

# BLTM

BUSINESS+LEISURE TRAVEL+MICE

29 & 30 September 2023

The Leela Ambience Convention Hotel, **Delhi**



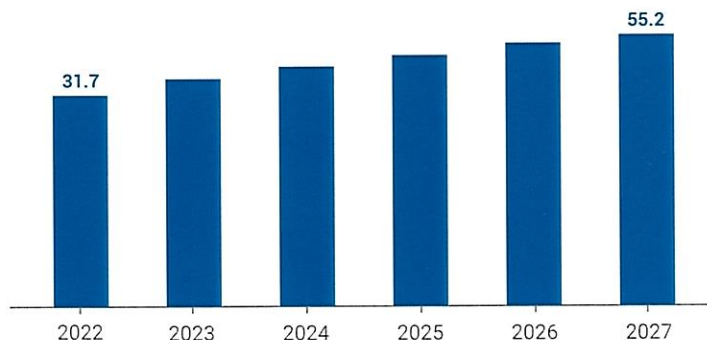
#1 Quality Show in Delhi on **Business + Leisure Travel + MICE**

# THE INDIAN **BUSINESS + LEISURE** TRAVEL MARKET

India is already the third largest business travel market in APAC. A study by FCM finds that 95% of Indian business travellers either opt for or would want to combine their trip with a leisure destination or activity. Nearly half of these business travellers (49%) have extended their business trip to a different destination for leisure - ranking India second amongst 'Bleisure' travellers across 31 countries.

BLTM offers a unique platform for sellers, to capture this fast growing South Asian outbound Business and Leisure travel market.

Indian Business Travel Market Size, 2022-2027 (in US\$ Billion)



Indian Business Travel Market



*"We are very happy to be at BLTM. Over the last two days, we have been receiving a lot of good business leads in terms of corporates and travel intermediaries, and many of them have indicated very strong interest to consider Singapore as their next MICE destination."*

- Raymond LIM, Area Director, India (New Delhi), International Group, Singapore Tourism Board



*"I would like to wish BLTM all the success in the future. We are extremely satisfied with the event and with the interest that is shown by Indian tourists to Russia and St. Petersburg here; we will surely take part in this exhibition again. An event like BLTM is very important as it creates the possibility to meet in person, talk and discuss joint projects, plans and cooperation."*

- Julia Kuzenskaya, Deputy Chairman of the Committee for Tourism Development of St. Petersburg

## BLTM **BY THE NUMBERS**



130+  
EXHIBITORS



14  
COUNTRIES



275+  
HOSTED BUYERS



1,000+  
TRADE BUYERS



9,000+  
MEETINGS SCHEDULED

## DELHI AND **THE VENUE**

BLTM takes place in one of India's best luxury convention hotels - The Leela Ambience Convention Hotel, in the heart of Delhi, the capital of India.

Sellers from all over the world along with South Asia's top corporate and MICE buyers are hosted at the hotel venue, offering invaluable networking opportunities in the right setting.

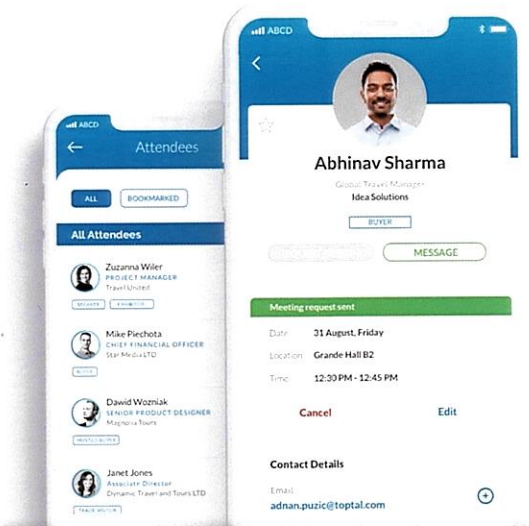
# EXHIBITING AT BLTM

BLTM is India's leading tradeshow on Business+Leisure Travel and MICE. BLTM gives you access to the right mix of corporate and MICE buyers, with real purchasing power.

BLTM means quality of buyers, sellers and networking, all under one roof in a world-class setting.



# UNIQUE FEATURES



BLTM's Appointment Scheduling App

**Pre-scheduled Appointments:** BLTM's state-of-the-art online tool and mobile app lets sellers and buyers schedule appointments pre-show. It helps sellers find the right buyers, save valuable time and make the most out of their event experience. The matchmaking tool, powered by AI, recommends top buyers and sellers in a simple and easy-to-use way.

**2:1 Hosted Buyer to Seller Ratio:** BLTM is the only show of its kind in India which guarantees a 2:1 Buyer to Seller ratio, supported by its unique Hosted Buyer programme.

**Speed Networking:** Sellers meet travel trade and corporate buyers in a speed networking format, a perfect setting to meet multiple top buyers in a short time. Introductions made here help sellers start business interactions that can carry on throughout the event.



*"The one-to-one B2B sessions at BLTM is a great networking platform and is extremely important for us, as we get to meet people from different backgrounds, exhibitors from different countries, states and several corporates, all under one roof and face to face."*

- Vinita Sequeira, Office Manager, Milliman India



94%

Exhibitors confirmed they are likely to return to the next BLTM.



96%

Exhibitors felt that BLTM delivers the right target audience for their business.



99%

Hosted buyers were satisfied with the business meetings at BLTM.



## SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

### Feature Destination



### Partner States

### Partner State



### Feature Country



### Feature States



### Knowledge Partner



### Institutional Partners



### Institutional Partners



### Official Publication



### Organised by



# CORPORATE BUYERS

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



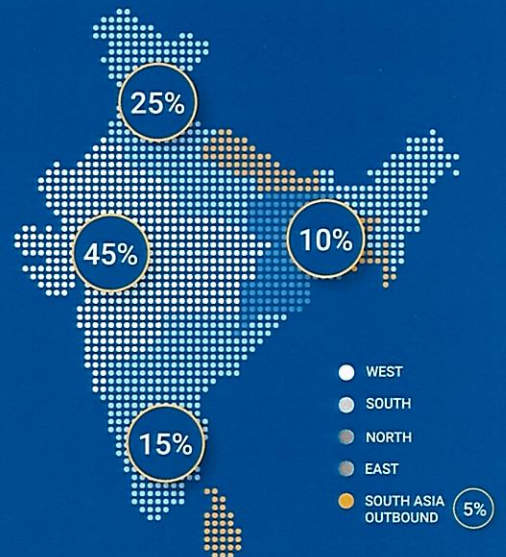
# MICE BUYERS AND WEDDING PLANNERS

200+ qualified buyers from India and South Asia, with real purchasing power are hosted at BLTM to plan and book incentives, conferences, weddings, large meetings, groups and more.

Through key industry partnerships and long-standing relationships, 1,000+ qualified trade buyers from Delhi and beyond visit BLTM every year.



*"At BLTM, you get to meet so many people and get to know the latest trends - that really helps us, the corporates. We are very happy to be here and gain knowledge and an in-depth understanding of how things work now in travel. BLTM is one of the key events of the industry."*  
 - Sonia Gonsalves, Manager - Travel, Raymond Ltd.



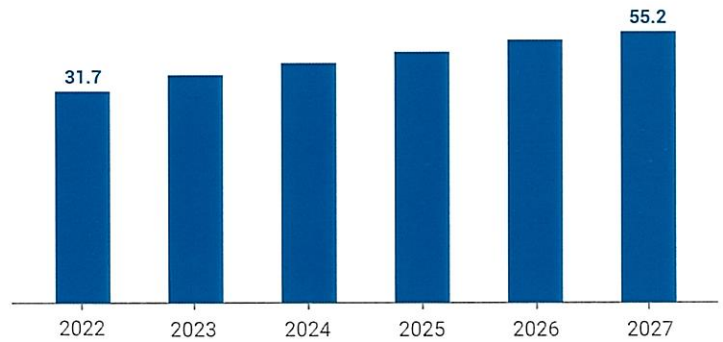
Buyers from all over India and South Asia

# THE INDIAN **BUSINESS + LEISURE** TRAVEL MARKET

India is already the third largest business travel market in APAC. A study by FCM finds that 95% of Indian business travellers either opt for or would want to combine their trip with a leisure destination or activity. Nearly half of these business travellers (49%) have extended their business trip to a different destination for leisure - ranking India second amongst 'Bleisure' travellers across 31 countries.

BLTM offers a unique platform for sellers, to capture this fast growing South Asian outbound Business and Leisure travel market.

Indian Business Travel Market Size, 2022-2027 (in US\$ Billion)



Indian Business Travel Market



*"We are very happy to be at BLTM. Over the last two days, we have been receiving a lot of good business leads in terms of corporates and travel intermediaries, and many of them have indicated very strong interest to consider Singapore as their next MICE destination."*

- Raymond LIM, Area Director, India (New Delhi), International Group, Singapore Tourism Board



*"I would like to wish BLTM all the success in the future. We are extremely satisfied with the event and with the interest that is shown by Indian tourists to Russia and St. Petersburg here; we will surely take part in this exhibition again. An event like BLTM is very important as it creates the possibility to meet in person, talk and discuss joint projects, plans and cooperation."*

- Julia Kuzenskaya, Deputy Chairman of the Committee for Tourism Development of St. Petersburg

## BLTM **BY THE NUMBERS**



130+

EXHIBITORS



14

COUNTRIES



275+

HOSTED BUYERS



1,000+

TRADE BUYERS



9,000+

MEETINGS SCHEDULED

## DELHI AND **THE VENUE**

BLTM takes place in one of India's best luxury convention hotels - The Leela Ambience Convention Hotel, in the heart of Delhi, the capital of India.

Sellers from all over the world along with South Asia's top corporate and MICE buyers are hosted at the hotel venue, offering invaluable networking opportunities in the right setting.





---

**TTF**

**OTM**

**BLTM**  
BUSINESS+LEISURE TRAVEL+MICE

**Gazanfar Ibrahim**  
Managing Director & CMO

+91 98 6766 2781  
gibrahim@fairfest.in  
tffotm.com / otm.co.in / bltm.co.in