

OTM 2017

21–23 February 2017

Bombay Exhibition Centre

PRESS RELEASE

OTM 2017 set to be the largest ever global travel trade show in India

Mumbai, 03 February 2017: Widely recognised as India's leading travel trade show, OTM is all set to be the meeting place of the largest ever number of global sellers and buyers of tourism industry.

OTM 2017 will be held in Mumbai, the largest source market for leisure and MICE travel in the country, from 21–23 February, at the Bombay Exhibition Centre.

More than a 1000 sellers from 50 countries are likely to exhibit at the OTM 2017. These include National and State Tourism Organisations, Hotels, Airlines, Destination Marketing Companies and other suppliers serving leisure as well as MICE markets.

5447 qualified buyers and travel trade visitors have already registered for visiting OTM 2017. There are 814 fully and partly hosted buyer registrations, which is the largest number of hosted buyers in any travel trade show in India. The hosted buyers will be matched with the sellers and appointments will be scheduled in advance for face to face meetings during the show.

The total number of visitors is likely to cross 10,000, as in previous years.

According to data published by India's Ministry of Tourism, 20.38 million Indians took foreign trips out of India in 2015 (11.1% higher than 2014). The number of domestic trips within India was a whopping 1432 million (11.6% higher than in 2014). In contrast, the number of foreign tourist arrival was 8.03 million (4.05% higher than in 2014). OTM caters to all of these markets.

According to UNWTO, the number of Indian outbound travellers will grow to approximately 50 million in 2020, contributing \$28 billion in expenditure.

Mumbai is the biggest source market for the outbound and domestic tourists in India. Together with its hinterland markets in the West & South India, it commands 60% of the total outbound tourists from India. It is also the strongest market of Business, Luxury and MICE travel for international as well as domestic segments.

Countries at OTM 2017 include Bahrain, Bangladesh, Bhutan, Cambodia, China, Croatia, Cyprus, Egypt, Fiji, Greece, India, Indonesia, Japan, Kenya, Macao, Malaysia, Maldives, Nepal, Philippines, Romania, Rwanda, Seychelles, Sri Lanka, Taiwan, Thailand, Turkey, UAE and country representations from Argentina, Australia, Bolivia, Brazil, Bulgaria, Canada, Chile, France, Germany, Hong Kong, Ireland, Jordan, Lebanon, Mauritius, Mongolia, Morocco, Peru, Russia, Singapore, South Africa, Tanzania, United Kingdom, USA, Vietnam, Zimbabwe.

An officer of the Turkish Ministry of Culture and Tourism, who has one of the largest pavilion in the OTM commented, "We have been attending OTM for seven years. Every year we are expecting more tourists from India. We are also promoting Turkey as a wedding destination." The Director of Thailand Tourism in Mumbai said: "We are delighted to be associated with OTM, which is one the biggest B2B trade fairs in the tourism industry." The Egyptian Tourism Counsellor in Mumbai said: "OTM is one of the most prominent travel trade events in India and this year I can see even more interest from the Egyptian private sector to participate at the show."

Indian destinations are not far behind their international counterparts with Andaman & Nicobar, Andhra Pradesh, Assam, Chhattisgarh, Dadra & Nagar Haveli, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Lakshadweep, Madhya Pradesh, Maharashtra, Meghalaya, Odisha, Uttar Pradesh, Uttarakhand, West Bengal, Telangana and state representations from Delhi, Puducherry, Tamil Nadu confirming their participation to showcase India at its best.

The Director of Goa Tourism who are a regular participant at the OTM said: "Platforms like OTM give us an opportunity to interact with various travel and trade operators and we are hopeful that such participations will surely help us showcase our unique Goan products and services."

OTM 2017 shall be co-located with the Mumbai edition of BLTM - India's definitive show on Business Travel, Luxury and MICE segments, where qualified hosted buyers meet the sellers by appointments.

Fairfest was the first mover in India in the space of travel marts. It was established in 1989. Its OTM is now India's largest travel trade show on the basis of number sellers as well as buyers.

OTM is supported by Incredible India, Pacific Asia Travel Association (PATA), Travel Agents Association of India (TAAI), Outbound Tour Operators Association of India (OTOAI), Indian Association of Tour Operators (IATO), Association of Domestic Tour Operators of India (ADTOI), Association of Domestic Tour Operators of India (ADTOI), Network of Indian MICE Agents (NIMA), IATA Agents Association of India (IAAI), Maharashtra Tour Operators Association (MTOA), Travel Agents Association of Pune (TAAP), Travel Agents Association of Nashik (TAAN), South Gujarat Association of Travel Agents (SATA).

President of OTOAI endorses: "The quality of suppliers that OTM brings along with new products attracts OTOAI to bring in quality buyers who have demonstrated quality and quantity in outbound tourism industry." President, IATO says: "Every year the travel trade fraternity looks forward to OTM because it has an exceptional ability to bind the tourism industry under one roof." President of ADTOI says: "OTM is one of the sought after travel marts where buyer-seller meets take place and generate good business for the industry players." National Coordinator of NIMA commented: "OTM is the largest ever show being organised in India for the travel fraternity. It provides a big opportunity for agents doing MICE business."

In addition to buying and selling opportunities on the show floor, exhibitors from various countries and states will also make colourful cultural presentations. There will be an equally interesting line up of panel discussions conducted on the sidelines of the mart. Eminent experts and leaders from the industry will deliberate on the latest issues and prospects related to Domestic, Inbound, Outbound, MICE, Niche Tourism.

Films play an important role in promoting tourism. Mumbai being one of the biggest global hubs of film production, OTM is partnering with Film and TV Producers Guild of India to organise an exclusive event on the opening day of OTM focused on promoting tourism through films shoots, which will be attended by international and state tourism boards and leading film production companies.

The Founder & CEO of Fairfest Media Ltd, the organisers of OTM summed up: "Tourism industry in India will show off as the next big thing at OTM 2017, with the largest ever gathering of buyers and sellers, from around the world." He adds: "We are especially excited because OTM has emerged as the largest travel trade show in India in terms of exhibit area, number of sellers and buyers."

For more information on OTM 2017, visit <http://otm.co.in/>

Quotes:

Guldeep Singh Sahni, President, OTOAI: "OTOAI is proud of its association with OTM right since the inception of OTOAI. The quality of suppliers that OTM brings along with new products attracts OTOAI to bring in quality buyers who have demonstrated quality and quantity in outbound tourism industry."

Pronab Sarkar, President, IATO: "Every year the travel trade fraternity looks forward to OTM because it has an exceptional ability to bind the tourism industry under one roof. As the national apex body of the tourism industry, IATO will continue its support to OTM in the years to come."

P P Khanna, President, ADTOI: "ADTOI supports OTM as Partner Association as it gives impetus to domestic tourism. OTM is one of the sought after travel marts where buyer-seller meets take place and generate good business for the industry players."

Gajesh Girdhar, National Coordinator, NIMA: "OTM is the largest ever show being organised in India for the travel fraternity. Moreover the exhibitors are increasing every year which is making OTM more popular event for travel agents. OTM provides a big opportunity for agents doing MICE business."

Gülara Alkaçır, Culture & Tourism Officer, Turkish Ministry of Culture and Tourism: "We have been attending OTM for seven years. Every year we are expecting more tourists from India. We are planning to arrange special area for wedding tourism in Turkey and promote the other popular destinations like Istanbul and Cappadocia."

Soraya Homchuen, Director, TAT Mumbai: “We are delighted at the prospect of being associated with OTM, which is one of the biggest B2B trade fairs in the tourism industry. Like every year, we are anticipating OTM to be a successful affair considering India is one of the fastest growing outbound markets for Thailand.”

Ismail A Hamid, Egyptian Tourism Counsellor, Egyptian Tourism Office: “OTM is one of the most prominent travel trade events in India. Yearly, Egypt participates in the show and this year I can see even more interest from the Egyptian private sector to participate at the show.”

Sanjeev C Gauns Dessai, Director, Goa Tourism: “Platforms like OTM give us an opportunity to interact with various travel and trade operators and we are hopeful that such participations will surely help us showcase our unique Goan products and services.”

Noel Saxena, Country Head, Taiwan Tourism Bureau, India: “Our main aim to participate in OTM is to make more and more Indians aware of Taiwan and to increase our sales. Taiwan Tourism Bureau has been actively taking part in B2B meetings and roadshows and has got tremendous response each time. We are expecting the same from OTM as well.”

Shikha Mishra, PR & Media Manager, Maldives Marketing and Public Relations Corporation: “OTM is a key industry exhibition and we are regular participants in this exhibition. It gives MMPRC and its industry partners a chance to come on board and meet all the major tour operators of India as well as network with the industry players.”

Damcho Rinzin, Head- Tourism Promotion Division, Tourism Council of Bhutan: “We have participated in OTM for more than five years now. When we participate in OTM every year means OTM is proving to be a very good platform for us to promote Bhutan and generate business to Bhutan.”

Vaijayanthi Kari, India Representative, Tourism Fiji: “OTM is one of India’s high value travel trade events. As a result of our participation from the previous years, we understand that people we meet at OTM always reach out to us when they need any information or support from us. This encourages us to participate in the event every year.”

Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd (organiser of OTM and Publisher of Travel News Digest): “Tourism industry in India will show off as the next big thing at OTM 2017, with the largest ever gathering of buyers and sellers, from around the world. We are especially excited because OTM has emerged as the largest travel trade show in India in terms of exhibit area, number of sellers and buyers.”

About Fairfest Media Ltd

OTM is organised by Fairfest Media Ltd, also the organisers of TTF and BLTM branded travel shows. It is India’s oldest and the largest travel trade show network for over 25 years, spanning 10 cities. Fairfest Media also publishes the most widely distributed print and web editions of the B2B journal Travel News Digest (TND).

It also organises Municipalika, an only of its kind annual event focused on urban solutions.

Websites:

<http://fairfest.com/>

<http://otm.co.in/>

<http://www.ttfotm.com/>

<http://municipalika.com/>

NOTES:

As on 03 February 2017, Sellers from the following countries are represented in OTM 2017: (participants from 52 Countries, including **27 National Tourism Organisations**)*

ARGENTINA, AUSTRALIA, **BAHRAIN**, **BANGLADESH**, **BHUTAN**, BOLIVIA, BRAZIL, BULGARIA, **CAMBODIA**, CANADA, CHILE, **CHINA**, **CROATIA**, **CYPRUS**, **EGYPT**, **FIJI**, FRANCE, GERMANY, **GREECE**, HONG KONG, **INDIA**, **INDONESIA**, IRELAND, **JAPAN**, JORDAN, **KENYA**, LEBANON, **MACAO**, **MALAYSIA**, **MALDIVES**, MAURITIUS, MONGOLIA, MOROCCO, **NEPAL**, PERU, **PHILIPPINES**, **ROMANIA**, RUSSIA, **RWANDA**, **SEYCHELLES**, SIBERIA, SINGAPORE, SOUTH AFRICA, **SRI LANKA**, **TAIWAN**, TANZANIA, **THAILAND**, **TURKEY**, **UAE**, UNITED KINGDOM, USA, VIETNAM, ZIMBABWE

Indian States represented are: (Participants from 25 States including **22 State Tourism Organisations**)*

ANDAMAN & NICOBAR, ANDHRA PRADESH, ASSAM, CHHATTISGARH, DADRA & NAGAR HAVELI, DELHI, GOA, GUJARAT, HARYANA, HIMACHAL PRADESH, JAMMU & KASHMIR, JHARKHAND, KARNATAKA, KERALA, LAKSHADWEEP, MADHYA PRADESH, MAHARASHTRA, MEGHALAYA, ODISHA, PUDUCHERRY, TAMIL NADU, UTTAR PRADESH, UTTARAKHAND, WEST BENGAL, TELANGANA

*** COUNTRIES/STATES IN BOLD ARE REPRESENTED BY NATIONAL /STATE TOURISM ORGANISATIONS**