

THE GATEWAY TO INDIA'S TRAVEL MARKETS

The Leading Travel Show in Asia



30, 31 JANUARY, 1 FEBRUARY 2025

Jio World Convention Centre, Mumbai



OTM 2026

5, 6, 7 February

OTM 2027

4, 5, 6 February

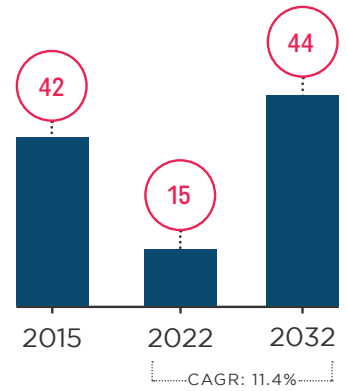
OTM 2028

3, 4, 5 February

THE INDIAN TRAVEL MARKET

According to an outbound tourism report compiled by Nangia Anderson, India's outbound tourism market size in 2022 was estimated to be USD 15 billion, which is projected to rise by 11.4% CAGR between 2022 and 2032 and reach USD 44 billion.

India's impressive rebound as a source market for outbound travel in Asia and Europe is a positive sign for the tourism industry, indicating a growing demand for travel.



Market Size (US\$ bn)

Source: 'Unlock the Potential: A Look into Outbound Tourism' by Nangia Andersen

MUMBAI- INDIA'S LARGEST SOURCE MARKET

Mumbai, the financial and business epicenter of India, serves as the country's primary source market for Business, MICE, Leisure, and Luxury travel. It is the preferred departure point for travelers from the West and South Indian regions, contributing to more than 60% of India's outbound travelers.



OTM - THE LEADING TRAVEL SHOW IN ASIA

OTM stands as the gateway to India's travel markets, uniting the travel communities of India and Asia in a single venue each year. A study conducted by Ipsos, the world's third-largest market research company, has ranked OTM as the #1 travel trade show in India and Asia. The study revealed that OTM surpassed all other shows by a significant margin in various aspects, including attendee profiles, ROI, hygiene, location, knowledge sessions, and more, and the majority of respondents also voted OTM as 'The Leading Travel Trade Event in Asia.'



1,600+
EXHIBITORS



60+
COUNTRIES



30+
INDIAN STATES/UTs



40,000+
TRADE VISITORS



1,000+
TOP BUYERS



28,000+
MEETINGS SCHEDULED

Along with OTM, participation in BLTM in Delhi will guarantee the highest return on your investment since BLTM is a high quality travel tradeshow with a special focus on Bleisure (Business+Leisure) and MICE travel.



29, 30, 31 AUGUST 2024

Participation in OTM and BLTM can be the most effective combination of your tradeshow promotions in 2024, covering all segments of travel trade in India.



THE VENUE - **JIO WORLD CONVENTION CENTRE**

OTM is hosted at the brand-new Jio World Convention Centre, situated within the Bandra-Kurla Complex (BKC), right at the epicentre of Mumbai's central business district. Featuring world-class facilities, JWCC is widely recognized as India's best event venue for large-scale conventions, unmatched anywhere in the country.

“Congratulations to OTM for achieving the status of Asia's No.1 travel show! We are committed to continuing our participation in this show as it provides us with the opportunity to connect with numerous B2B partners.”

Trust H.J. Lin, Ph.D., Deputy Director General, Taiwan Tourism Administration

QUALITY OF **BUYERS AND MEETINGS**

OTM places a strong emphasis on the quality of buyers and meetings. The unique policy of assessing each buyer's purchasing intent and authority results in the rejection of over 30% of registration requests. OTM is well-regarded for its dedicated focus on maximizing exhibitors' return on investment, offering access to numerous pre-qualified buyers.

This approach also helps maintain control over overcrowding, promoting genuine business connections and facilitating effective networking.

“Attending OTM is crucial for connecting with our trade partners across various segments, including leisure, MICE, weddings, and media. It's an opportunity to showcase Qatar's latest developments and offerings. OTM holds great meaning and importance for us; it's a key event in our calendar.”

Philip Dickinson, Leading International Markets and MICE, Qatar Tourism

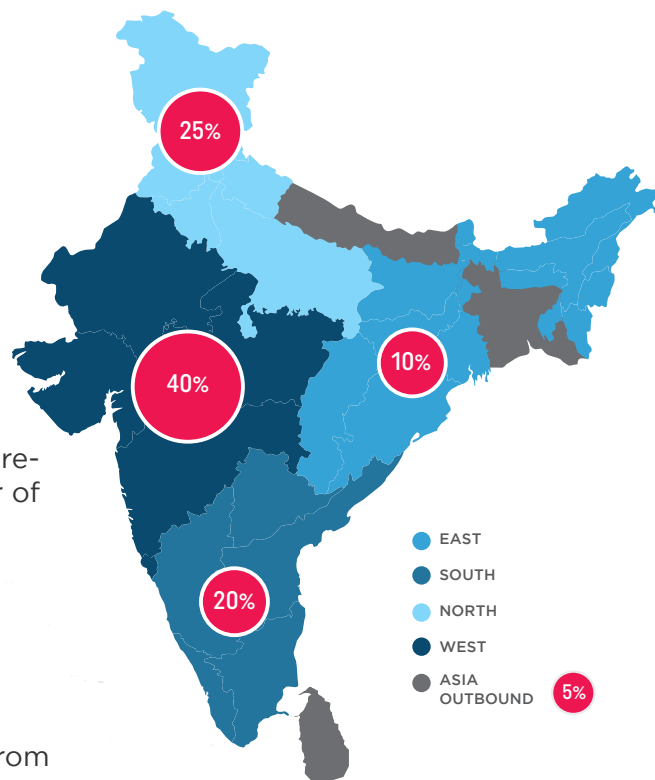
BUYERS AT OTM

TRAVEL TRADE BUYERS

Every year, OTM draws more than 35,000 buyers from the travel trade industry. Handpicking over 1,000 top decision-makers to participate as Hosted and VIP Buyers, with a specific focus on nationwide representation, including Tier 2 and Tier 3 cities. In 2024, OTM has further expanded its reach to include essential outbound buyers from Southeast Asia and beyond. What truly distinguishes OTM is its unique pre-qualification process, ensuring an exceptional caliber of buyers at the event.

CORPORATE & MICE BUYERS

At OTM, you will find Travel Managers, Meetings and Events Professionals, and Incentive Travel Planners from India's largest companies in attendance. OTM 2023 saw the participation of more than 150 leading corporate and MICE buyers, collectively managing multimillion-dollar travel budgets. This was made possible through the exclusive Hosted Buyer Programme, which underscores OTM's commitment to facilitating valuable business connections.



Buyers from across India and Asia



“This time, I was thoroughly impressed... OTM is an international show of an exceptional caliber. It's beautiful and extremely well-organized!”

Tanuja Pandey, Founder & Director, Miceonline



DESTINATION WEDDING PLANNERS

South Asian destination weddings represent a rapidly expanding and profitable travel niche. An average Indian wedding can attract as many as 500 guests and extend beyond three days. Thanks to essential collaborations within the wedding industry, prominent destination wedding planners from across India and beyond choose to participate in OTM.

“Here, we have the opportunity to connect with numerous tourism boards, hotel chains, and influencers from the travel community, all under one roof. You guys are doing an excellent job, and we look forward to partnering with OTM again and again!”

Parthip Thyagarajan, CEO, WeddingSutra

The OTM Forum acts as a knowledge-sharing platform that brings together the most influential travel leaders from India and Asia onto one stage. This platform hosts panel discussions, masterclasses, and workshops led by high-level executives from leading industry organisations, as well as C-suite executives representing over 100 top brands, including MakeMyTrip, Booking.com, Sabre, Facebook, Google, Emirates, and Trip.com, among others.



“India is always vibrant, entrepreneurial, and endlessly exciting, and OTM reflects all these qualities. We’ve had hundreds of people approach us who are interested in doing business in Europe. This is a fantastic show, and I look forward to working with you in the future.”

Tom Jenkins, CEO, ETOA (European Tourism Association)



Cine Locales

Bringing Global Destinations to Indian Cinema

Films provide an exceptional avenue for marketing destinations, and production houses are significant purchasers of travel services. Cine Locales at OTM extends invitations to leading film, TV and OTT producers, not only from Mumbai, the heart of Bollywood, but also from regional Indian cinema facilitating connections with global destinations.

Location scouts and key decision-makers representing prominent production houses such as Amazon Studios, Endemol Shine India, Netflix, Reliance Entertainment, Yash Raj Films, and many more participate in Cine Locales, engaging in discussions with delegations from destinations worldwide.

ONLINE MEETING DIARY

OTM offers a state-of-the-art online tool that enables sellers and buyers to schedule pre-show appointments. This tool helps sellers in identifying the right buyers, thereby saving valuable time and optimizing their event participation. The AI-powered matchmaking tool simplifies and streamlines the process, recommending relevant top buyers in a user-friendly manner.

“It’s been a positive experience seeing thousands of buyers and sellers engaging with each other. OTM bodes well for the travel industry, and we’re receiving a great response. No doubt we’re considering participating next year as well!”

Datuk Dr Ammar Abd Ghapar, Director General, Tourism Malaysia

DISCOVER WHAT OUR PARTICIPANTS HAVE TO SAY ABOUT OTM



“OTM is significant for us as India has become Sri Lanka’s top source of visitors recently, and this trend is steadily increasing. OTM has played an important role in Sri Lankan tourism. Thank you to OTM for a job well done, and I hope to see OTM organize a similar show in Sri Lanka soon. It’s now on my agenda!”

Harin Fernando
Minister of Tourism and Lands, Sports and Youth Affairs, Sri Lanka



“It’s a fantastic show. We’ve returned to OTM after witnessing the growth of Indian tourists coming to Indonesia. Last year, 11.7 mn tourists visited Indonesia, marking a 98% increase from the previous year! Through OTM, we invite you all, as there’s still ample opportunity for Indonesia to grow and for more Indian tourists to visit.”

Ni Made Ayu Marthini, Deputy Minister for Marketing,
Ministry of Tourism & Creative Economy, Republic of Indonesia



“It was a privilege to be here. I must say, this is the greatest travel show in the world! Congratulations on organizing this event year after year in Mumbai. I was truly impressed by the exceptional execution of this show. Each pavilion was like stepping into a different country. My heartfelt congratulations to everyone associated with OTM, and I hope that at some point, you’ll bring this show to Rajasthan as well.”

Diya Kumari, Hon’ble Deputy Chief Minister & Tourism Minister, Govt. of Rajasthan



“OTM provides one of the largest platforms for showcasing our products to the Indian market. India has consistently been our top source market for the past three years, and we anticipate this trend to continue in the future. We look forward to welcoming more Indian tourists to the Maldives.”

Ibrahim Shaheeb, High Commissioner of Maldives in India



“We are very happy that Greece is back at OTM after four years! The show has been exceptionally well-organized and truly impressive. We have engaged in many fruitful conversations aimed at promoting tourism between our two countries. Thank you for welcoming us!”

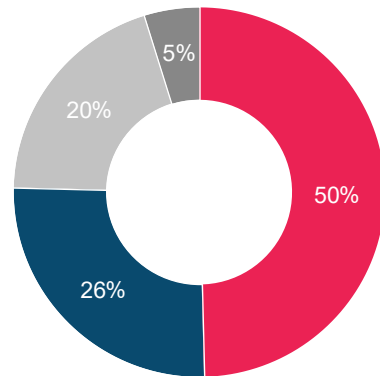
Eleftheria Fili, Head of Audiovisual Media & Production Dpt.,
Tourism Promotion Directorate, Greek National Tourism Organisation



OTM has emerged as the **#1 travel trade show in Asia** in terms of quality of venue and facilities, quality of buyers and sellers, and overall ROI, as per a survey conducted by Ipsos, the world’s third-largest research agency.



VOTED AS LEADING TRAVEL TRADE SHOW IN ASIA



OTM '23 SATTE '23 ITB ASIA Others

Full report available at otm.co.in/ipsos2023.
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“After thorough research on Indian travelers, we concluded that OTM would be the perfect show for us. We’re here to introduce the Indian market to NEOM and raise awareness about what we have to offer. We’re already looking forward to returning next year!”

Clark Williams, Marketing & Communications Director, Trojena, NEOM

PARTICIPATION

PACKAGE (Rate per sq.m. per event)

OTM 2025		RATE (USD*/INR*)	CORNER (USD*/INR*)	PENINSULA (USD*/INR*)	ISLAND (USD*/INR*)
Super Early Bird	Before 31st May 2024	US\$ 435/ ₹ 34,000	US\$ 475/ ₹ 37,000	US\$ 515/ ₹ 40,000	US\$ 555/ ₹ 44,000
Early Bird	1st June 2024 to 31st Oct 2024	US\$ 490/ ₹ 37,000	US\$ 535/ ₹ 40,500	US\$ 580/ ₹ 44,000	US\$ 625/ ₹ 48,000
Standard		US\$ 545/ ₹ 40,000	US\$ 595/ ₹ 44,000	US\$ 645/ ₹ 48,000	US\$ 695/ ₹ 52,000

Standard Shell Scheme comes with: Spotlights, display panels, chairs & table, plug points.

Add 50% of Standard Rate for Mezzanine Space, if any.

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

SPONSORSHIP

OPPORTUNITIES

Partner Countries / States (inclusive of 300sqm pavilion)	US\$ 210,000*	₹ 160 lakhs*
Focus Countries / States (inclusive of 200sqm pavilion)	US\$ 135,000*	₹ 100 lakhs*
Feature Countries / States (inclusive of 100sqm pavilion)	US\$ 70,000*	₹ 52 lakhs*
Official Partner (inclusive of 50sqm pavilion)	US\$ 37,000*	₹ 27.50 lakhs*
Exclusive Partner for 200 Hosted Buyers	US\$ 33,000*	₹ 25 lakhs*
Networking Lunch / Dinner for 200 Buyers & Sellers	US\$ 33,000*	₹ 25 lakhs*
Registration Area	US\$ 22,000*	₹ 16.50 lakhs*
VIP / Business Lounge	US\$ 33,000*	₹ 25 lakhs*
Buyers / VIP Kit Bags	US\$ 11,000*	₹ 8.25 lakhs*
Event App Partner	US\$ 33,000*	₹ 25 lakhs*

For more exciting sponsorship options, please visit www.otm.co.in/sponsorship

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

BOOK

NOW

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Feature Countries

Feature Countries

Host State



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