

BLTM

2, 3 & 4 SEPTEMBER 2026

Yashobhoomi (IICC), Dwarka, New Delhi

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

 MEET in !NDIA

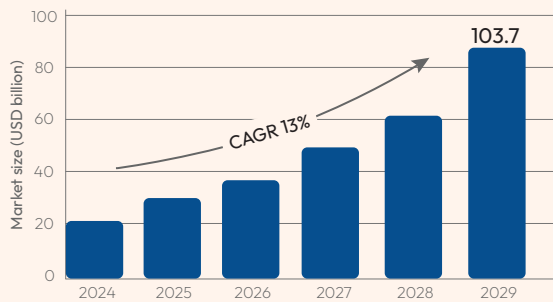


THE INDIAN MICE & BUSINESS + LEISURE TRAVEL MARKET

INDIA'S MICE MARKET: A GROWING GLOBAL HUB

India's Meetings, Incentives, Conferences, and Exhibitions (MICE) industry is rapidly expanding, generating USD 49.4 billion in 2024 and projected to reach USD 103.7 billion by 2030, at a CAGR of 13%¹. Driven by world-class infrastructure, enhanced connectivity, and strategic government initiatives such as the "Meet in India" programme, India is emerging as a preferred destination for international conferences, exhibitions, and corporate events. This growth is creating significant opportunities for global collaborations and contributing substantially to the country's economic development through business tourism.

India's MICE Market Growth
(2024-2030)



EXPERIENCE YASHOBHOOMI, IICC, NEW DELHI - ASIA'S LARGEST, WORLD-CLASS CONVENTION CENTRE

BLTM 2025 marked its 8th edition at the India International Convention Centre (IICC), Yashobhoomi, New Delhi. Managed by KINTEX, IICC is Asia's largest convention centre and stands among the world's most advanced MICE destinations. With its state-of-the-art infrastructure and world-class amenities, Yashobhoomi offered an exceptional setting befitting the stature of BLTM.



BLTM - THE LEADING SHOW IN MICE & BUSINESS + LEISURE TRAVEL

BLTM continues to set the benchmark for India's travel trade industry. The 9th edition brings together the most influential buyers and sellers in MICE and Business + Leisure travel, providing unmatched opportunities to forge high-value partnerships. In 2026, BLTM will host 500+ top exhibitors from 25+ countries and 20+ Indian states & UTs, alongside over 15,000 pre-qualified trade visitors, including 30+ international buyers from Asia, the Americas, Europe, and other key travel markets. Every participant is pre-approved and verified, ensuring every connection drives real business.

An exclusive B2B platform, BLTM guarantees quality networking in a world-class environment. Its strategic New Delhi location gives exhibitors direct access to India's most lucrative travel markets, including Delhi NCR, Northern India, and the wider Indian travel trade.



500+
EXHIBITORS



25+
COUNTRIES



10,500+
TRADE
BUYERS



300+
HOSTED
BUYERS



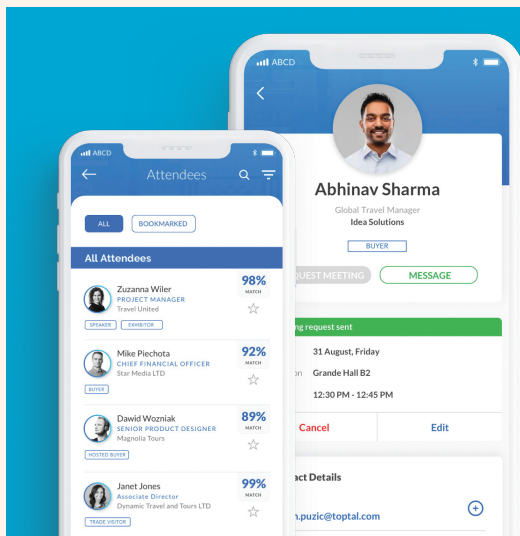
12,000+
PRE-SCHEDULED
MEETINGS

Exhibitors have expressed their likelihood to return for the next edition of BLTM

Exhibitors have found that
BLTM effectively reaches
the right target audience
for their business

Hosted buyers reported being satisfied with the business meetings they attended at BLTM

Hosted buyers are attending BLTM to discover new suppliers



Pre-scheduled Appointments: BLTM offers a state-of-the-art online tool and mobile app, enabling exhibitors and buyers to schedule appointments ahead of the show. The platform efficiently matches sellers with the most relevant buyers, optimizing time and increasing ROI.

2:1 Hosted Buyer to Seller Ratio: BLTM stands out as India's only event with a guaranteed 2:1 ratio of Hosted Buyers to Sellers, backed by its proven Hosted Buyer program.

Speed Networking: Sellers engage with travel trade and corporate buyers in a speed networking format, providing a perfect setting to meet multiple top buyers in a short period. Introductions made here facilitate the initiation of business interactions that continue throughout the event.

Destination presentations, panel discussions, and workshops led by renowned industry experts and knowledge partners provide critical insights into Weddings, MICE, hospitality, and travel trends.

The Ministry of Tourism's National Strategy highlights the growing importance of the MICE sector in India. Based on various industry reports, the domestic and inbound MICE industry is currently valued at approximately USD 4.5 billion. Meanwhile, India's outbound MICE market is expected to reach USD 13.4 billion by 2031, according to DPI Research.

Partner Country



Feature Country



Focus
Destination



Theme Country



Feature Destinations



Host State



Delhi Tourism

Partner States



Feature States

Responsible
Tourism Partner

Official Mobility
Partners



Institutional Partners



Institutional Partners



Institutional Partners

Official
Publication

Organised by





CORPORATE BUYERS

BLTM hosted over 150 pre-qualified Travel Managers, Meetings and Events Professionals, and Incentive Travel Planners from leading companies across India and Asia.



DISCOVER WHAT OUR PARTICIPANTS HAVE TO SAY ABOUT BLTM



"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."

Shri Kapil Mishra

Tourism Minister, Government of NCT of Delhi



"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."

Dheera Hettiarachchi

Chairman, Sri Lanka Convention Bureau



"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."

Papori Bharati

India Head, Visit Northern Finland



"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."

Amruta Bangera

Director of Marketing, Israel Ministry of Tourism



"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."

H.E. Vakhtang Jaoshvili

Ambassador of Georgia to India

MICE BUYERS AND WEDDING PLANNERS

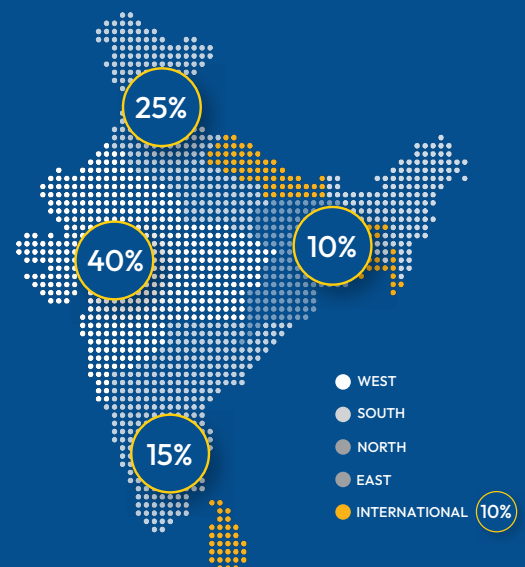
BLTM attracts hosted buyers from all over India and the world, with verified buying power. They attend BLTM to plan and book incentives, conferences, destination weddings, large meetings, and more. Additionally, BLTM brings together over 15,000 qualified trade buyers and top wedding planners from Delhi NCR and beyond, leveraging key industry partnerships and longstanding relationships.



"BLTM is a leading forum where the travel industry connects. The event is a dynamic marketplace where top suppliers compete and buyers gain fresh opportunities and valuable add-ons."

Mridul Pahuja

AVP Travel Mobility & Insurance, Motilal Oswal



Buyers from across India
and the world

PARTICIPATION PACKAGE (RATE PER SQ.M.)

Participation in OTM and BLTM can be the most effective combination of your trade show promotions in 2026, covering all segments of the travel trade in India.

	Early Bird Offer	Rate (USD*/INR*)	Corner (USD*/INR*)	Peninsular (USD*/INR*)	Island (USD*/INR*)
Super Early Bird	Before 31st Jan 2026	US\$ 395 / Rs. 32000	US\$ 435 / Rs. 35500	US\$ 475 / Rs. 39000	US\$ 515 / Rs. 42500
Early Bird	1st Feb 2026 to 31st May 2026	US\$ 445 / Rs. 33500	US\$ 490 / Rs. 37000	US\$ 535 / Rs. 40500	US\$ 580 / Rs. 44000
Standard		US\$ 495 / Rs. 35000	US\$ 545 / Rs. 38500	US\$ 595 / Rs. 42000	US\$ 645 / Rs. 45500

Add 25% surcharge for extra upper floor area, if any.

* Payment is due at the time of booking with additional GST @ 18%.

SPONSORSHIP OPPORTUNITIES

Partner Countries / States	US\$ 200,000*	₹ 142 lakhs*
Focus Countries / States	US\$ 125,000*	₹ 89 lakhs*
Feature Countries / States	US\$ 65,000*	₹ 46 lakhs*
Official Partner	US\$ 35,000*	₹ 25 lakhs*
Exclusive Partner for 200 Hosted Buyers	US\$ 30,000*	₹ 22.5 lakhs*
Networking Lunch / Dinner for 200 Buyers & Sellers	US\$ 30,000*	₹ 22.5 lakhs*
Registration Area Sponsorship	US\$ 15,000*	₹ 11 lakhs*
VIP / Hosted Buyer Lounge	US\$ 30,000*	₹ 22.5 lakhs*
Buyers Kit Bags / VIP Kit Bags / Lanyards	US\$ 10,000*	₹ 7.5 lakhs*
Event App Sponsorship	US\$ 30,000*	₹ 22.5 lakhs*

For more exciting sponsorship opportunities, please visit www.bltn.co.in/sponsorship

* Payment is due at the time of booking with additional GST @ 18%.

BOOK NOW

Please fill the enclosed Space Booking Form and email us at contact@fairfest.in or send the hard copy to Fairfest Media Ltd., 74/2, AJC Bose Road, Tirupati Plaza, 4C, 4th Floor, Kolkata - 700 016, India.

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