



BUSINESS+LEISURE TRAVEL+MICE

29, 30 & 31 August 2024

India International Convention & Expo Centre (IICC), **Delhi**

2023 POST SHOW REPORT



India's Leading Show on **Business + Leisure Travel and MICE**



7TH EDITION OF **BLTM**

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

BLTM 2023

29 & 30 September

The Leela Ambience Convention Hotel, Delhi

BLTM 2023 in Delhi presented an impressive showcase of the **Business, Leisure & MICE** travel market

In addition to the 3000+ vetted and qualified buyers from Northern India who attended the show, BLTM 2023 also hosted over 300+ Corporate and MICE buyers from different regions across India

BLTM, India's leading trade show for Business + Leisure Travel and MICE concluded successfully with an impressive showcase of the Business and MICE travel market. The event took place on September 29th and 30th at the prestigious Leela Ambience Convention Hotel in Delhi, drawing a substantial number of travel trade visitors from across India and beyond. Together with over 200+ domestic and international exhibitors, the 2-day power-packed show, catered to the immense potential of India as a tourism market, and provided an unparalleled opportunity for networking between global exhibitors and 3000+ travel professionals, in addition to 300+ Hosted Buyers and 60+ Wedding planners that attended the event.

Highlighting how BLTM helps with networking, **Evgeny Kozlov, First Deputy Head of the Office of the Mayor and the Government of Moscow, Chairman of Moscow City Tourism Committee** said, "Every negotiation, every opportunity

to forge new connections is crucial, and BLTM is an excellent platform for fostering new business. The Indian market holds top priority for Moscow. I firmly believe that participating in BLTM is a significant step towards a better future."

Sergei Azarenkov, General Director, Saint Petersburg Convention Bureau also commented, "It's our second appearance at BLTM. We anticipate that this event will attract more Indian visitors to Saint Petersburg. Indian tourists hold significant importance for us; the influx of Indian tourists to Russia is substantial, and we have much to offer them to ensure they feel welcomed and at home."

Trade visitors and hosted buyers crowded the show floor, underscoring BLTM's role as the ideal platform to seize the substantial demand of this segment. The bustling activity on the floor and the enthusiastic response from all attendees were nothing short of overwhelming.

The Hosted Buyers present at the show were specifically chosen from the Business+Leisure and MICE travel segments from across India. More than 3000 qualified trade buyers visited the show.

The event displayed an exquisite showcase of unique destinations and exhibitors, including the Moscow City Tourism Committee, Singapore Tourism Board, Sri Lanka Convention Bureau, Saint Petersburg Convention Bureau, the Ministry of Tourism - Govt. of India, and various State Tourism Boards. Additionally, co-exhibitors from regions such as Goa, Gujarat, Himachal Pradesh, Jharkhand, Meghalaya, and Telangana further enhanced the event's diverse appeal.

Reiterating how important the show is for Singapore Tourism Board who participated in BLTM for the second time in a row, **Kean Bon Lim, Area Director, India, South Asia, and Africa,**





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Evgeny Kozlov, First Deputy Head of the Office of the Mayor and the Government of Moscow, Chairman of Moscow City Tourism Committee

International Group, Singapore Tourism Board said, "We are delighted to participate here, engaging with corporate buyers and various MICE intermediaries. This platform offers an excellent opportunity for intimate connections. The Indian market remains pivotal for Singapore, particularly in MICE and leisure. To the BLTM team, keep up the great work; we truly appreciate the venue and the show's infrastructure. We eagerly anticipate future collaborations! We value platforms like this that enable us to meet individuals and update them on the latest offerings and exciting developments occurring in Singapore."

With a 25 member delegation, the Sri Lanka Convention Bureau stole the spotlight at the show. From an eye-catching pavilion to participating in multiple panel discussions, the Convention Bureau left no stone unturned to showcase Sri Lanka as the ultimate MICE and Bleisure destination for Indians. **Krishantha Fernando, General Manager, Sri Lanka Convention Bureau commented,** "I consider this event highly successful; we've already connected with numerous potential

customers, which is remarkable! At BLTM this year, our Sri Lankan delegation comprises 25 members, and we aim to double this count next year. The Indian market holds immense significance for us; this year, we've welcomed 200,000 visitors from India, and we are aspiring to reach the 2018 benchmark of 480,000 soon. Our focus for the upcoming year is to concentrate more on India."

The list of featured exhibitors was equally impressive and included Air Seychelles, Ramoji Film City - Hyderabad, Riya Travels, Radisson Hotel Group, Rezmytrip, Kamay Hospitality, The Zuri Hotels and Resorts, The Soaltee Kathmandu, and many others.

Most of the states participated with delegations of tour operators and hoteliers; a clear appreciation of the unabated spirit of business, leisure and MICE travellers of India, who kept visiting these destinations throughout the pandemic, as they remained open with necessary precautions in place.

"BLTM, India's leading trade exhibition for Business + Leisure Travel and MICE,

consistently receives exceedingly positive feedback within the industry. The show, the only one of its kind for the Bleisure and MICE travel sectors, is imperative to sustain the industry's momentum as these markets continue to thrive," said **Sanjiv Agarwal, Chairman & CEO of Fairfest Media Ltd., the organisers of BLTM.** "Delhi, as the national capital, naturally stands out as our preferred choice for hosting this event year after year, with the Leela Ambience Convention Centre offering one of the largest infrastructures within a 5-star hotel to accommodate such an event. BLTM 2023 doubled in size since last year and received a tremendous response from both international and Indian participants, benefiting sellers from top destinations, corporate hosted buyers, and the travel trade, thanks to exceptional support from the travel industry and our esteemed association partners.", he added.

BLTM Delhi is organised by Fairfest Media Limited, India's leading travel trade show organisers backed by over 30 years of experience.

MICE Buyers and Wedding Planners

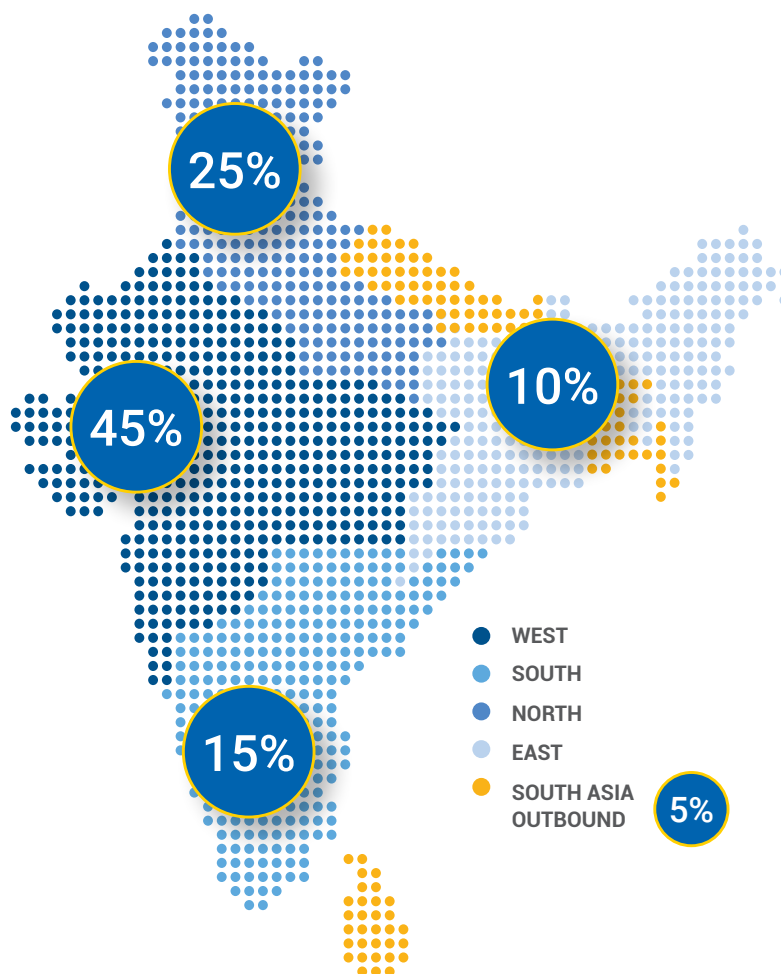
300+ qualified Hosted Buyers from across India and Southern Asia, with real purchasing power were welcomed at BLTM 2023, to help plan and book incentives, conferences, weddings, large meetings, groups and more. This included 60+ Wedding Planners and Wedding Designers.

Travel Trade Buyers

Through key industry partnerships and longstanding relationships, 2,000+ qualified travel trade professionals from NCR and beyond visited BLTM 2023.

Indian States & Union Territories at BLTM

- Andhra Pradesh
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jammu & Kashmir
- Jharkhand
- Karnataka
- Kerala
- Maharashtra
- Meghalaya
- Odisha
- Rajasthan
- Telangana
- Uttarakhand
- Uttar Pradesh
- West Bengal



Sellers from 18 Countries Exhibited at BLTM

Azerbaijan | Bhutan | France | Greece | Kenya | Kuwait | Maldives | Mexico | Nepal | Philippines
Qatar | Russia | Singapore | South Africa | Sri Lanka | Turkey | UAE | Vietnam

BLTM in Numbers



200+
EXHIBITORS



6
COUNTRIES



300+
HOSTED BUYERS



3,000+
TRADE BUYERS



10,000+
B2B MEETINGS

Hear it from **Our Exhibitors**



Evgeny Kozlov

First Deputy Head of the Office of the Mayor and the Government of Moscow,
Chairman of Moscow City Tourism Committee

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Kean Bon Lim

Area Director, India, South Asia,
and Africa, International Group, Singapore
Tourism Board

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The Indian market remains pivotal for Singapore, particularly in MICE and leisure. To the BLTM team, keep up the great work; we truly appreciate the venue and the show's infrastructure. We eagerly anticipate future collaborations! We value platforms like this that enable us to meet individuals and update them on the latest offerings and exciting developments occurring in Singapore."



Deepak Narvekar

Dy. General Manager (Mktg., Hotels,
IT & PR), Goa Tourism Development
Corporation Ltd.

"This is a very encouraging experience for us. We have met so many tour operators, buyers and wedding planners under this one roof - it's incredible! We are seeing a lot of interest among everyone in Goa' infrastructure, facilities and what all we have to offer."

Corporate Buyers

300+ qualified Travel Managers, Meetings and Events Professionals and Incentive Travel Planners from India and South Asia's largest companies are hosted at BLTM.



Hear it from **Our Buyers**



Mukul Garg

Managing Partner - Direct Sales Force, Aditya Birla
Sun Life Insurance Co. Ltd.

"The meetings conducted here were excellent, and the event was exceptionally well-managed. The speed-networking session was particularly beneficial for corporate buyers like us, offering a great way to network and establish connections. BLTM provides an extensive exposure in one consolidated place, an opportunity not easily found elsewhere."



Annabel Christine

AGM - Head of Travel, Ashok Layland Ltd.

"BLTM hosted fantastic sessions, and I had the opportunity to participate as a speaker in one such enriching panel, which was truly a remarkable experience. Meeting numerous buyers and sellers under one roof greatly assisted me in my work. I believe BLTM plays a crucial role in the MICE and Bleisure travel industry by facilitating the essential synchronization between buyers and sellers."



Sonia Gonsalves

Speciality - Facility Management & Travel,
Raymond Ltd.

"This year, BLTM is more extensive and elaborate than ever. It's an excellent platform for networking. I personally connected with numerous technology companies, and I'm scheduled to hold meetings with them soon. This is precisely what we anticipate at this show. The BLTM team consistently does a fantastic job every year!"



Joyson Pinto

Sr. Manager-Facilities & Administration,
Altimetrik India Pvt. Ltd.

"It's been a wonderful experience! I had the opportunity to meet numerous significant players in the market. BLTM is playing a pivotal role in connecting individuals within the tourism industry, particularly in the post-Covid era when the tourism sector faced significant setbacks. It has been instrumental in aiding the industry's recovery and getting it back on track."



Manian SGS

Associate Director, Mindsprint
Digital (India) Pvt. Ltd.

"The event has been organized exceptionally well. The Forum sessions provide invaluable insights from industry leaders and the travel trade. This is a central hub where you can meet numerous individuals under one umbrella, providing a great opportunity for knowledge sharing."

In Focus

Speed Networking

During our event, sellers can engage with travel trade and corporate buyers through a structured speed networking format. This platform offers the ideal environment for sellers to connect with multiple prominent buyers within a short timeframe. The introductions made during these interactions form the foundation for meaningful business relationships that extend and grow throughout the event.

Pre-scheduled Appointments

At BLTM, our state-of-the-art online tool and mobile app enable both sellers and buyers to proactively schedule appointments prior to the event. This technology allows sellers to identify the most suitable buyers, optimizing their time and enhancing their overall event engagement. With AI-driven matchmaking, our tool simplifies the process by recommending top-tier buyers and sellers through a user-friendly interface, ensuring a seamless experience for all participants.

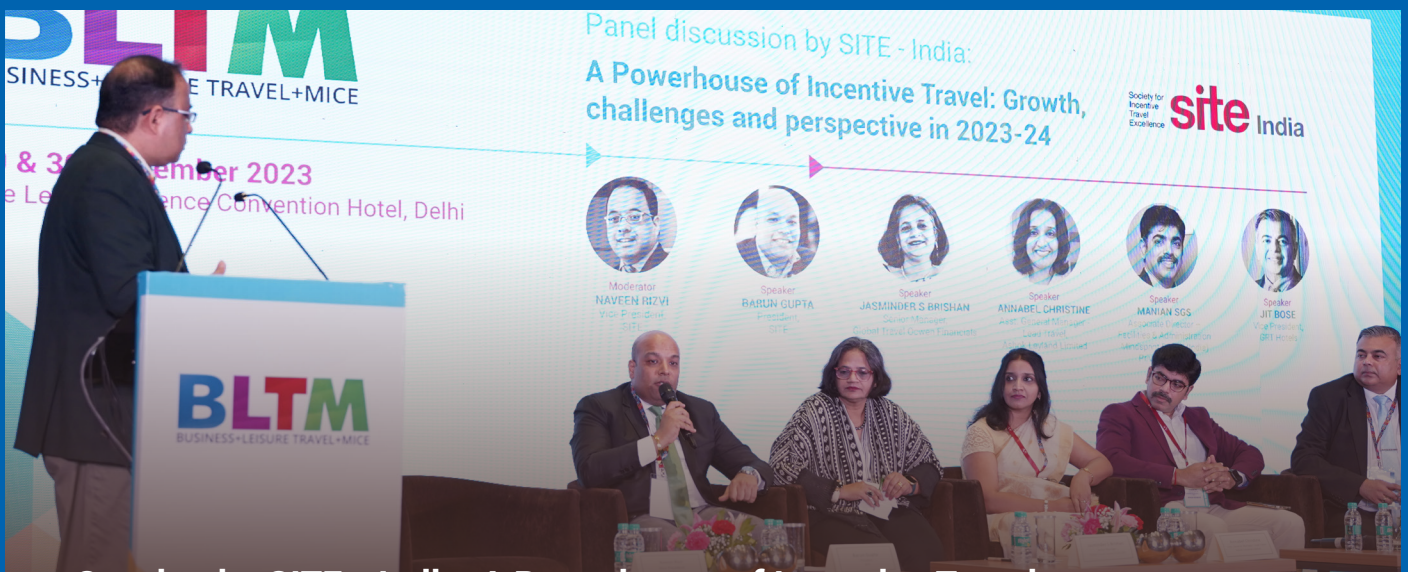




Sessions at BLTM

Destination Presentation by Discover Moscow

Discover Moscow organised an exclusive presentation, named 'Moscow - Level up your incentive!', highlighting Moscow as a thriving metropolis, competing globally for investments, talent, and tourists. With its advanced infrastructure and skilled personnel, Moscow is now fully equipped to host top-tier international events, and is the prime choice for unparalleled venues, accommodations, and service.



Session by SITE - India: A Powerhouse of Incentive Travel

The session brainstormed and investigated the potential of India as a source market for incentive travel. The panel concluded that the sector has a huge potential, domestically as well as internationally in the upcoming years, and that now destinations and marketers are aggressively tapping into this demand.



A Panel Discussion and Q&A session - Delivering Exceptional Destination Wedding through Partnerships

Some of the top wedding planners and industry experts of the industry shared invaluable insights about the latest trends and collaboration opportunities in the realm of Destination Weddings.



MICE Workshop by Network of Indian MICE Agents (NIMA)

NIMA was the Institutional Partner of BLTM 2023 and organised a workshop for its members at the show. Some of the topics discussed were the ways to succeed in the field of MICE, the tools and technologies that help with it, and the future of the MICE industry and what all it has to offer to anyone who is stepping into it.



"I see a lot of business potential at BLTM; this year, the show is even bigger than last year's. The reverse networking session organised here is quite unique and interesting; the meeting room has been jam-packed since the morning! NIMA has been associated with BLTM since 2016 and we will definitely continue with our partnership for years to come!"

Gajesh Girdhar, Patron, Founder & Chairman Governing Body, NIMA

Glimpses from the Show





Some of our partners and supporting organisations

Partner Country	Partner Destination
	 

Partner State	Feature Country	Feature Destination
		

Feature States
    

Institutional Partners
      
      

Media Partners	Official Publication	Organised by
 		

- SEE YOU NEXT AT -

BLTM 2024

29, 30 & 31 August

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