BLTM

1,2 & 3 SEPTEMBER 2027

Yashobhoomi (IICC), Dwarka, New Delhi

India's leading show on Business & Leisure Travel and MICE

MEET in INDIA

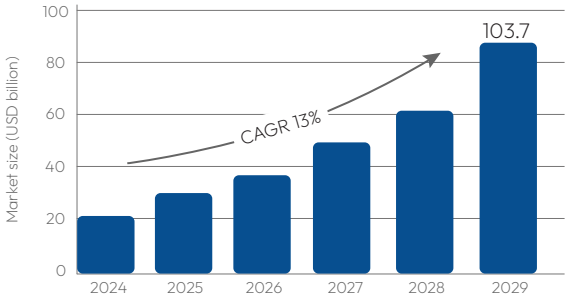
10TH EDITION

THE INDIAN MICE, BUSINESS & LEISURE TRAVEL MARKET

India's MICE Market Continues to Expand

India's MICE market is projected to grow from USD 49.4 billion in 2024 to USD 103.7 billion by 2030, reflecting the increasing scale of meetings, incentives, conferences and business events across the country.
Alongside this domestic growth, India's outbound MICE market is expected to reach USD 13.4 billion by 2031, creating wider opportunities for destinations, hotels, DMCs, venues and travel businesses looking to engage with Indian corporate and MICE demand.

India's MICE Market Growth
(2024-2030)



WHY DELHI?

A Key Market for India's Travel Trade

As a major gateway to North India and a strong source market for both domestic & international travel, Delhi offers extensive connectivity across key Indian cities and global destinations.
Its scale, location & market reach give the capital a distinct strategic advantage for the travel industry, making it a natural base for BLTM.

BLTM 2027 - THE 10TH EDITION

BLTM 2027 marks the **10th edition** of the show, bringing together destinations, tourism boards, hotels, resorts, DMCs, travel companies, and industry solution providers with a curated mix of **corporate travel, MICE, destination weddings, leisure, and travel trade buyers.**

The previous editions of BLTM have seen participation from **13,000+ trade visitors**, alongside **500+ exhibitors and 450+ Hosted Buyers.** Participation extended across **25+ countries and 18 Indian States & UTs,** reflecting the growing breadth of the market.

BLTM combines a focused B2B show floor with structured buyer engagement, pre-scheduled meetings, networking formats and industry sessions, creating an environment designed around relevant business conversations.

500+
Exhibitors

13,000+
Trade Visitors

450+
Hosted Buyers

25+
Countries

18
Indian States & UTs

91%

Exhibitors expressed their likelihood of returning and exhibiting at BLTM 2027

88%

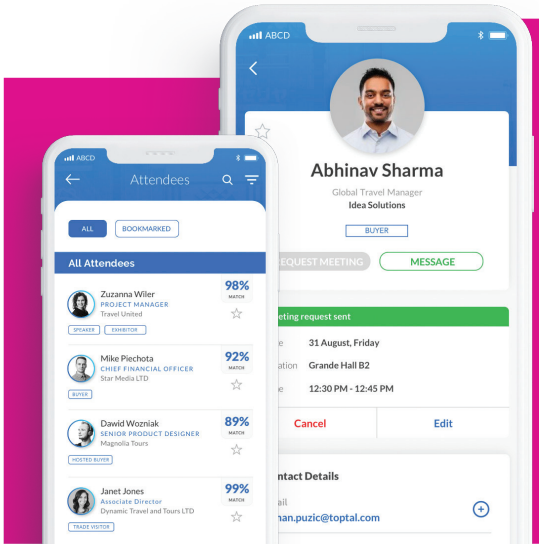
Exhibitors found that BLTM reached the right target audience for their business

97%

Hosted Buyers rated the networking opportunities at BLTM Excellent or Good

86%

Hosted Buyers rated B2B Speed Networking Very Useful



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, optimising time and increasing ROI.

2:1 Top Buyer to Seller Ratio: BLTM stands out as India's only event with a guaranteed 2:1 ratio of Top 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

The **BLTM Forum** brings together leaders from convention bureaus, hospitality, corporate travel, incentive travel and the wider MICE ecosystem for conversations around the issues shaping the industry.

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

Host State

Delhi Tourism

Partner Country

SRI LANKA CONVENTION BUREAU

Feature Country

ISRAEL Land of Creation

Focus Destination

SAINT PETERSBURG

Partner States

ODISHA THINK INDIA, THINK ODISHA.

GOA

Feature States

Experience Bengal – The Sweetest Part of India – Department of Tourism, Government of West Bengal

Punjab Tourism – India Begins Here

Tamil Nadu – where stories never end.

Responsible Tourism Partner

ICRT INDIA

Institutional Partners

OTOAI

ETAA

nima

Institutional Partners

site India

SKAL INTERNATIONAL INDIA

tia Tourism India Alliance

IATTE

adtoi

TOAI

ATOAI

GAEHP

IWIA

TACT

MTOA

Institutional Partners

TAAB

TOWA

TAHAT

EHTTOA

Himalayan Hospitality & Tourism Development Network

TAC

TOSG

SATA

GTAA

SGTCA

TAAS

ATAA

TAAPI

Tours & Travels Association of Andhra

TOAT

Institutional Partners

Karnataka Tourism Society – Partners in Growth

TAAK

TAAC – Travel Agent Association of Coimbatore

TTTHA

SIGTOA – South India Global Tour Operators Association

SIMA – South India MICE Association

Tamilnadu Travel Mart Society

ATAA

PHD Chamber of Commerce and Industry – Voice of Industry and Trade

GTTAA – Global Tourism Travel Agents Association of India

PTAHA

Official Publication

travel News Digest

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CORPORATE BUYERS

BLTM hosted over 150+ Corporate Buyers, including decision-makers from the corporate travel, meetings, incentives, events and wider MICE ecosystem.

ADDPRO · Aditya Birla Capital · Alembic · BAI · Cellution Biologics · Cipla · Coforge

CRISIL · TATA · FIS · Generali Central Insurance · genpact · GM · zscaler

HCLTech · HCG Hospitals · HearU · ICICI Prudential Life Insurance · IndusInd Bank · Intellect Life Sciences · Truhome Finance

Jayaswal Neco Industries Limited · Khaitan & Co · kotak Mahindra Bank · LifeCell · mahindra Rise · mahindra Finance · metro Brands

Maruti Suzuki · Monarque Collective · Motilal Oswal Financial Services · MongoDB · NEC · nuvama

one97 · paloalto Networks · Petronas · Philips · Prometheus Group · BCG Boston Consulting Group

ZenSar Technologies · Samsara BioCapital · Suzlon · syngenta · tenova · Teleperformance

HEAR FROM OUR PARTICIPANTS

"BLTM has established itself as a strong & successful industry platform, bringing businesses of all sizes together & creating opportunities that smaller players might not otherwise have. The show continues to grow year after year, & this edition has been particularly impressive, with tremendous potential for further expansion."

Suman Billa, IAS

Additional Secretary & Director General, Ministry of Tourism, Government of India

"BLTM gives Delhi Tourism a platform to showcase the capital's offerings in MICE, the concert economy & spiritual heritage tourism. Our fruitful discussions with tourism boards from Sri Lanka, Israel and Russia opened opportunities for collaboration and tourism business in Delhi."

Suneel Anchipaka, IAS

Managing Director & CEO, Delhi Tourism & Transportation Development Corporation

"An excellent platform for strengthening connectivity and collaboration between Sri Lanka and India, BLTM brings together MICE buyers and industry professionals from South Asia and beyond. Its year-on-year growth, conferences, panel discussions and industry engagement are truly commendable."

Dheera Hettiarachchi

Chairman, Sri Lanka Convention Bureau

"BLTM brings together key players from the MICE and leisure tourism sectors. We had important meetings with travel associations, leading tour operators, OTAs and airlines. Its real value lies not just in the number of attendees, but in the quality of business meetings it facilitates."

Galit Hoffman

Consul for Tourism Affairs, Israel Ministry of Tourism

"Bringing travel trade professionals and suppliers under one roof, BLTM creates valuable opportunities for interaction. I connected with corporate representatives and industry partners, while the sessions offered insightful discussions on technology, AI and innovation, all highly relevant to the MICE industry."

Aishwarya Guhagarkar

Director, MICE at Switzerland Convention Bureau

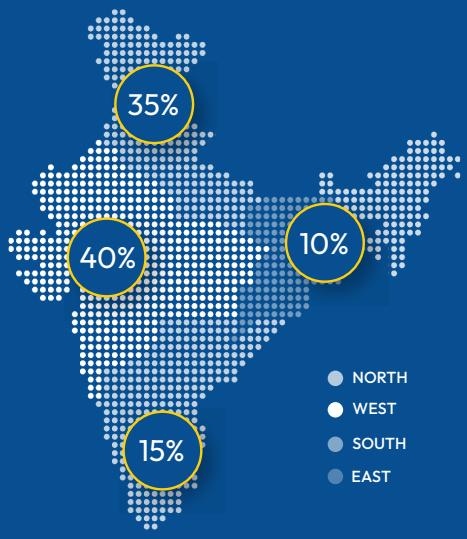
PRE-QUALIFIED AND VETTED BUYERS

BLTM brings together a curated mix of **Hosted Buyers, corporate travel decision-makers, MICE professionals, destination wedding planners and travel trade buyers** from India and international markets.
The 2026 edition welcomed **450+ Hosted Buyers**, alongside **13,000+ trade visitors and 500+ exhibitors,** creating a focused marketplace for buyers sourcing across **business travel, meetings and incentives, destination weddings, leisure, premium group travel and experiential tourism.**

"Events like BLTM are essential for building professional relationships, establishing trust, and connecting directly with vendors and industry partners. These interactions help us deliver better experiences for our customers. The scale of the show is impressive, and it continues to improve year after year."

VINITEE MISHRA

Senior Manager, Global Travel & Immigration
Prometheus Group Inc.



Buyers from across the country

PARTICIPATION PACKAGE

Put Your Brand at the Centre of BLTM 2027

Participation in OTM and BLTM can be the most effective combination of your trade show promotions in 2027, covering all segments of the 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 2027	US$395 / ₹32000	US$435 / ₹35500	US$475 / ₹39000	US$515 / ₹42500
EARLY BIRD	1st Feb 2027 to 31st May 2027	US$445 / ₹33500	US$490 / ₹37000	US$535 / ₹40500	US$580 / ₹44000
STANDARD		US$495 / ₹35000	US$545 / ₹38500	US$595 / ₹42000	US$645 / ₹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**

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

BOOK NOW

Please complete the **BLTM 2027 Space Booking Form** and email us at contact@fairfest.in or send the hard copy to Fairfest Media Ltd., 305, 3rd Floor, The Summit Business Bay, Off Andheri - Kurla Road, Andheri East, Mumbai - 400 093

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