

# BLTM

28, 29, 30 AUGUST 2025

Yashobhoomi (IICC), Dwarka  
New Delhi

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

 MEET in INDIA



# THE INDIAN MICE & BUSINESS + LEISURE TRAVEL MARKET

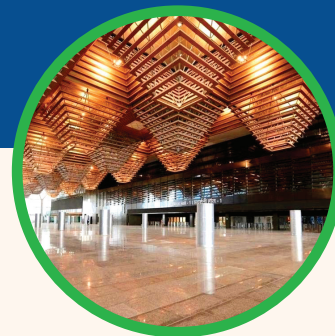
As McKinsey & Company's report indicates, this is India's decade. The country's travel market has witnessed unprecedented growth. By early 2024, Asia-Pacific destinations accounted for half of the world's top 10 trending tourism spots, propelled by strong economic recovery and an uptick in regional travel. More Indians are traveling internationally than ever, with a record 97 million passengers passing through Indian airports in the first quarter of 2024 alone. Business and leisure travel are also becoming increasingly interconnected—95% of business travelers now prefer or aspire to combine work trips with leisure activities, as revealed by a recent FCM study. This shift underscores India's growing influence in the global travel and MICE market.

India's outbound travel has potential to grow from 13 million trips in 2022 to over 80 million in 2040.



## WELCOME TO IICC, NEW DELHI - ASIA'S LARGEST CONVENTION CENTRE

Entering its 8th edition, BLTM 2025 returns to Yashobhoomi, India International Convention & Expo Centre (IICC) in New Delhi. Managed by KINTEX, IICC is the largest convention centre in Asia by area, ranking among the world's top MICE venues. Its state-of-the-art infrastructure makes it the ideal location for world-class events like BLTM.



## BLTM - THE LEADING SHOW IN MICE & BUSINESS + LEISURE TRAVEL

BLTM is India's leading travel trade show, focusing on MICE & Business + Leisure travel. The event offers direct access to hundreds of pre-qualified, hand-picked buyers from both the business and leisure travel sectors, which are now more intertwined than ever.

In 2025, BLTM will feature 500+ top buyers from across India, and 50+ international buyers from Asia, the Americas, Europe, and other prominent travel markets. With over 15,000 pre-qualified attendees expected, the event is set to provide unmatched networking and business opportunities.

The event guarantees an exceptional gathering of quality buyers and sellers, within a world-class setting. BLTM is an exclusive B2B show, allowing only pre-approved visitors with verified purchasing power. Its strategic location in New Delhi provides exhibitors with access to the lucrative source markets of Delhi NCR and Northern India, as well as the Indian travel trade at large.



**800+**  
EXHIBITORS



**15**  
COUNTRIES



**15,000+**  
TRADE  
BUYERS



**500+**  
HOSTED  
BUYERS



**20,000+**  
PRE-SCHEDULED  
MEETINGS

97%

Exhibitors have expressed their likelihood to return for the next BLTM

95%

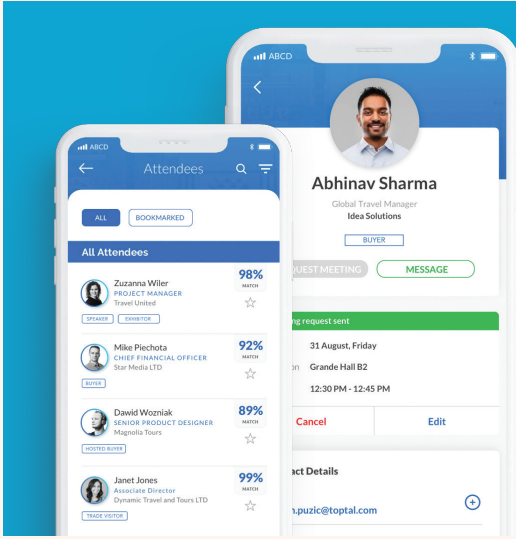
Exhibitors found that BLTM effectively reaches the right target audience for their business

99%

Hosted Buyers indicated satisfaction with the business meetings at BLTM

85%

Hosted Buyers attended BLTM 2024 to find new suppliers



## UNIQUE FEATURES

**Pre-scheduled Appointments:** BLTM offers a state-of-the-art online tool and mobile app, enabling exhibitors and buyers to schedule appointments ahead of the show. The platform efficiently matches sellers with the most relevant buyers, optimizing time and increasing ROI.

**2:1 Hosted Buyer to Seller Ratio:** BLTM stands out as India's only event with a guaranteed 2:1 ratio of Hosted Buyers to Sellers, backed by its proven Hosted Buyer program.

**Speed Networking:** Sellers engage with travel trade and corporate buyers in a speed networking format, providing a perfect setting to meet multiple top buyers in a short period. Introductions made here facilitate the initiation of business interactions that continue throughout the event.

## BLTM FORUM

Destination presentations, panel discussions, and workshops led by renowned industry experts and knowledge partners provide critical insights into Weddings, MICE, hospitality, and travel trends.

## INDIA'S MICE POTENTIAL

The Ministry of Tourism's National Strategy highlights the growing importance of the MICE sector in India. Based on various industry reports, the domestic and inbound MICE industry is currently valued at approximately USD 4.5 billion. Meanwhile, India's outbound MICE market is expected to reach USD 13.4 billion by 2031, according to DPI Research.

## SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

Partner Country



Feature Destination



Partner States



Partner States



Feature States



Featured Exhibitors



Featured Exhibitors



Responsible Tourism Partner



Knowledge Partner



Institutional Partners



Institutional Partners



Official Publication



Organised by







## CORPORATE BUYERS

BLTM hosts over 250 pre-qualified Travel Managers, Meetings and Events Professionals, and Incentive Travel Planners from leading companies across India and Asia.



# DISCOVER WHAT OUR PARTICIPANTS HAVE TO SAY ABOUT BLTM



“We knew that the organisers would pull off a great show and that’s exactly what they have done. We are very excited to be here. Our partners are doing good business here and we are looking forward to a long-term relationship with Fairfest Media. Business and leisure travel is extremely important for Azerbaijan Tourism Board and BLTM is the perfect platform that enables us to tap into the Indian market for that.”

**Florian Sengstschmid**  
CEO, Azerbaijan Tourism Board



“I think this show has huge potential, and I hope to see it grow and become India’s unicorn in the travel trade show industry. People should really be vying to participate in such a show. We must all come together to make this a global travel and trade mart initiative which is home-grown. The awards that were given at the ICRT India and the Subcontinent Awards 2024 at BLTM really nudge the Indian travel industry to be more and more responsible, and to promote sustainable tourism, which is the need of the hour.”

**Mugdha Sinha (IAS)**  
Director General of India Tourism



“We believe in the BLTM team and how much it contributes towards the growth of the industry as a whole. BLTM has been a very successful show for us in the past, and so it was a no-brainer that we would participate in this edition as well. Meeting the buyers in this kind of an intimate platform helps us position our products much better and ensures more conversions. The Indian market is huge for us; right now the number of Indians travelling to Sri Lanka is 230,000, and we are hoping to see this grow post BLTM to at least more than 500,000.”

**Krishantha Fernando**  
General Manager, Sri Lanka Convention Bureau



“This is our first time participating in BLTM, and the Ministry of Tourism of Cambodia is very happy to be here. Cambodia is ready to welcome Indians and that’s the message we wanted to give to the Indian market through the show. The BLTM team has done a great job in bringing together so many corporate buyers and travel agents from all over the country, and we are positive that after this show, more and more Indians are going to visit Cambodia.”

**H.E. Mr. Seila Hul**  
Under Secretary of State, Ministry of Tourism, Cambodia



“It is our first time in BLTM and we are very excited! Our aim is to increase our brand awareness in India, and so we chose BLTM as the platform to connect with the industry here. It’s a great opportunity for us to meet people in person and work on our strategies accordingly.”

**Naoki Kobayashi**  
VP - MICE Business, JTB India

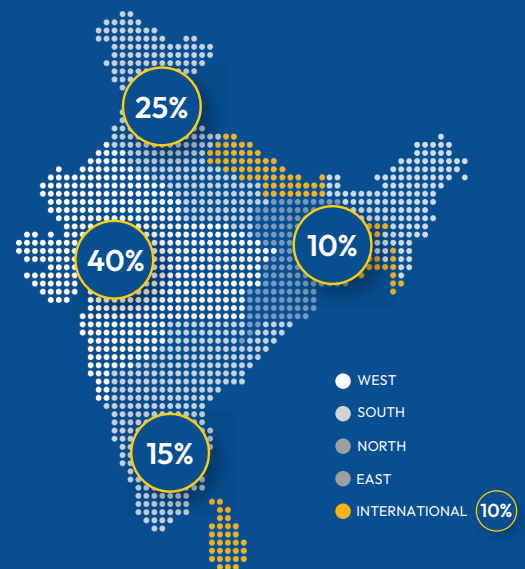
## MICE BUYERS AND WEDDING PLANNERS

BLTM attracts hosted buyers from all over India and the world, with verified buying power. They attend BLTM to plan and book incentives, conferences, destination weddings, large meetings, and more. Additionally, BLTM brings together over 15,000 qualified trade buyers and top wedding planners from Delhi NCR and beyond, leveraging key industry partnerships and longstanding relationships.



“This is an amazing opportunity for buyers to meet so many suppliers that we wouldn’t regularly get to meet. We hardly have any other show in this industry which is this big. I got the chance to shortlist a lot of suppliers and now we are planning to work together. Thanks to the BLTM team, the show was exceptionally planned!”

**Shaik Abid**  
International Travel Manager, Global Strategic Sourcing,  
Adobe Systems India



Buyers from across India and the world

## PARTICIPATION PACKAGE (RATE PER SQ.M.)

Participation in OTM and BLTM can be the most effective combination of your trade show promotions in 2025, covering all segments of travel trade in India.

	Early Bird Offer	Rate (USD*/INR*)	Corner (USD*/INR*)	Peninsular (USD*/INR*)	Island (USD*/INR*)
Super Early Bird	Before 31st Jan 2025	US\$ 395 / Rs. 32000	US\$ 435 / Rs. 35500	US\$ 475 / Rs. 39000	US\$ 515 / Rs. 42500
Early Bird	1st Feb 2025 to 31st May 2025	US\$ 445 / Rs. 33500	US\$ 490 / Rs. 37000	US\$ 535 / Rs. 40500	US\$ 580 / Rs. 44000
Standard		US\$ 495 / Rs. 35000	US\$ 545 / Rs. 38500	US\$ 595 / Rs. 42000	US\$ 645 / Rs. 45500

Add 25% surcharge for extra upper floor area, if any.

\* Payment is due at the time of booking with additional GST @ 18%.

## SPONSORSHIP OPPORTUNITIES

Partner Countries / States	US\$ 200,000*	₹ 142 lakhs*
Focus Countries / States	US\$ 125,000*	₹ 89 lakhs*
Feature Countries / States	US\$ 65,000*	₹ 46 lakhs*
Official Partner	US\$ 35,000*	₹ 25 lakhs*
Exclusive Partner for 200 Hosted Buyers	US\$ 30,000*	₹ 22.5 lakhs*
Networking Lunch / Dinner for 200 Buyers & Sellers	US\$ 30,000*	₹ 22.5 lakhs*
Registration Area Sponsorship	US\$ 15,000*	₹ 11 lakhs*
VIP / Hosted Buyer Lounge	US\$ 30,000*	₹ 22.5 lakhs*
Buyers Kit Bags / VIP Kit Bags / Lanyards	US\$ 10,000*	₹ 7.5 lakhs*
Event App Sponsorship	US\$ 30,000*	₹ 22.5 lakhs*

For more exciting sponsorship opportunities, please visit [www.bltm.co.in/sponsorship](http://www.bltm.co.in/sponsorship)

\* Payment is due at the time of booking with additional GST @ 18%.

## BOOK NOW

Please fill the enclosed **Space Booking Form** and email us at [contact@fairfest.in](mailto:contact@fairfest.in) or send the hard copy to **Fairfest Media Ltd., 74/2, AJC Bose Road, Tirupati Plaza, 4C, 4th Floor, Kolkata - 700 016, India.**

Fairfest Media Limited (CIN - U74140WB1988PLC045101)

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