BLTM

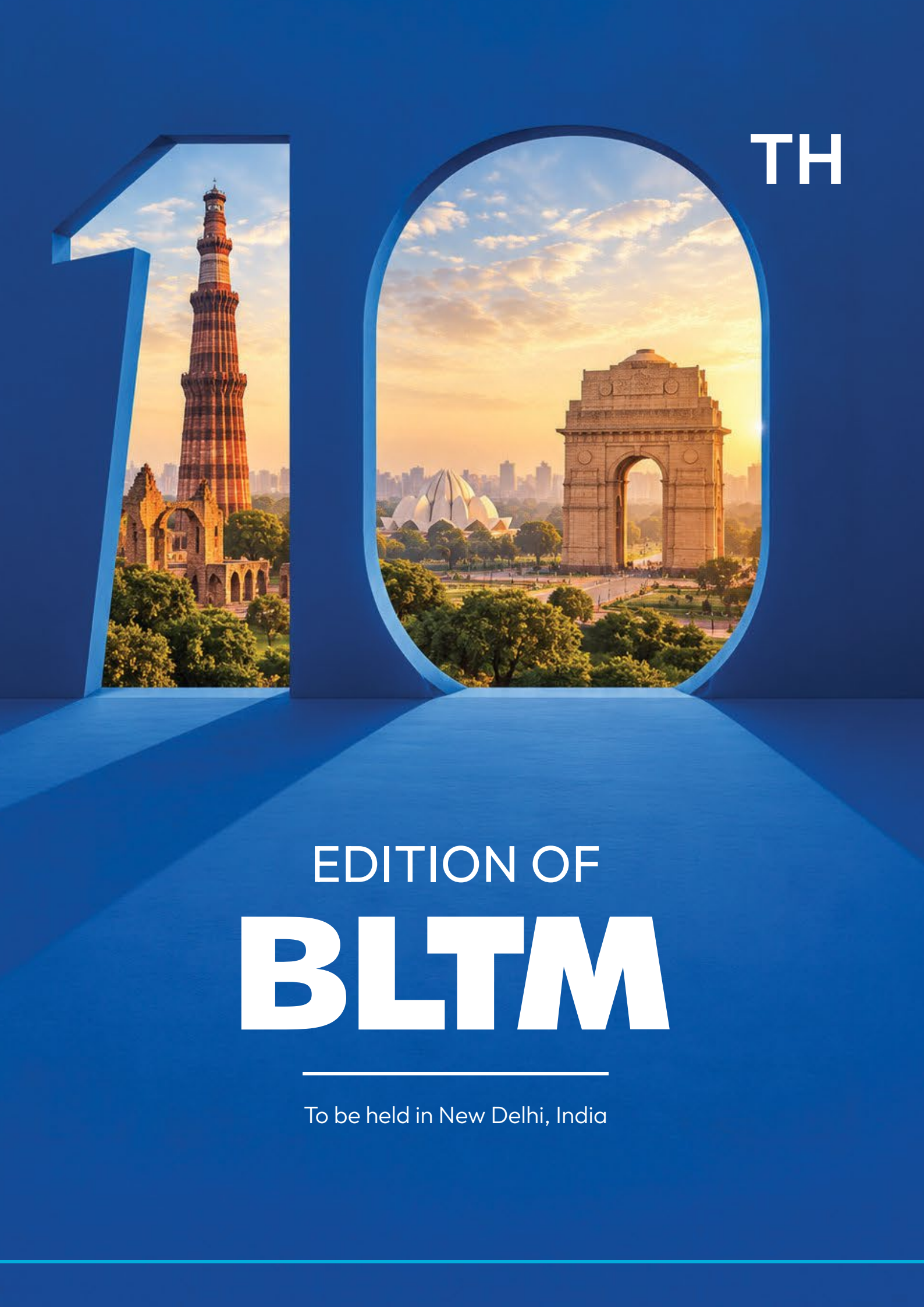
1, 2 & 3 SEPTEMBER 2027

Yashobhoomi (IICC), Dwarka, New Delhi

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

2026 POST SHOW REPORT




10TH
EDITION OF
BLTM
To be held in New Delhi, India

BLTM

2, 3 & 4 SEPTEMBER 2026

Yashobhoomi (IICC), Dwarka, New Delhi



BLTM 2026 Concluded in New Delhi with Record Trade Visitor Turnout

Three-day B2B trade show recorded 13,000+ trade visitors, alongside 500+ exhibitors and 450+ hosted buyers.

New Delhi, 4 September 2026: The ninth edition of **BLTM 2026** concluded at Yashobhoomi, Dwarka, after three days of business meetings, networking and industry discussions centred on Business, Leisure Travel and MICE. As India's travel and tourism economy is projected to grow, the event brought together destinations, tourism boards, travel companies, hotels, resorts, and travel professionals from a market seeing continued expansion in domestic travel, MICE, destination weddings, experiential tourism, and premium leisure.

BLTM 2026 recorded **13,000+ trade visitors,** alongside **500+ exhibitors** and **450+ hosted buyers** across the three days, including **five countries and 18 Indian States & UTs**, together with a broad mix of tourism organisations, DMCs, hotels, resorts, airlines and travel businesses.

DESTINATION PARTICIPATION

BLTM 2026 reflected the diversity of the Indian travel market through participation from destinations and tourism organisations across India and overseas. **Sri Lanka** participated as **Partner Country, Israel** as **Feature Country** and **Saint Petersburg** as **Focus Destination**, with **Delhi** as **Host State**. **Odisha** and **Goa** participated as **Partner States**, while **West Bengal, Punjab** and **Tamil Nadu** joined as **Feature States**.

RESPONSIBLE TOURISM TAKES CENTRE STAGE

BLTM 2026 hosted the **ICRT Indian Subcontinent Responsible Tourism Awards 2026,** presented by the **ICRT India Foundation** with the support of the **Ministry of Tourism**. Recognising ex emplary initiatives and practices in responsible and sustainable tourism, the awards celebrated pioneers and changemakers driving positive impact across the sector. The ceremony was graced by **Shri Suman Billa, IAS, Additional Secretary & Director General, Ministry of Tourism,** as Chief Guest, and **Ms. Kanta Singh, Deputy Country Representative, UN Women India**, as Guest of Honour.

A MARKET EXPANDING ACROSS MICE, WEDDINGS AND EXPERIENCES

Conversations across the three days reflected the changing nature of India's travel market, with industry leaders examining destination competitiveness, emerging technology, changing event formats and the role of experiences in delivering stronger business and tourism outcomes. India's MICE market is projected to grow from **USD 49.4 billion in 2024 to USD 103.7 billion by 2030,** while outbound MICE tourism is expected to reach **USD 13.4 billion by 2031.** BLTM 2026 reflected this demand across **MICE, destination weddings, experiential and rural tourism, business travel and premium leisure.**

RURAL TOURISM AT BLTM 2026

Rural tourism received dedicated visibility at BLTM 2026, with initiatives from **Madhya Pradesh, Delhi NCR, Himachal Pradesh and Uttarakhand** showcasing rural homestays and village-based experiences. The participation highlighted how tourism can extend economic opportunities beyond established tourism centres by connecting travellers with **local culture, traditional cuisine, handicrafts, nature and community-led experiences.**

Sanjiv Agarwal, Chairman & CEO, Fairfest Media Limited, said, "BLTM 2026 closed with trade visitor turnout up 23% over last year—a strong indicator of the growing business appetite in India's travel and MICE market. Across the three days, we saw buyers actively exploring opportunities across MICE, destination weddings, experiential travel, and new domestic and international destinations. The quality of meetings and engagement on the show floor reflects a market that is not only expanding, but becoming more diverse in what it is looking for. BLTM's role is to bring that demand together with the right destinations and travel businesses, creating connections that can translate into business well beyond the show."

ABOUT BLTM

Organised by **Fairfest Media, BLTM** is **India's leading show on Business & Leisure Travel and MICE,** designed to connect destinations, hospitality brands, MICE suppliers, DMCs, travel companies and premium travel service providers with qualified buyers from across the travel and tourism industry.

The event brings together corporate travel planners, MICE professionals, destination wedding planners, hosted buyers, travel agents, tour operators and other decision-makers, offering a focused B2B platform for meetings, networking, destination promotion and business development.

ABOUT FAIRFEST MEDIA

Fairfest Media, incorporated in 1989, is the leading travel trade show organiser in Asia and India. Each year, it brings together a global network of exhibitors, buyers, and travel industry professionals to connect, showcase innovations, and generate business opportunities.

In addition to BLTM, **Fairfest Media** also organises **OTM – Asia's Leading Travel Show and the TTF series, India's oldest and largest travel trade show network,** making it the largest travel trade show organiser in India.



Hosted Buyers

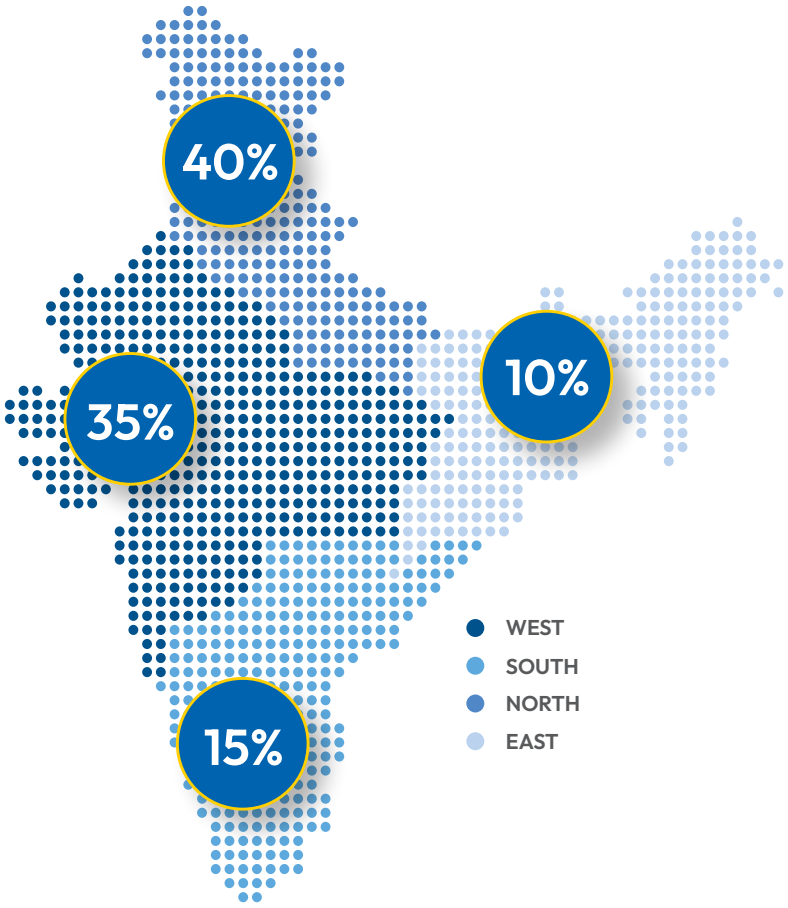
BLTM 2026 welcomed **450+ Hosted Buyers** across the three days, bringing relevant decision-makers into a focused B2B environment spanning Business Travel, MICE and Leisure Travel. The Hosted Buyer programme complemented the wider trade visitor audience with structured opportunities to meet destinations, hotels, DMCs and travel suppliers.

Trade Visitors

BLTM 2026 welcomed **13,000+ trade visitors,** reflecting increased industry participation and engagement across the three-day show, from NCR and beyond.

International Tourism Boards and Indian States & UTs at BLTM

BLTM 2026 brought together destinations and tourism stakeholders from **five countries and 18 Indian States & UTs,** presenting travel products across business travel, MICE, leisure, destination weddings, premium tourism and experiential travel.



BUYERS FROM
ACROSS THE COUNTRY

International participation included: Sri Lanka | Israel | Saint Petersburg | Nepal | Thailand

Key Indian destination participation included: Delhi | Odisha | Goa | West Bengal | Punjab | Tamil Nadu
alongside tourism stakeholders from across 18 Indian States & UTs.

BLTM 2026 in **Numbers**

500+	13,000+	450+	5	12,000+
EXHIBITORS	TRADE BUYERS	HOSTED BUYERS	COUNTRIES	B2B MEETINGS

Hear it from **Our Exhibitors**



Suneel Anchipaka, IAS

Managing Director and Chief Executive Officer, Delhi Tourism and Transportation Development Corporation

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



Dheera Hettiarachchi

Chairman, Sri Lanka Convention Bureau

"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."



Galit Hoffman

Consul for Tourism Affairs, Israel Ministry of Tourism

"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."



Suman Billa, IAS

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

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



Aishwarya Guhagarkar

Director, MICE at Switzerland Convention Bureau

"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."

Corporate Buyers

BLTM 2026 brought together 150+ Corporate Buyers, including decision-makers from the corporate travel, meetings, incentives, events and wider MICE ecosystem, creating opportunities for exhibitors to engage with professionals responsible for sourcing destinations, accommodation, travel services and event solutions.















Hear it from **Our Buyers**



Vinitee Mishra

Senior Manager, Global Travel & Immigration, Prometheus Group Inc.

"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."



Simardeep Singh Saluja

Founder & Director, Classique Events

"Every year, BLTM introduces us to exciting new destinations across India and abroad. The show has also helped us build lasting business partnerships, including a travel partner we connected with at last year's edition. With thoughtfully curated panels and valuable networking opportunities, BLTM is a show we look forward to attending every year."



Mukul Garg

Managing Partner, Aditya Birla Capital ABSLI

"The professionalism and attention to detail at BLTM are exceptional. Every aspect is meticulously organised, creating a seamless experience for hosted buyers. The show offers tremendous exposure, valuable business meetings and a vibrant environment for industry interaction."



Parth Satpathy

Head of Public Relations, Travel & Events, Maruti Suzuki India Limited

Every BLTM edition brings opportunities to meet new people, from corporate professionals to emerging entrepreneurs in the hospitality and travel sectors. It is a fantastic platform for expanding professional networks, and the panel discussions offer valuable insights and learning experiences."



Signature Features

B2B Speed Networking

BLTM's **B2B Speed Networking Session** created a structured environment for buyers and sellers to meet efficiently and initiate focused business conversations. The format complemented meetings across the exhibition floor, giving exhibitors additional opportunities to connect directly with relevant travel and MICE buyers.

Pre-scheduled Meetings

BLTM's online meeting platform enabled buyers and exhibitors to identify relevant business prospects and schedule meetings around the show. The structured appointment format helped participants make effective use of their time across the three days while complementing business discussions and networking across the show floor.

Recognising Excellence: BLTM Awards

Adding another dimension to the show, BLTM also features Awards that celebrate outstanding contributions and innovations in the travel trade. These recognitions not only inspire excellence but also strengthen the community by spotlighting achievers who are shaping the future of business and leisure travel.








VISITSRA

Sessions at **BLTM**

Across the three days, the BLTM Forum brought together leaders from convention bureaus, hospitality, corporate travel, incentive travel and the wider MICE ecosystem to discuss emerging opportunities, technology, evolving event formats and changing buyer expectations.

Competing for the Indian MICE Market: What Makes a Destination Win?

The session explored factors shaping destination choice within India's expanding MICE market, including connectivity, infrastructure, experiences, service delivery and the ability to respond to increasingly diverse event requirements.



Future Ready Business Events: Innovation, Technology and Human Connection

Industry leaders examined the evolving role of technology in business events and how digital tools can improve planning and operational efficiency while retaining the human connections at the heart of meetings and events.



It's Not a Holiday – Redesigning MICE for Real Business Outcomes

The discussion explored how MICE programmes are evolving beyond conventional travel formats, with greater emphasis on purpose, engagement, experiences and measurable business outcomes.

AI X MICE: From Event Tools to Intelligent Operations

The NIMA session examined the growing role of artificial intelligence across the MICE ecosystem, moving beyond individual event tools towards smarter planning, operations and decision-making. The discussion considered how AI can support event professionals across workflows while reshaping how meetings and business events are planned and delivered.

WeddingSutra Engage: Travel and Destination Weddings 2027

WeddingSutra Engage brought the destination wedding conversation to BLTM 2026, with industry professionals examining the destinations, experiences and travel trends expected to influence weddings in 2027. The discussion explored evolving destination preferences, changing expectations and the role of destinations, hospitality businesses and travel professionals in the next phase of India's destination wedding market.



The Future of MICE: AI, Experiences and New Markets

Industry leaders explored how technology, changing attendee expectations and emerging destinations are influencing the next phase of MICE. The conversation looked at how AI, experience-led formats and new markets could shape the way business events are planned, marketed and delivered.



TIA Recharge 3.0

TIA Recharge 3.0 added an interactive dimension to the BLTM Forum, bringing travel industry professionals together through a participative format alongside the show's business meetings and knowledge sessions.

Glimpses from **the Show**














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Glimpses from **the Show**












EXIT
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BLTM
2, 3 & 4 SEPTEMBER 2026
AGENDA
EXIT | निकास
ICRT


BLTM
EXCELLENCE AWARD


SAINT PETERSBURG
HALL 1C

Some of our partners and supporting organisations

Partner Country

Feature Country

Focus Destination

Host State

Partner State

Partner States

Feature States

Responsible Tourism Partner

Institutional Partners

Institutional Partners

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- SEE YOU NEXT -

BLTM

1, 2 & 3 SEPTEMBER 2027

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