

The Eighth Edition of BLTM 2025 Concludes With Resounding Success At Yashobhoomi

Marking Another Landmark Chapter for the Business, Leisure, and MICE Industry with Several New Initiatives

Delhi, 13th September 2025 – The much-anticipated **BLTM 2025** concluded successfully today after three days of exclusive B2B business engagement, knowledge sharing, and networking, further reinforcing its position as India's premier platform for Business, Leisure Travel, and MICE. Held from **11th to 13th September at Yashobhoomi, India International Convention Centre (IICC)**, the event witnessed overwhelming participation from across the industry, delivering quality business interactions and fostering strategic partnerships.



The event featured **500+** exhibitors and **more than 10,500** B2B visitors from India **7+ Indian States and UTs** and **5+ countries**. The event was inaugurated by **Shri Kapil Mishra**, Hon'ble Minister of Tourism, Govt. of NCT of Delhi, along with ambassadors, dignitaries, and other industry leaders in BLTM, one of the sector's most comprehensive gatherings.

BLTM 2025 brought together a diverse lineup of exhibitors, including international tourism boards and Convention Bureaus such as the **Sri Lanka Convention Bureau, Israel - Ministry of Tourism, St. Petersburg Convention Bureau, Northern Finland, and Visit Oulu**, as well as State Tourism Boards from **Delhi, Odisha, Gujarat, Andhra Pradesh, Tamil Nadu, Jharkhand, Jammu & Kashmir, Meghalaya**, and many more, in addition to states and several leading travel brands.



The three-day event was action-packed, featuring insightful panel discussions, a pre-scheduled meeting platform, interactive workshops, a CEO lunch, and multiple networking opportunities. A highlight and unique feature of BLTM 2025 was the reverse networking concept that has always been the feature that sets the BLTM class apart; it's a concept where buyers remain seated at designated tables while exhibitors visit them to present their products and services. This structured setup enabled productive business conversations and enhanced transactional outcomes.

In alignment with its commitment to industry advancement, BLTM introduced two significant new initiatives this year: MPI & Rural Tourism. **MPI Meeting Fundamentals Certificate Course** delivered by Meeting Professionals International. This globally recognised programme aimed to upskill professionals and set new benchmarks of excellence across the MICE sector in India. **Rural Tourism Pavilion**, which showcased **50+ homestays from** Himachal Pradesh & Uttarakhand, was presented under the Rural Tourism Initiative by Fairfest Media and ACT. The pavilion served as a bridge connecting rural hospitality entrepreneurs with corporates, travel agents, tourism boards, and MICE stakeholders, empowering local communities, promoting sustainable practices, and creating new business opportunities.



BLTM 2025 also proudly hosted the Indian Subcontinent Awards 2025, presented by the ICRT India Foundation and supported by the Ministry of Tourism. The prestigious ICRT Indian Subcontinent Awards 2025 recognise exemplary practices in sustainable and responsible tourism. The ceremony was graced by **Shri Satpal Maharaj, Hon'ble Minister of Tourism, Government of Uttarakhand**, who attended as the *Chief Guest*. The awards celebrated pioneers and changemakers driving positive transformation within the tourism industry, highlighting the government's support for responsible and sustainable tourism practices.



Reflecting on the event's success, **Sanjiv Agarwal, Chairman & CEO of Fairfest Media Ltd.**, said, "BLTM 2025 has once again proven to be an unparalleled platform where quality meets opportunity. At a time when the business and MICE sectors are rapidly evolving, we are proud to provide a purposeful marketplace that enables not just transactions, but strategic partnerships, sustainable growth, and capacity building for the future of travel in India."



With the full support of the Ministry of Tourism, Government of India, and strong participation from global and domestic stakeholders, BLTM 2025 successfully delivered on its promise to be the ultimate meeting point for the travel and MICE ecosystem. As the industry looks ahead, BLTM continues to shape the future of business travel and tourism in India.

ABOUT BLTM - BLTM is India's first MICE-focused trade show platform. Organised by Fairfest Media Ltd., it provides unprecedented access to the top buyers from the North Indian market, as well as hosted buyers specifically chosen from Business+Leisure and MICE travel segments from across India and abroad.



The event guarantees an exceptional gathering of quality buyers and sellers, fostering invaluable networking opportunities in a world-class setting.

ABOUT FAIRFEST

Fairfest Media Ltd, incorporated in 1989, is Asia's leading travel trade show organiser and the largest in India. Each year, it brings together a global network of exhibitors, buyers, and travel professionals to connect, showcase innovations, and generate business opportunities. Fairfest also organises TTF-branded travel shows in 8 Indian cities, making it the largest travel trade show organiser in India. As a

key player in the industry, Fairfest continues to shape the future of travel in the world's fastest-growing market.

