

# BLTM

11, 12, 13 SEPTEMBER 2025

Yashobhoomi (IICC), Dwarka  
New Delhi

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

2024 POST SHOW REPORT





# 8TH EDITION OF **BLTM**

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



# **BLTM**

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**29, 30, 31 AUGUST 2024**

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

# BLTM concludes with Record-Breaking numbers, consolidating its position as the MICE & Bleisure Quality event in Delhi



## BLTM, India's largest MICE show, concludes with an impressive turnout!

**New Delhi, 6th September 2024** – BLTM 2024 successfully concluded at **Yashobhoomi (IICC)**, Dwarka, New Delhi, setting new records as the largest MICE event in India. This year's edition saw an impressive participation of over 500 exhibitors from across the globe, including national tourism organizations, convention bureaus, Indian states, hotels and resorts, DMCs, tour operators, and MICE agents. With over 10,000 trade visitors over three days, the event surpassed all previous editions in scale, participation, features, facilities, and international presence.

### An Unparalleled Success for the MICE Industry

With the **Indian MICE market** projected to reach **USD 10.52 billion by 2030** at a CAGR of 18%, BLTM serves as an unmissable platform for both domestic and international suppliers to tap into this rapidly expanding sector. The event's growth in scale and international participation, along with its new venue, further strengthens its position as a key travel trade show, focused on quality, in Delhi.

The 2024 edition of BLTM saw a phenomenal increase in exhibitors and attendees, doubling in size. This remarkable

growth reflected the expanding influence of India's MICE and business travel sectors. The event drew the who's-who of the travel industry and thousands of pre-qualified travel trade professionals. **The Hosted Buyer** program reached new heights both domestically and internationally featuring the presence of **150+ MICE planners, 100+ corporate buyers, 80+ wedding planners, and for the first time 50+ international hosted buyers** from **Southeast Asia, the GCC, and Russia**, all eager to tap into the burgeoning MICE market of India.

The extensive line-up of exhibitors showcased a wide variety of MICE and business travel products and services. International representation included NTOs from **Sri Lanka, Azerbaijan, Cambodia, Israel, and Saint Petersburg**, alongside Indian states such as **Goa, Odisha, Punjab, Gujarat, Jharkhand, Telangana, and Meghalaya**.

**The Ministry of Tourism, Govt.** of India offered full support to the event. Featured Exhibitors included renowned brands like **Ottila International, Radisson Hotel Group, Ramoji Film City, Treat Hotels & Resorts, Ramee Group of Hotels, Paul John Resorts & Hotels, Wimbledon Debenture Seating, Thomas Cook,**

**Avis, Evoke Experiences, The Zuri Hotels and Resorts, Truly India Hotels & Resorts**, and many others. Participants connected with thousands of qualified **travel trade professionals**, including top travel agents, tour operators, corporate and MICE buyers, wedding and event planners, and many others from the business and travel community via on-spot meetings and organized networking events.

#### **The August Presence of VIPs & Industry Leaders Highlighted the Stature of the Show**

The **inauguration program** welcomed distinguished guests, including H.E. Mr. Hul Seila, Under Secretary of State, Ministry of Tourism, Cambodia; Mr. Florian Sengstschmid, CEO, Azerbaijan Tourism Board; Mr. Krishantha Fernando, General Manager, Sri Lanka Convention Bureau; Mr. Alexander Sitnikov, Representative of the Russian Ministry of Economic Development; Mr. R K Suman, Regional Director, North, India Tourism and Mrs. Anjali Yadav, IAS, Director, Jharkhand Tourism; and heads of associations.

The final day of BLTM 2024 culminated with a grand **Valedictory and Awards Ceremony**, where industry leaders were honored for their achievements and contributions. BLTM also hosted the **ICRT India and the Subcontinent Awards 2024** which were the highlight of the closing day, recognizing responsible tourism actors and initiatives on the field. **Shri. Satpal Maharaj, Hon'ble Tourism Minister, Govt of Uttarakhand, Ms. Mugdha Sinha (IAS), Director General of India Tourism, Dr. Harold Goodwin, Founder Director, ICRT**, and other distinguished dignitaries graced the occasion, presenting awards to leading exhibitors, key responsible tourism stakeholders, and innovators within the industry. The Awards were attended in large numbers by States Tourism Boards and NTOs, along with key industry leaders. ICRT is doing incredible work in the area of Responsible Tourism and

BLTM is proud to be their long-standing partner in India.

#### **World-Class Venue Elevated the BLTM Experience**

This year's event was hosted at the state-of-the-art Yashobhoomi (IICC) in Dwarka, New Delhi, one of the largest MICE venues globally. The IICC's expansive five-star facilities provided exhibitors and attendees with an ideal setting for meetings, networking, and showcasing their offerings. Hosting over 500 exhibitors and thousands of attendees, BLTM 2024 leveraged the venue's large exhibit spaces and advanced infrastructure to facilitate connections, negotiate deals, and form lasting business partnerships between international and domestic professionals.

#### **Networking Opportunities & Business Growth**

Throughout the three days, exhibitors had the opportunity to engage with numerous pre-qualified buyers, VIPs, and the media. The event's carefully curated networking sessions, including **B2B Speed Networking**, ensured that sellers and buyers maximized their time, forming meaningful connections that are expected to lead to significant business growth. This session is an all-time favorite where deals are signed on the show floor, and quick and effective B2B meetings evolve into long-term partnerships.

BLTM 2024 successfully provided a platform not only for immediate deal-making but also for fostering long-term collaborations that will drive the future of the MICE industry.

#### **A Hub for Thought Leadership: Panel Discussions & the BLTM Forum**

BLTM Forum, the knowledge-sharing hub of the event, played a pivotal role in delivering exclusive industry insights and trends. The Forum featured insightful panel discussions led by experts







from key institutional partners such as SITE, NIMA, TIA, and PHDCCI. Sessions covered a broad range of topics, from evolving MICE strategies to emerging challenges in the global business travel industry.

**Innovations in Sustainable Event Design and Decor by SITE India** – A session on incorporating sustainability into event design, with insights on eco-friendly materials and efficient practices.

**MICE Workshop** – Hosted by NIMA, this session delved into the evolving dynamics of the MICE industry, offering attendees actionable strategies for growth.

**WeddingSutra Engage** – Wedding planners and destination experts discussed how to attract high-end wedding clientele.

**Corporate Travel & Incentive Trends by PHDCCI** – Top corporate buyers shared insights into the future of incentive travel and corporate event planning.

**“ReCharge!” by TIA** – Presented a never-seen-before and engaging session, leaving attendees dancing and bonding in teams around the theme of ‘ReCharge’.

These sessions provided exhibitors, buyers, and attendees with a wealth of information, equipping them to stay competitive in the fast-evolving MICE and Corporate landscape.

As the curtains closed on BLTM 2024, **Sanjiv Agarwal, Chairman & CEO of Fairfest Media Ltd.**, shared his thoughts on the event’s remarkable success: **“BLTM 2024 has truly set a new standard for the MICE and business travel sectors, not just in India but across Asia. The overwhelming response from exhibitors and trade visitors highlights the importance of creating a global platform, focused on quality and experience where Business, Leisure, and Networking come naturally together. The show this year was doubled in size from last year and we look forward to continuing the growth trajectory next year.”**

Looking Ahead: As BLTM 2024 sets a new benchmark for MICE and business travel events, the future of the industry looks bright. With record-breaking participation and business opportunities created on an unprecedented scale, BLTM continues to strengthen its position as the leading event for MICE professionals in India and beyond.

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**Upcoming Shows:** Following the success of BLTM 2024, the travel and trade industry is already looking forward to the upcoming shows:

**TTF Patna:** 22, 23 October 2024

**OTM:** 30, 31 January, 1 February 2025

**TTF Bengaluru:** 13, 14, 15 February 2025

**TTF Chennai:** 21, 22, 23 March 2024

**TTF Kolkata:** 11, 12, 13 July 2025

**TTF Ahmedabad:** 31 July, 1 & 2 August 2025

**TTF Mumbai:** 11, 12, 13 August 2025

**BLTM:** 28, 29, 30 August 2025

# MICE Buyers and Wedding Planners

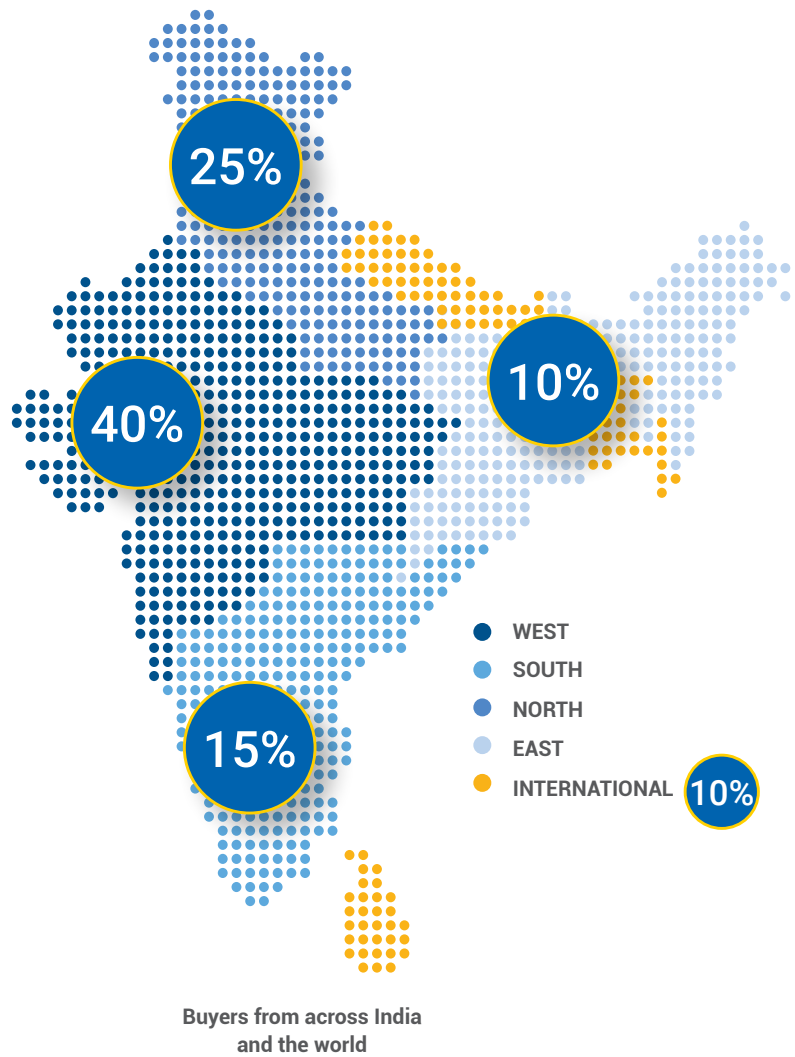
BLTM 2024 welcomed over 300 qualified Hosted Buyers from India and Southern Asia, all with significant purchasing power. These buyers focused on planning and booking incentives, conferences, weddings, large meetings, and events. Among them were over 80 leading wedding planners and designers from across India.

## Travel Trade Buyers

Thanks to our key industry partnerships and long-standing relationships, BLTM 2024 attracted more than 10,000 pre-qualified travel trade professionals from NCR and beyond.

## Indian States & Union Territories at BLTM

- Chandigarh
- Dadra Nagar & Haveli
- Delhi
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jammu & Kashmir
- Jharkhand
- Karnataka
- Kerala
- Maharashtra
- Meghalaya
- Odisha
- Punjab
- Rajasthan
- Tamil Nadu
- Telangana
- Uttarakhand
- Uttar Pradesh
- West Bengal



## Sellers from 22 Countries Exhibited at BLTM

Azerbaijan | Cambodia | Egypt | Ethiopia | India | Indonesia | Israel | Kazakhstan | Korea | Georgia  
 Indonesia | Kenya | Japan | Maldives | Nepal | Russia | Sri Lanka | Thailand | Turkey | UAE  
 United Kingdom | Vietnam

## BLTM in Numbers



500+  
EXHIBITORS



6  
COUNTRIES



300+  
HOSTED BUYERS



10,000+  
TRADE BUYERS



12,000+  
B2B MEETINGS



# Hear it from **Our Exhibitors**



**Florian Sengtschmid**

CEO, Azerbaijan Tourism Board

“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.”



**Mugdha Sinha (IAS)**

Director General of India Tourism

“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 be vying to participate in such a show. We must all come together to make this a global travel and trade mart initiative that is home-grown. The awards that were given at the ICRT India and the Subcontinent Awards 2024 at BLTM nudge the Indian travel industry to be more and more responsible, and how to promote sustainable tourism, which is the need of the hour.”



**Krishantha Fernando**

General Manager, Sri Lanka Convention Bureau

“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 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 traveling to Sri Lanka is 230,000, and we are hoping to see this grow post BLTM to at least more than 500,000.”



**H.E. Mr. Seila Hul**

Under Secretary of State, Ministry of  
Tourism, Cambodia

“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.”



**Naoki Kobayashi**

VP - MICE Business, JTB India

“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.”

# Corporate Buyers

BLTM 2024 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**



**Shaik Abid**

International Travel Manager, Global Strategic Sourcing,  
Adobe Systems India

“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!”



**Anjum Shaikh**

Manager - Travel, Deloitte

“It is a great platform for networking. I have met over 50 suppliers at the reverse networking session here, so I can say that there’s a huge business opportunity at this show. All the very best to the entire BLTM team!”



**Jonathan Tran**

Managing Director, Lac Hong Voyages  
(Vietnam)

“It’s my first time attending BLTM as a buyer and I am impressed! It gives us a chance to meet everyone from the industry, under one roof. Vietnam and India have many connecting flights now, and BLTM just makes it easier for us to find more products and destinations here in India and make this relationship even stronger.”



**Shamim Ara Begum**

Senior Tour Manager, Incredible Voyages  
(Singapore)

“Incredible experience! The reversing networking was quite a success as it ensured quality meetings and increased ROI. BLTM is very important, especially for the leisure and MICE industry. It’s a game changer.”



**John George**

Vice President, Unimoni

“Excellent show! Very well-organised, and all the participants here are very serious players in the market, and so this really helps us a lot. Truly thankful to BLTM for bringing everyone together, something that is the need of the hour.”



## In Focus

### Speed Networking

At BLTM, sellers have the unique opportunity to engage with travel trade and corporate buyers through a structured speed networking format. This platform provides a perfect environment for sellers to connect with a diverse range of prominent buyers within a brief timeframe. The connections made during these sessions lay the groundwork for meaningful business relationships that can grow and thrive throughout the duration of the event.

### Pre-scheduled Appointments

At BLTM, the state-of-the-art online meeting diary and mobile app allow sellers and buyers to schedule appointments before the event proactively. This technology helps sellers identify the most relevant buyers, optimising their time and enhancing their overall event participation. Featuring AI-driven matchmaking capabilities, our tool streamlines the process by recommending top-tier buyers and sellers through a user-friendly interface, ensuring a smooth and effective experience for all participants.





# Sessions at BLTM

## Innovations in Sustainable Event Design and Decor by SITE India

SITE India explored how to incorporate sustainability into event design, highlighting the use of eco-friendly materials and practices. The session offered practical advice on reducing the environmental impact of events while maintaining high aesthetic standards.



## WeddingSutra Engage

WeddingSutra Engage featured a discussion among top wedding planners and destination experts on attracting high-end wedding clientele. Topics included emerging travel trends and leading wedding destinations for 2025, as well as strategies to entice couples to choose specific venues for their weddings.



## Corporate Travel & Incentive Trends by PHDCCI

PHDCCI provided insights into the future of corporate travel and incentive planning. The session focused on upcoming trends and innovations shaping the corporate travel landscape, offering valuable perspectives from leading corporate buyers.



## MICE Workshop by NIMA

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

- An introduction to NIMA and a presentation on “Destination India: Uncovering Hidden Gems for MICE Events.”
- A discussion on “Global MICE Strategies: Innovating & Collaborating for a Thriving Future.”
- Insights on “Artificial Intelligence & Its Usage for Effective MICE.”
- A presentation on “VISION 2030: The Evolving Landscape of the MICE Industry.”



## “ReCharge!” by TIA

TIA showcased a never-seen-before session titled ‘ReCharge!’ 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.



“We had a great session today – these educational sessions really help the show to have an even greater impact. What I like about BLTM is its focussed approach, which is reflected in the quality of buyers and sellers present here. It’s just the right mix of audience. Moving to this new venue, Yashobhoomi, was also a smart move.”

**Naveen Rizvi, Executive Director - ICE & VP - SITE India**

# Glimpses from the Show







# Some of our partners and supporting organisations

Partner Country

Feature Countries

Feature Destination



Partner States

Feature States



Feature States

Featured Exhibitors



Featured Exhibitors

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- SEE YOU NEXT -

**BLTM**

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