here help sellers start business interactions that can carry on throughout the event.

India Corporate Travel Forum

India Corporate Travel Forum 2020 brought together corporate travel managers, buyers and experts to discuss

key business travel and MICE industry trends and issues on one common platform. Some of the topics addressed at the panel discussions and masterclasses included “Events and Meetings Outlook: What Indian & APAC MICE Buyers Want”, “The Millennial Bleisure Traveller: Where does Business meet Leisure at Your Destinations?”, “Business Travel Outlook: Why Corporate Travelers Are So Reluctant to Use Company Booking Tools”.





SITE Session

Society for Incentives Travel Excellence (SITE) presented a panel discussion on “The Future of Incentives in Inbound & Outbound Travel” aimed at decoding emerging trends, best practices and definitive ways to improve the state of incentive travel to and from India.

WedWise at BLTM

BLTM, in association with WedWise curated a special session on the market for Indian destination weddings. Two panel discussions on “How a closely-knit Planner Community impacts the industry overall” and “Familiar Destinations or Unmapped Destinations” had eminent panellists including Ratna Chadha from Tirun Travels, Archana Goel from Octave Events, Prerana Saxena from Theme Weavers Designs sharing insights.



“BLTM does a fantastic job of bringing the MICE travel fraternity under one roof. I’ve seen destinations here which I never expected to meet in India. We curated three knowledge panels on destination weddings here at BLTM, and some of the top destination wedding planners were in the audience!”

Ginny Kohli, Founder & CEO, WedWise





Glimpses of the Show



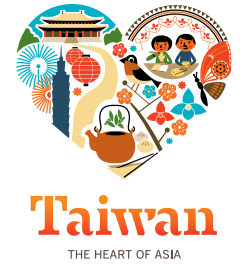


Some of our partnering countries and organisations

Partner Countries



Destination Partner



Partner States



MICE Travel Partner



Institutional Partners

Institutional Partners



Media Partners

Media Partners



Media Partners



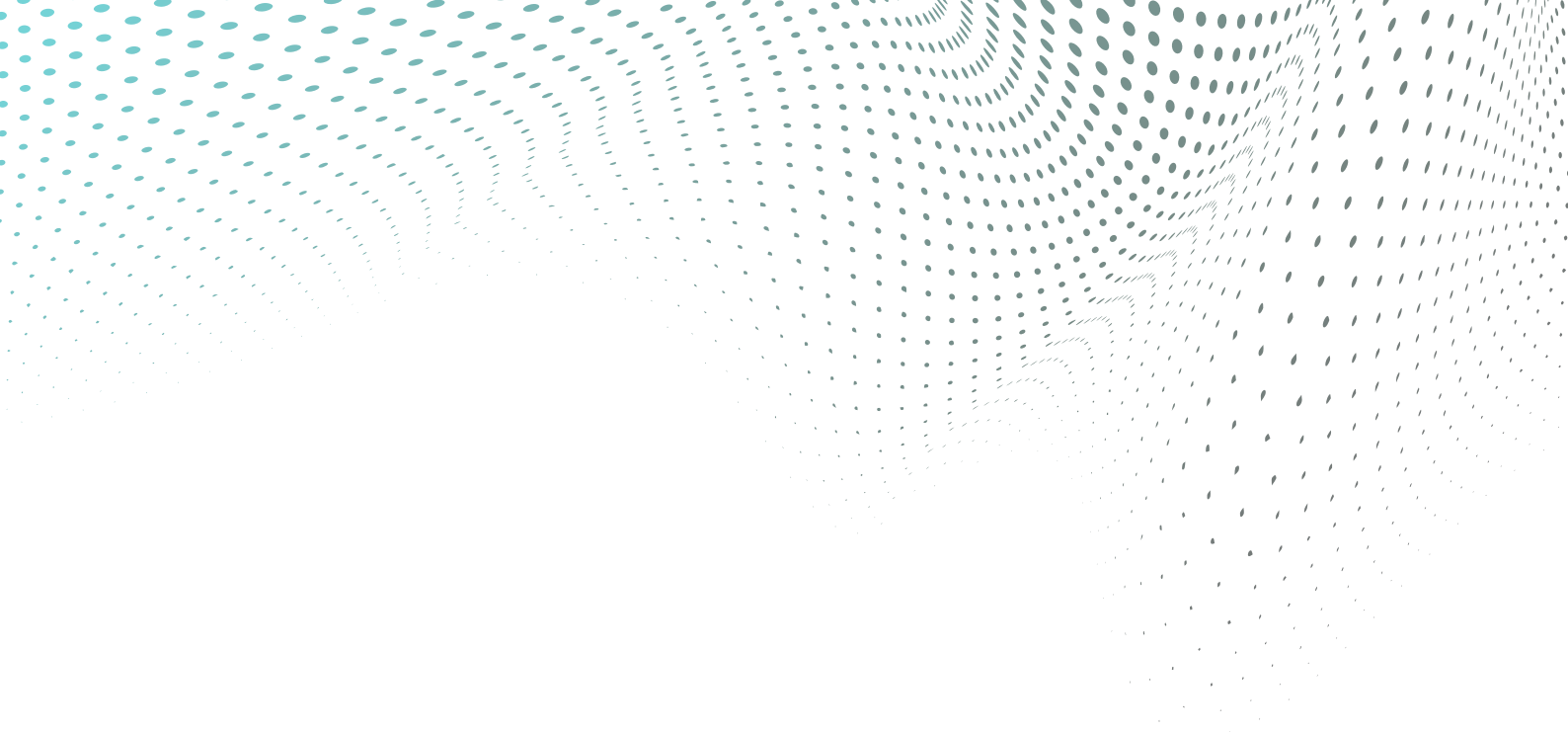
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