

# BLTM

BUSINESS+LEISURE TRAVEL+MICE

29 & 30 SEPTEMBER 2023

The Leela Ambience Convention Hotel, **Delhi**

## 2022 POST SHOW REPORT



#1 Quality Show in Delhi on **Business + Leisure Travel + MICE**



BLTM 2022

**10 & 11 September**

**The Leela Ambience Convention Hotel, Delhi**

# BLTM Delhi 2022 ushered in the rebound of the **Business, Leisure & MICE** travel market

**More than 1,000 trade buyers visited the show to leverage the huge post-pandemic opportunity that India presents**

BLTM, India's leading trade show on Business + Leisure Travel and MICE, concluded on a positive note, with a massive turnout of travel trade visitors from all over India. Together with over 130+ exhibitors from 14 countries and 14 Indian states and UTs, the 2-day show staged post-pandemic rebound of the business, leisure and MICE travel segment.

Catering to the huge post-pandemic opportunity that India presents, the show offered unprecedented access to the cream of buyers from the North Indian market, and the advantage of hosted buyers, specifically chosen from Business+Leisure and MICE travel segments. Trade visitors and hosted

buyers thronged the show floor - which reflected the significance of BLTM in reviving the industry in this post-pandemic period, when the Business & MICE market is witnessing tremendous demand. The rush seen on the showfloor and the response from everyone present there was overwhelming to say the least.

275+ hosted buyers were present at the show, specifically chosen from Business+Leisure and MICE travel segments from all over India. More than 1,000 trade buyers visited the show.

The show presented an exquisite showcase of unique destinations like St. Petersburg, Singapore, Moscow, and of India Tourism and some of the

leading Indian States, hotels, resorts, tour operators, DMCs, etc., in a 5-star setting, in the heart of Delhi at the Leela Ambience Convention Hotel, where participants had the opportunity to engage in fruitful meetings in an intimate setting.

At the show, Julia Kuzenskaya, Deputy Chairman of the Committee for Tourism Development of St. Petersburg commented, "I would like to thank the organisers of BLTM for this wonderful platform to help with the tourism development of St. Petersburg. It gave us the opportunity to present our beautiful city to all the exhibitors and visitors. I hope this event will strengthen our cooperation with your wonderful country."





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**Julia Kuzenskaya, Deputy Chairman of the Committee for Tourism Development of St. Petersburg**

"BLTM is a very important platform for the Singapore Tourism Board because MICE is a very important sector for Singapore, and India is one of our biggest markets. We are very happy to be at BLTM, as over the last two days of the show we have been meeting interesting people and receiving very good business leads, including corporates and travel intermediaries. Many of them have indicated a very strong interest to consider Singapore as the destination for their next MICE movements. I, personally, am extremely excited to join the next BLTM. All the very best to the organising committee!", said Raymond Lim, Area Director India (New Delhi Office) - International Group, Singapore.

The show also had private exhibitors from several Indian states like Andaman

& Nicobar, Delhi, Haryana, Karnataka, Kerala, Maharashtra, Rajasthan, Uttar Pradesh and West Bengal, comprising travel agents, tour operators, hospitality chains, DMCs, attractions, etc.

Most of the states participated with delegations of tour operators and hoteliers; a clear appreciation of the unabated spirit of business, leisure and MICE travellers of India, who kept visiting these destinations throughout the pandemic, as they remained open with necessary precautions in place.

"The industry's unanimous take on BLTM has always been extremely positive, wherein they all agree that this show is truly beneficial for the Bleisure and MICE travel industry. Organising BLTM was crucial to keep up the

momentum and provide the boost that the industry needs during this post-pandemic phase, when the Bleisure and MICE market is soaring high.", said Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd. (organisers of BLTM). "BLTM, which is India's leading trade show on Business + Leisure Travel and MICE, received exceptional support from the travel industry at large and our association partners who have been instrumental in the revival of travel and tourism." he added.

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

## MICE Buyers and Wedding Planners

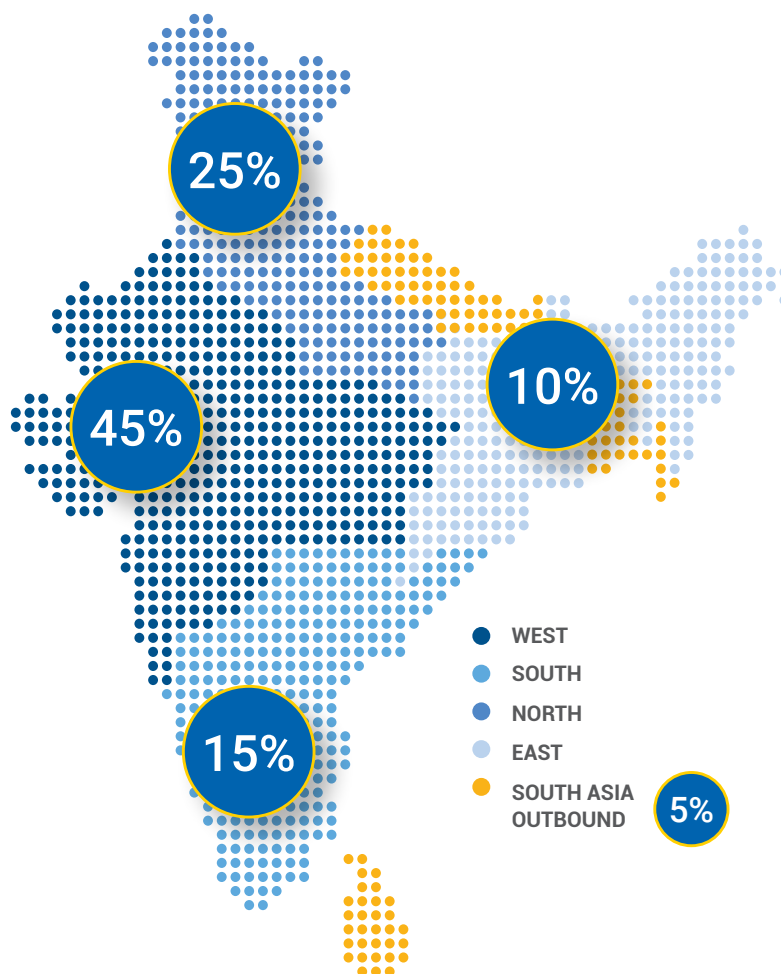
200+ qualified buyers from India and South Asia, with real purchasing power are hosted at BLTM to plan and book incentives, conferences, weddings, large meetings, groups and more.

## Travel Trade Buyers

Through key industry partnerships and longstanding relationships, 1,000+ qualified trade buyers from New Delhi and beyond visited BLTM 2022.

## Indian States & Union Territories at BLTM

- Andaman & Nicobar
- Delhi
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Karnataka
- Kerala
- Maharashtra
- Odisha
- Rajasthan
- Uttarakhand
- Uttar Pradesh
- West Bengal



## Sellers from 14 Countries Exhibited in BLTM

Azerbaijan | Bhutan | France | Kenya | Maldives | Mexico | Philippines | Qatar  
Russia | Singapore | South Africa | Sri Lanka | 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**



**Julia Kuzenskaya**

Deputy Chairman of the Committee for  
Tourism Development of St. Petersburg

I would like to wish BLTM all the success in the future. We are extremely satisfied with the event and with the interest that is shown by Indian tourists to Russia and St. Petersburg here; we will surely take part in this exhibition again. An event like BLTM is very important as it creates the possibility to meet in person, talk and discuss joint projects, plans and cooperation.



**Raymond Lim**

Area Director India (New Delhi Office) -  
International Group, Singapore

We are very happy to be at BLTM. Over the last two days, we have been receiving a lot of good business leads in terms of corporates and travel intermediaries, and many of them have indicated very strong interest to consider Singapore as their next MICE destination.



**Rajesh A. Kale**

Deputy Director Tourism,  
Department of Tourism, Govt. of Goa

We are very thankful to Fairfest Media for giving us the opportunity to showcase our products here. We have got a very good response from the buyers.



**Alok Chakravarty**

Area Director,  
Sales & Distribution (North India),  
The Leela Palaces, Hotels and Resorts

This year's BLTM was extremely important as we have opened post the pandemic.

The response we received has been really encouraging; we could meet a lot of customers, look at new opportunities, and explore the market. We certainly look forward to strengthening our partnership with BLTM.



**Shohan Chandiram**

Director Sales and Marketing,  
Cinnamon City Hotels

We had a lot of people coming in from corporates, MICE groups and other travel companies, and we have seen a lot of positive responses from them. To have a conference like this where you get the representations from organisations, that's very key for us. That helps us to plan out and see what's there for us in the future.

# 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**

Manager - Travel, Raymond Ltd.

At BLTM, you get to meet so many people and get to know the latest trends - that really helps us, the corporates. We are very happy to be here and gain knowledge and an in-depth understanding of how things work now in travel. BLTM is one of the key events of the industry.



**Vinita Sequeira**

Office Manager, Milliman India

The one-to-one B2B sessions at BLTM are a great networking platform and are extremely important for us, as we get to meet people from different backgrounds, exhibitors from different countries, states and several corporates, all under one roof and face-to-face.



**Somashekar T Y**

Senior Manager, DDB Mudra

It's been really nice to meet everybody under one roof. The networking sessions were good and we had more opportunities to meet many people who we might have missed on the floor. It was important for the industry to know what's new on the plate.



**Amol Prasadi**

Head - Supply Chain Management,  
Metro Brands Ltd.

After two years, we have come to a physical show. I would like to thank the BLTM team who have put up a really fantastic forum here. BLTM is playing a really critical role by bringing all the suppliers physically in front of the buyers - this is where deals can actually happen.



**Dr. Abhijit Sarkar**

Senior Vice President and Head  
of Administration & Procurement,  
Sharekhan

My experience at BLTM has always been awesome. We have been able to meet a lot of people and in many cases, we have even been able to convert these meetings into business deals.

## 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.

### Pre-scheduled Appointments

BLTM's state-of-the-art online tool and mobile app lets sellers and buyers schedule appointments pre-show. It helps sellers find the right buyers, save valuable time and make the most out of their event experience. The matchmaking tool, powered by AI, recommends top buyers and sellers in a simple and easy-to-use way.





## Media Event by St. Petersburg Convention Bureau

The St. Petersburg Convention Bureau organised an exclusive media meet at BLTM to woo Indian travellers to visit St. Petersburg and discover its latest offerings. 50+ selected mainline and travel trade media attended the destination presentation, followed by a networking session and a cocktail lunch with Russian delicacies on the menu.



## Destination Presentation - MICE in Moscow

Moscow is a rapidly developing metropolis, at par with other world capitals for investment, talent and tourists. In recent years, the city has embarked on large-scale transformations, making Moscow fully prepared to host major events at the highest level. During their presentation at BLTM 2022, Maya Anurova, Head of Business Tourism Development Department, Moscow Project Office for Tourism and Hospitality Development, highlighted that Moscow is always ready to provide its guests with the best: venues, accommodation and service, and how with its advanced infrastructure and high-qualified personnel, it is the best location one can choose for MICE events.



## Session by SITE - The Future of Incentive Industry beyond 2022

The session brainstormed and investigated the perspective of incentive buyers. The sector has a huge potential, domestically as well as internationally in the upcoming years, and the panel concluded that it's now up to destinations and marketers to tap into this demand.



## Workshop by Network of Indian MICE Agents (NIMA)

NIMA was the Knowledge Partner of BLTM 2022 and organised a workshop for its members at the show. During the pandemic, the rise of online meetings appeared as disruptive with physical meetings replaced by virtual ones, but soon the world realised that there is nothing like 'in person' meetings. In this session, the panel discussed the future of MICE in the post-pandemic era.



*"We always believe in in-person events like this, so BLTM coming back with a bang is great. This is the right time, the industry is evolving, restrictions are going away and I think this a fresh restart for in-person events. It's always been a great experience coming to BLTM; this is the kind of exhibition which we look forward to because it is a professional platform, particularly for MICE, and NIMA being the sole representative of MICE in India, it is always a privilege for us to be at BLTM."*

**Jagdeep Bhagat, National Coordinator, NIMA**

## Glimpses of the Show





## Some of our partnering countries and organisations

### Feature Destination



CONVENTION  
BUREAU

Incredible India  
[www.incredibleindia.org](http://www.incredibleindia.org)



### Partner States



ODISHA  
INDIA'S BEST KEPT SECRET.



### Feature Country



### Feature States



### Knowledge Partner



### Institutional Partner



### Institutional Partners



### Institutional Partners



### Official Publication



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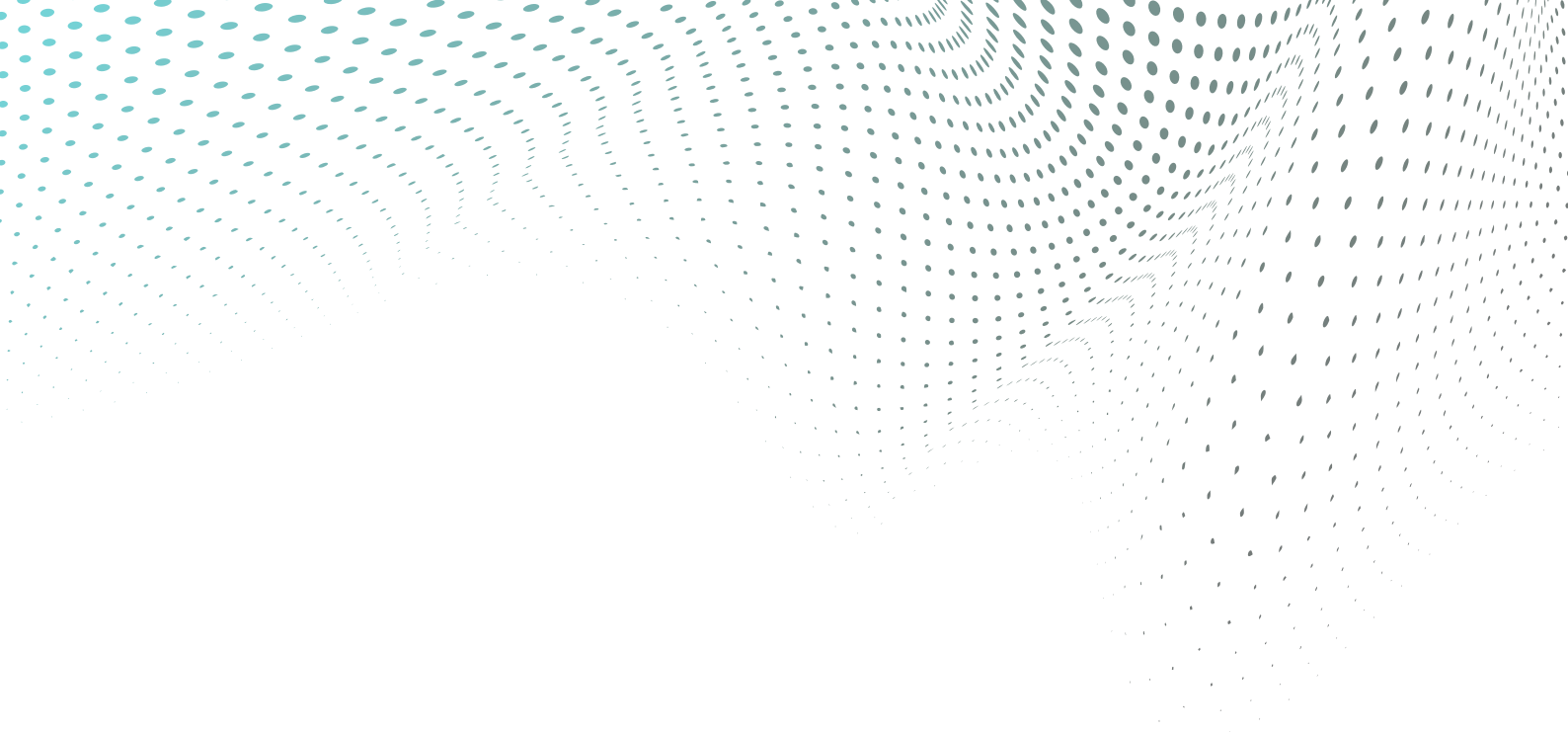


- SEE YOU NEXT AT -

BLTM 2023

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