

## **BLTM concludes with Record-Breaking numbers, consolidating its position as the MICE & Bleisure Quality event in Delhi**

**New Delhi, 6th September 2024** – BLTM 2024 successfully concluded at **Yashobhoomi (IICC)**, Dwarka, New Delhi, setting new records as the largest MICE event in India. This year's edition saw an impressive participation of over 500 exhibitors from across the globe, including national tourism organizations, convention bureaus, Indian states, hotels and resorts, DMCs, tour operators, and MICE agents. With over 10,000 trade visitors over three days, the event surpassed all previous editions in scale, participation, features, facilities, and international presence.

### **An Unparalleled Success for the MICE Industry**

With the **Indian MICE market** projected to reach **USD 10.52 billion by 2030** at a CAGR of 18%, BLTM serves as an unmissable platform for both domestic and international suppliers to tap into this rapidly expanding sector. The event's growth in scale and international participation, along with its new venue, further strengthens its position as a key travel trade show, focused on quality, in Delhi.

The 2024 edition of BLTM saw a phenomenal increase in exhibitors and attendees, doubling in size. This remarkable growth reflected the expanding influence of India's MICE and business travel sectors. The event drew the who's-who of the travel industry and thousands of pre-qualified travel trade professionals. The **Hosted Buyer** program reached new heights both domestically and internationally featuring the presence of **150+ MICE planners, 100+ corporate buyers, 80+ wedding planners, and for the first time 50+ international hosted buyers** from **Southeast Asia, the GCC, and Russia**, all eager to tap into the burgeoning MICE market of India.

The extensive line-up of exhibitors showcased a wide variety of MICE and business travel products and services. International representation included NTOs from **Sri Lanka, Azerbaijan, Cambodia, Israel, and Saint Petersburg**, alongside Indian states such as **Goa, Odisha, Punjab, Gujarat, Jharkhand, Telangana, and Meghalaya**.

**The Ministry of Tourism, Govt. of India** offered full support to the event. Featured Exhibitors included renowned brands like **Ottila International, Radisson Hotel Group, Ramoji Film City, Treat Hotels & Resorts, Ramee Group of Hotels, Paul John Resorts & Hotels, Wimbledon Debenture Seating, Thomas Cook, Avis, Evoke Experiences, The Zuri Hotels and Resorts, Truly India Hotels & Resorts**, and many others. Participants connected with thousands of qualified **travel trade professionals**, including top travel agents, tour operators, corporate and MICE buyers, wedding and event planners, and many others from the business and travel community via on-spot meetings and organized networking events.

### **The August Presence of VIPs & Industry Leaders Highlighted the Stature of the Show**

The **inauguration program** welcomed distinguished guests, including H.E. Mr. Hul Seila, Under Secretary of State, Ministry of Tourism, Cambodia; Mr. Florian Sengstschmid, CEO, Azerbaijan Tourism Board; Mr. Krishantha Fernando, General Manager, Sri Lanka Convention Bureau; Mr. Alexander Sitnikov, Representative of the Russian Ministry of Economic Development; Mr. R K Suman, Regional Director, North, India Tourism and Mrs. Anjali Yadav, IAS, Director, Jharkhand Tourism; and heads of associations.

The final day of BLTM 2024 culminated with a grand **Valedictory and Awards Ceremony**, where industry leaders were honored for their achievements and contributions. BLTM also hosted the **ICRT**

**India and the Subcontinent Awards 2024** which were the highlight of the closing day, recognizing responsible tourism actors and initiatives on the field. **Shri. Satpal Maharaj, Hon'ble Tourism Minister, Govt of Uttarakhand, Ms. Mugdha Sinha (IAS), Director General of India Tourism, Dr. Harold Goodwin, Founder Director, ICRT**, and other distinguished dignitaries graced the occasion, presenting awards to leading exhibitors, key responsible tourism stakeholders, and innovators within the industry. The Awards were attended in large numbers by States Tourism Boards and NTOs, along with key industry leaders. ICRT is doing incredible work in the area of Responsible Tourism and BLTM is proud to be their long-standing partner in India.

### **World-Class Venue Elevated the BLTM Experience**

This year's event was hosted at the state-of-the-art Yashobhoomi (IICC) in Dwarka, New Delhi, one of the largest MICE venues globally. The IICC's expansive five-star facilities provided exhibitors and attendees with an ideal setting for meetings, networking, and showcasing their offerings. Hosting over 500 exhibitors and thousands of attendees, BLTM 2024 leveraged the venue's large exhibit spaces and advanced infrastructure to facilitate connections, negotiate deals, and form lasting business partnerships between international and domestic professionals.

### **Networking Opportunities & Business Growth**

Throughout the three days, exhibitors had the opportunity to engage with numerous pre-qualified buyers, VIPs, and the media. The event's carefully curated networking sessions, including **B2B Speed Networking**, ensured that sellers and buyers maximized their time, forming meaningful connections that are expected to lead to significant business growth. This session is an all-time favorite where deals are signed on the show floor, and quick and effective B2B meetings morph into long-term partnerships.

BLTM 2024 successfully provided a platform not only for immediate deal-making but also for fostering long-term collaborations that will drive the future of the MICE industry.

### **A Hub for Thought Leadership: Panel Discussions & the BLTM Forum**

BLTM Forum, the knowledge-sharing hub of the event, played a pivotal role in delivering exclusive industry insights and trends. The Forum featured insightful panel discussions led by experts from key institutional partners such as SITE, NIMA, TIA, and PHDCCI. Sessions covered a broad range of topics, from evolving MICE strategies to emerging challenges in the global business travel industry.

- **Innovations in Sustainable Event Design and Decor by SITE India** - A session on incorporating sustainability into event design, with insights on eco-friendly materials and efficient practices.
- **MICE Workshop** - Hosted by NIMA, this session delved into the evolving dynamics of the MICE industry, offering attendees actionable strategies for growth.
- **WeddingSutra Engage** - Wedding planners and destination experts discussed how to attract high-end wedding clientele.
- **Corporate Travel & Incentive Trends by PHDCCI** - Top corporate buyers shared insights into the future of incentive travel and corporate event planning.
- **"ReCharge!" by TIA** - Presented a never-seen-before and engaging session, leaving attendees dancing and bonding in teams around the theme of 'ReCharge'.

These sessions provided exhibitors, buyers, and attendees with a wealth of information, equipping them to stay competitive in the fast-evolving MICE and Corporate landscape.

As the curtains closed on BLTM 2024, **Sanjiv Agarwal, Chairman & CEO of Fairfest Media Ltd.**, shared his thoughts on the event's remarkable success: ***"BLTM 2024 has truly set a new standard for the MICE and business travel sectors, not just in India but across Asia. The overwhelming response from exhibitors and trade visitors highlights the importance of creating a global platform, focused on quality and experience where Business, Leisure, and Networking come naturally together. The show this year was doubled in size from last year and we look forward to continuing the growth trajectory next year."***

**Looking Ahead:** As BLTM 2024 sets a new benchmark for MICE and business travel events, the future of the industry looks bright. With record-breaking participation and business opportunities created on an unprecedented scale, BLTM continues to strengthen its position as the leading event for MICE professionals in India and beyond.