



2, 3 & 4 SEPTEMBER 2026

Yashobhoomi (IICC), Dwarka
New Delhi

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

2025 POST SHOW REPORT





TH EDITION OF **BLTM**

TO BE HELD AT YASHOBHOOMI, IICC,
THE LARGEST TRADE SHOW VENUE IN
NEW DELHI, INDIA



BLTM

11, 12 & 13 SEPTEMBER 2025

**Yashobhoomi (IICC), Dwarka
New Delhi**

BLTM

achieved record-breaking numbers, reinforcing its position as the leading event for MICE and Bleisure in New Delhi.



The Eighth Edition of BLTM 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.



MICE Buyers and Wedding Planners

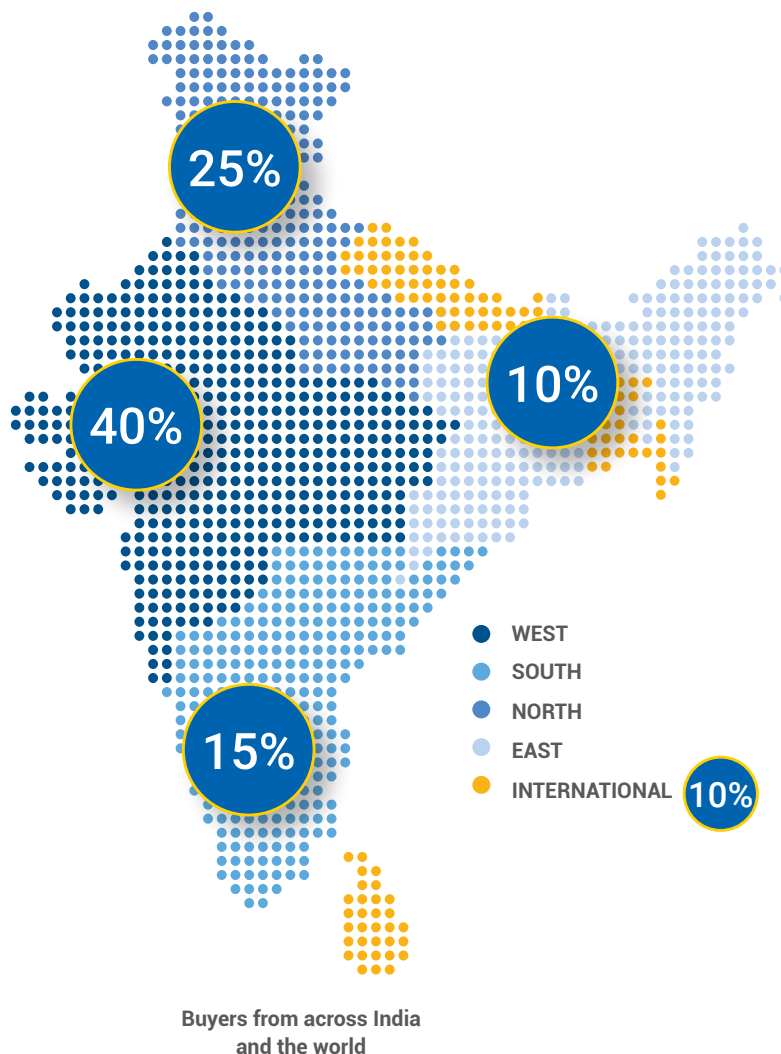
BLTM 2025 welcomed over 300 qualified Hosted Buyers from India and Southern Asia, all with significant purchasing power. These buyers focused on planning and booking incentives, conferences, weddings, large meetings, and events. Among them were over 100 leading wedding planners and designers from across India.

Travel Trade Buyers

Thanks to our key industry partnerships and long-standing relationships, BLTM 2025 attracted more than 12,500 pre-qualified travel trade professionals from NCR and beyond.

International Tourism Boards and Indian States & Union Territories at BLTM

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



Sellers from 25 Countries Exhibited at BLTM

Azerbaijan | Cambodia | Egypt | Georgia | Greece | Finland | Hong Kong | India | Indonesia | Israel | Japan
Jordan | Kenya | Malaysia | Myanmar | Oman | Nepal | Russia | Singapore | South Africa | Sri Lanka | Thailand
United Kingdom | UAE | Vietnam.

BLTM in Numbers



500+
EXHIBITORS



4
COUNTRIES



300+
HOSTED BUYERS



10,500+
TRADE BUYERS



12,000+
B2B MEETINGS

Hear it from **Our Exhibitors**



Shri Kapil Mishra

Tourism & Culture Minister of Delhi

It is wonderful to see BLTM bringing people from all across the globe to Delhi and creating opportunities for meaningful interactions and future collaborations. Truly, the who's who of the travel industry gathers here.



Dheera Hettiarachchi

Chairman, Sri Lanka Convention Bureau

"This is our fourth or fifth time attending BLTM and it's really fantastic. It's a great opportunity to network globally and build future opportunities."



Papori Bharati

India Head, Visit Northern Finland

"India is a very important market for the Scandinavian and Nordic countries, and we are number two in Finland at the moment. Tourists always look for newer destinations, and BLTM gives us a lot of mileage in promoting our region."



Amruta Bangera

Director of Marketing,
Israel Ministry of Tourism

"BLTM is a very focused travel trade show, with wedding planners and niche segments you may not have explored before. It is one platform where people come and talk to you—be it business, leisure, MICE, cultural programs, or incentive travel."



H.E. Vakhtang Jaoshvili

Ambassador of Georgia to India

"BLTM is very well organized and very smooth. It is the best way to promote Georgia to the Indian market and to build strong connections within the travel industry."

Corporate Buyers

BLTM 2025 hosted over 300+ qualified Travel Managers, Meetings and Events Professionals, and Incentive Travel Planners from Southeast Asia, the GCC, and Russia, and from across major Indian cities, including the Delhi National Capital Region (NCR).



Hear it from **Our Buyers**



Mridul Pahuja

AVP Travel Mobility & Insurance, Motilal Oswal

“Anybody in travel is aware of BLTM. It’s a big forum for the entire travel industry to come together.” It is a marketplace where the biggest suppliers are ready to compete with each other, giving buyers cross-sell opportunities and valuable add-ons.”



Manoj Ralan

General Manager, Novotel Jaipur Convention Centre & JECC

“I think BLTM is an example, where we get to meet more and more markets. Agents, mice players at one venue. It saves us time and effort to go and meet all these people differently, and this is my first day here, and I’m really hoping for an excellent outcome. Well, the opportunities are tremendous”



Shaik Abid

Adobe, International Travel Manager

“BLTM has really helped me connect with suppliers supporting both corporate travel and the MICE business and to strengthen existing relationships while creating new ones.”



Mohammed Zuber Myageri

FIS Global, Head of Procurement

“BLTM has helped corporates like us connect with the right suppliers to cater to our internal requirements. I have materialized a lot of advantages from the networking here.”



Signature Features

Reverse Networking

At BLTM, sellers enjoy the unique advantage of connecting directly with travel trade and corporate buyers through a structured speed networking format. This reverse networking approach ensures that sellers gain exposure to a wide variety of prominent buyers within a short timeframe, creating the foundation for valuable business relationships that extend well beyond the event.

Pre-scheduled Appointments

BLTM empowers participants with SnapCard, our state-of-the-art online meeting diary and mobile app. Using AI-driven matchmaking, SnapCard enables sellers and buyers to schedule appointments in advance, identify the most relevant prospects, and maximise the value of every interaction. The intuitive interface streamlines meeting management, ensuring an effective and productive event experience.

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.





Sessions at BLTM

SITE India Industry leaders explored the evolving landscape of business events and corporate travel in a rapidly changing geopolitical climate. The session “Business Events in a Fragmented World” examined how global tensions and regional complexities are reshaping strategies for hosting business events, emphasising adaptability, hybrid formats, and risk management. A panel on “India’s Corporate Travel Landscape” highlighted the need to align global standards with local business practices, infrastructure, and cultural expectations to enhance travel efficiency and impact. Another key panel, “Importance of Regional Cooperation”, focused on how multilateral collaboration can drive investment, trade, and cross-border business opportunities, underscoring the growing relevance of regional alliances in a fragmented global economy.

- Business Events in a Fragmented World: Strategies Amid Geopolitical Shifts by SITE India
- Panel Discussion: India’s Corporate Travel Landscape: Bridging Global Standards with Local Realities
- Panel Discussion: Importance of Regional Cooperation – Multi-lateral Investment, Business & Trade.



WeddingSutra Engage

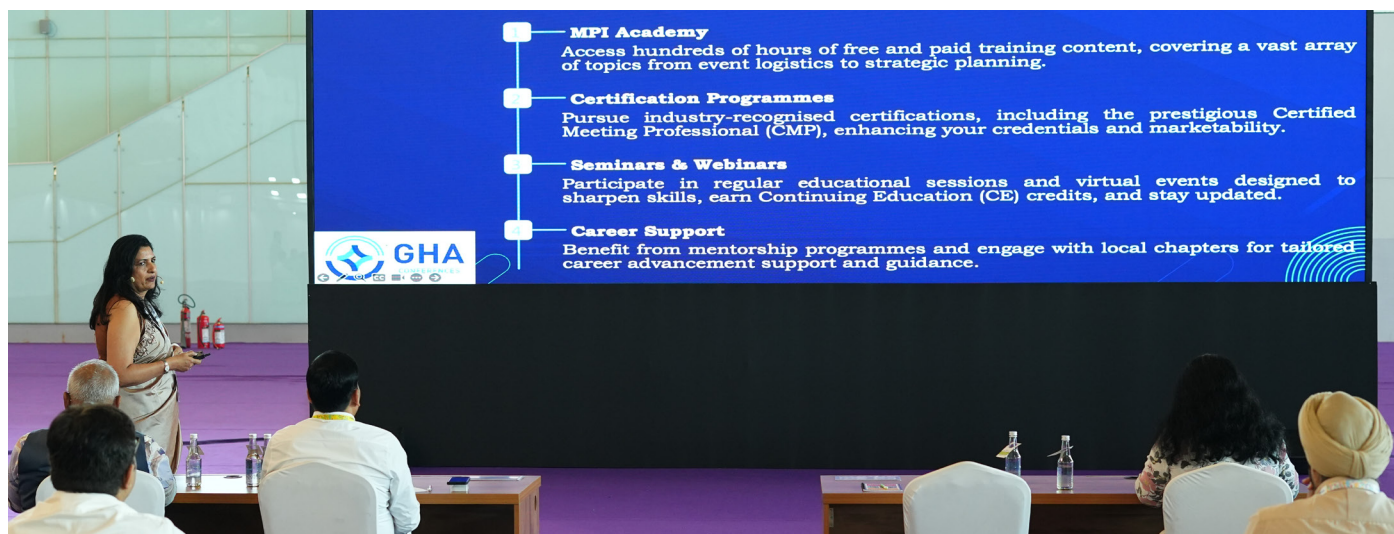
WeddingSutra Engage hosted a compelling session exploring the future of destination celebrations with two key themes. Industry leaders and luxury wedding planners discussed how evolving travel preferences and global hotspots are shaping destination weddings for 2026, along with how personalisation, exclusivity, and cultural integration are influencing couple choices. The conversation also delved into the growing importance of family-driven celebrations such as anniversaries and milestone birthdays, highlighting what modern families seek in terms of experience, comfort, and multigenerational appeal when planning large-scale events.

- Vows Beyond Borders: Travel and Destination Weddings 2026
- Family in Focus: Milestone Events and What Families Want



Fundamentals Certificate Course (Part 1 & Part 2)

This globally recognised programme was designed to upskill professionals and set new benchmarks of excellence across the MICE sector in India. Conducted over two days and led by instructor Anitha Niranjan, the programme provided participants with the opportunity to enhance their skills and earn a prestigious global certification.



- MPI Academy**
Access hundreds of hours of free and paid training content, covering a vast array of topics from event logistics to strategic planning.
- Certification Programmes**
Pursue industry-recognised certifications, including the prestigious Certified Meeting Professional (CMP), enhancing your credentials and marketability.
- Seminars & Webinars**
Participate in regular educational sessions and virtual events designed to sharpen skills, earn Continuing Education (CE) credits, and stay updated.
- Career Support**
Benefit from mentorship programmes and engage with local chapters for tailored career advancement support and guidance.



MICE Workshop by NIMA

NIMA conducted a workshop addressing key aspects of the MICE industry. Highlights included:

- Partnering for Growth: How MICE Venues & Hotels Can Empower Agents to Capture New Market Opportunities
- Consolidators as Catalysts: Driving Growth in the MICE & Tourism Ecosystem

These sessions explored the critical role of collaboration in unlocking growth within the MICE and tourism sectors. "Partnering for Growth" focused on how venues and hotels can work more strategically with agents to tap into emerging markets by offering tailored support, flexible packages, and shared insights into evolving client needs. Meanwhile, "Consolidators as Catalysts" highlighted how travel consolidators are becoming key drivers of expansion in the MICE ecosystem by streamlining services, leveraging scale, and connecting fragmented supply chains-ultimately enabling more efficient, competitive, and responsive offerings for business events and group travel.



Dr. Anup Tarafdar Ph.D
NIMA – Coordinator -
Events

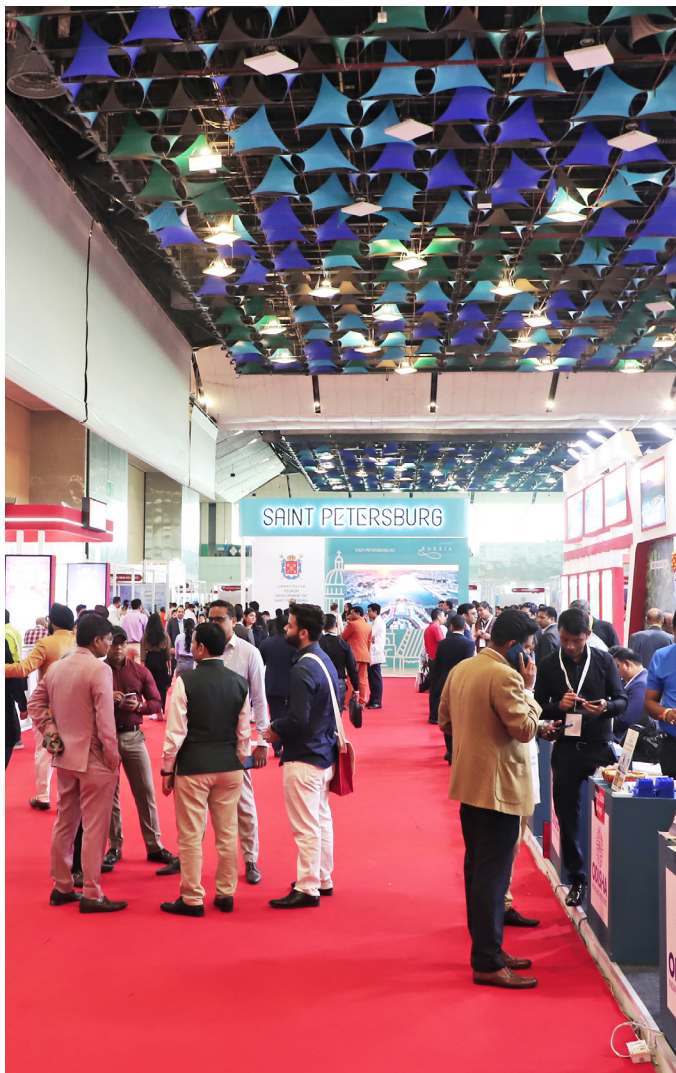
Manuj Ralhan
General Manager,
Novotel Jaipur Convention
Centre

Sharad Upadhyay
General Manager,
IHG Group of
Hotels & Resorts

"ReCharge!" by TIA

TIA showcased a never-before-seen session titled 'ReCharge 2.0!' The event featured a series of interactive activities that encouraged attendees to dance, bond, and rejuvenate. The engaging experience was designed to energise participants and enhance team dynamics through a blend of collaborative exercises.

Glimpses from the Show





Glimpses from the Show





Some of our partners and supporting organisations

Partner Country



Feature Country



Focus Destination



Theme Country



Feature Destinations



Host State



Partner States



Feature States



Feature States



Responsible Tourism Partner



Official Mobility Partners



Institutional Partners



Institutional Partners



Institutional Partners



Institutional Partners



Official Publication



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- SEE YOU NEXT -

BLTM

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