

The Leading Travel Show in Asia-Pacific



03, 04 & 05 February 2020

Bombay Exhibition Centre, **Mumbai**

Post Show Report



13, 14 & 15 September 2022 • 16, 17 & 18 February 2023

The Leading Travel Show in Asia-Pacific

OTM[®]



Tradeshows season in India ends on a vibrant note

OTM MUMBAI IS A RESOUNDING SUCCESS, REGISTERS 25% GROWTH



The Bombay Exhibition Centre witnessed the grandest ever edition of OTM in the show's history. Known for its focus on Indian outbound travel market, the show registered nearly 50% growth in its international segment further establishing its lead in the India and APAC travel tradeshow domain.

The hyper contemporary Azerbaijan pavilion was the latest addition to OTM's diverse portfolio of exhibitors alongside returning favourites Turkey and Greece. In fact, the show was inaugurated in the august presence of H.E Harris Theocharis, Minister of Tourism, Greece who commented, "OTM is very vibrant. It has a lot of pavilions, tourism boards, countries as well as private enterprises. This is indeed the place to be." He was joined by Shri Satpal Maharaj, Minister of Tourism, Uttarakhand and Dr Trust Lin, Director, Taiwan Tourism Promotion Bureau.

"OTM is very vibrant. It has a lot of pavilions, tourism boards, countries as well as private enterprises. This is indeed the place to be."

Harris Theocharis, Minister of Tourism, Greece

Southeast and East Asia had a prominent presence, with gorgeous pavilions from Taiwan, Thailand, Fiji, Korea and Japan. Commenting on the show, Yusuke Yamamoto, Executive Director of Tourism, Japan National Tourism Organization (JNTO) said, "OTM is a very good show. Being a B2B only event, the show is a very good platform for us to interact with the Indian travel market which is of critical importance to Japan."

Indonesia was again OTM's premium partner with the biggest pavilion, massive multimedia screens, live angklung concerts and Balinese dancers. Malaysia's pavilion was a treat to the eyes with a beautiful eco-themed decoration. "I've been here for two days and

has been very positive. I myself have met with local players here and I'm confident that India will continue to perform well for Malaysia," said Zulkifly Bin Md Said, Deputy Director General, Tourism Malaysia.

Africa's presence was also noteworthy- from Egypt to Rwanda, Kenya and Tanzania. Neighbouring countries of Sri Lanka and Nepal both had elaborate displays on the show floor. Sri Lanka made a come back with the second biggest pavilion while Nepal is a favourite of OTM, participating year after year.

A range of hand-selected travel trade and corporate travel buyers from within India were hosted as VIP guests courtesy OTM's Hosted Buyer Program. 500+ top travel trade buyers comprising India's biggest travel agents and tour operators alongside 50+ corporate decision-makers from ICICI, Ericsson, Reliance, Adani, Sharekhan, Mahindra, Raymond,

Network 18 and others interacted with 1,000+ exhibitors on the very busy show floor.

200+ travel trade buyers and 100+ corporate buyers who are based in Mumbai attended OTM as pre-registered partially hosted buyers. 50+ MICE Planners and Wedding Planners from Cineyug, ANR Weddings, Bariza Events, Tamarind Global attended OTM while 50+ top Wedding Planners based in Mumbai were also a part of WeddingSutra Engage, a special segment dedicated to the booming destination weddings market in India.

Breaking all previous records, 30,000+ travel trade visitors also interacted with the exhibitors at the show.

Interestingly, BLTM (Business, Leisure Travel & MICE) held on 31st January and 1st February at the Leela Ambience Convention Hotel is the only full-format trade show in India exclusively focussed on Business, Bleisure, Bluxury ▶

"Azerbaijan Tourism Board is here at OTM with a lot of partners. Great business meetings and everyone is very happy with the quality of buyers. We'll be back to OTM 2022."

Florian Sengstschiidt, CEO, Azerbaijan Tourism Board





"Our strategy is to bring MICE and wedding buyers to Maldives. So BLTM is a great show for us. We have met top buyers specialising in corporate and MICE travel at the show."

Haleela Naseer, Senior Marketing Coordinator, Maldives Marketing & PR Corporation

and MICE travel. Positioned as a satellite event just before the big and mighty OTM Mumbai, BLTM provides an additional chance to its international participants to interact exclusively with Business, Luxury/Leisure and MICE segments. The event has grown from strength to strength since its launch in 2016, with over 50% growth in revenue in 2020 compared to 2019.

First-time participant Maldives had great things to share about the show. Haleela Naseer, Senior Marketing Coordinator, Maldives Marketing & PR Corporation said, "Maldives is participating in BLTM to meet key players from India. For 2020, Maldives' strategy is to bring MICE and wedding buyers to Maldives. That is why BLTM is a great show for us. We have met top buyers specialising in corporate and MICE travel at the show."

BLTM and OTM have both grown from strength to strength. In a special panel discussion on "How to effectively engage buyers with your destination", esteemed panellists from Taiwan Tourism Bureau, Singapore Tourism Board, Tourism Malaysia, One Above and Veena World concurred on the importance of quality over quantity. The session was a part of the OTM Forum, India's premium travel conference with speakers including the Chief Business Officer of MakeMyTrip, Managing Director of BCD Travel, CEO of Thrillophilia and many others.

OTM came to a grand conclusion with the Valedictory and Awards function, another star-studded affair graced by Shri Yogendra Tripathi, IAS, Secretary, Ministry of Tourism.

Several other interesting segments at the show included Cine Locales, WeddingSutra

Engage and Swipe Right at OTM.

To sum it up, Abraham Alapatt, President and Group Head - Marketing, Thomas Cook rightly said, "I can definitely say that OTM has grown in scale. I can feel the buzz. It's a lot more crowded. It's a sign of a lot of enthusiasm, excitement and participation. A lot more exhibitors this time. Overall, great vibe and energy."

OTM Mumbai is organised by Fairfest Media, India's leading travel trade show organisers backed by 30 years of experience.



Leaders at the **leading** show

OTM'S RED CARPET WAS A STAR-STUDED AFFAIR



Shri Yogendra Tripathi,
IAS, Secretary, Ministry of
Tourism, Govt. of India



H.E Harris Theocharis,
Minister of Tourism,
Greece



Shri Satpal Maharaj,
Minister of Tourism,
Uttarakhand

A large circular graphic with a white border, centered on the page. The top half of the circle is dark blue and contains the text 'OTM' in white. The bottom half is split horizontally: the left side is dark blue and the right side is red, both containing the text 'IN NUMBERS' in white. Below this, the text 'OTM is the largest and most international travel tradeshow in India based on the number of exhibitors and rented floor area.' is written in white. The background of the entire page is a dark blue bokeh pattern.

OTM

IN NUMBERS

OTM is the largest and most international travel tradeshow in India based on the number of exhibitors and rented floor area.



1,100+
EXHIBITORS



56
COUNTRIES



29

INDIAN STATES/UTS



22x

EXHIBITOR ROI



28,000+

SCHEDULED MEETINGS



800+
TOP BUYERS



30,000+
TRADE VISITORS



500+
HOSTED BUYERS



20,000+
SQ.M AREA



₹2.42bn
VOLUME OF BUSINESS
RESULTING FROM THE SHOW

94%

of exhibitors confirmed they
are likely to return to
to the next OTM.

96%

of exhibitors felt that OTM
delivers the right target
audience for their business.

99%

of hosted buyers were satisfied
with the business meetings
at OTM.

30%

space increase intended by
top exhibitors

Countries Represented

Countries from all around the world come together in the 3-day exclusive B2B event, OTM. They exhibit, interact, connect and do business with quality buyers, all under one roof.

NORTH AMERICA

- 1 CANADA
- 2 USA
- 3 MEXICO

AFRICA

- 4 EGYPT
- 5 KENYA
- 6 MADAGASCAR
- 7 RWANDA
- 8 SEYCHELLES
- 9 SOUTH AFRICA
- 10 TANZANIA
- 11 UGANDA

EUROPE

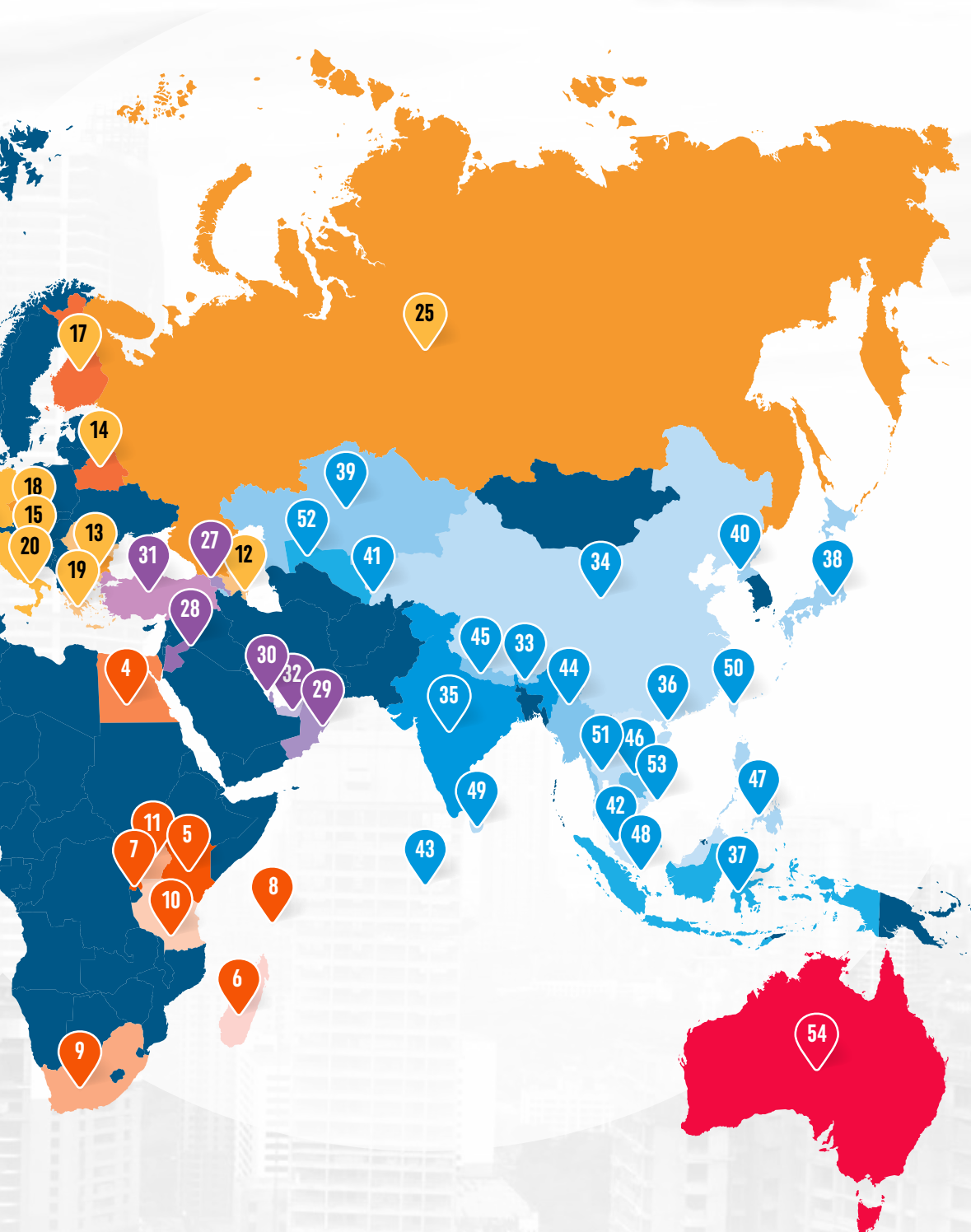
- 12 AZERBAIJAN
- 13 BULGARIA
- 14 BELARUS
- 15 CROATIA
- 16 FRANCE
- 17 FINLAND
- 18 GERMANY
- 19 GREECE
- 20 ITALY
- 21 ICELAND
- 22 SPAIN
- 23 SCANDINAVIA
- 24 SWITZERLAND
- 25 RUSSIA
- 26 UNITED KINGDOM

MIDDLE EAST

- 27 ARMENIA
- 28 JORDAN
- 29 OMAN
- 30 QATAR
- 31 TURKEY
- 32 UAE

STATES & UTs REPRESENTED

- Andaman & Nicobar
- Andhra Pradesh
- Assam
- Bihar
- Chandigarh
- Delhi
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jammu & Kashmir
- Jharkhand
- Karnataka
- Kerala
- Ladakh
- Madhya Pradesh
- Maharashtra
- Meghalaya
- Nagaland
- Odisha
- Puducherry
- Punjab
- Rajasthan
- Sikkim
- Tamil Nadu
- Tripura
- Uttar Pradesh
- Uttarakhand
- West Bengal



ASIA

- | | | | | |
|--------------|---------------|-------------|----------------|---------------|
| 33 BHUTAN | | | | |
| 34 CHINA | 38 JAPAN | 42 MALAYSIA | 46 CAMBODIA | 50 TAIWAN |
| 35 INDIA | 39 KAZAKHSTAN | 43 MALDIVES | 47 PHILIPPINES | 51 THAILAND |
| 36 HONG KONG | 40 KOREA | 44 MYANMAR | 48 SINGAPORE | 52 UZBEKISTAN |
| 37 INDONESIA | 41 KYRGYZSTAN | 45 NEPAL | 49 SRI LANKA | 53 VIETNAM |

OCEANIA

- | |
|----------------|
| 54 AUSTRALIA |
| 55 NEW ZEALAND |
| 56 FIJI |

Hear it from **our exhibitors**

We have received positive feedback from our private coparticipants. We've received a very good response from the Indian wedding market. You are doing a good job. You have the OTM Forum which is a great opportunity to engage with leaders from the travel community, share thoughts and views on the global tourism industry.

Zulkifly Bin Md Said
Deputy Director General,
Tourism Malaysia



Hello OTM! I've been coming here for many years. We come to OTM to meet MICE agents and wedding planners who show good interest. We get good business from the show. I really appreciate the organisation. The stalls are beautiful. We are very happy to be here and we will come again next year.

Murtaza Kalender
Managing Director, TravelShop Turkey



We've been participating in OTM for many years. This time OTM is going well for us. The response has been better than our expectations and the show bigger than last year. We've 20 exhibitors from Nepal and all of them are doing great business.

Bimal Kairai
Manager, Nepal Tourism Board

This is my first time at OTM and I'm very impressed. It is very vibrant. It has a lot of pavilions, tourism boards, countries as well as private enterprises. This is indeed the place to be.

H.E. Harris Theocharis
Minister of Tourism, Greece



This is my third time at OTM in Mumbai. We are very pleased for a successful event. This year we had two DMCs present here in the show. Both are very happy with their first travel tradeshow experience in India and we are also delighted with another fruitful participation.

Mucyo Rutishisha
Second Counsellor, Rwanda High Commission



We're very glad to be here as our prelaunch took place a year ago at OTM. The response has been overwhelming. We're very happy and thankful to OTM for giving us this space. The show worked out really well for us last year and we can see that the buyers look nice, we've been keeping busy. Fantastic experience and gonna be here again! All the best. May you reach great heights.

Vishal Somaiya
Director and CEO, OneAbove



OTM is the biggest travel fair in India. We've been participating in the show for the last two years. We have received a great response every time. We have so many travel agents, bloggers, media, buyers and the overall attendees visiting us. We definitely plan to participate in OTM next year as well.

Ajantha Rathnayake
Assistant Director - Marketing, Sri Lanka Tourism Promotion Bureau

Our goal of participating in OTM is to meet travel partners and pan-India travel buyers to spread awareness about Fiji. The first day has been excellent, it's wonderful and we've fantastic partners coming in! I've also used the SnapCard app to line up meetings and it's a wonderful app. We hope to be back next year.

Sunil Menon, Country Manager-India,
Tourism Fiji



It's our first time at OTM with Azerbaijan Tourism Board with a lot of partners. Great business meetings and everyone is very happy with the quality of buyers. We're positive about having a great outcome from the show. We'll be back to OTM 2022.

Florian Sengtschmidt
CEO, Azerbaijan Tourism Board

We're here at OTM again and we're so glad that we've chosen OTM for the second time. The 2020 show has been more exciting and very engaging in terms of buyers. We've interacted with very serious buyers who're interested in our destination. Top quality buyers are visiting us. I request the organisers to keep up the good work.

Baraka H Luvanda, High Commissioner
Tanzania

This the first time I'm here at OTM representing Jalesh Cruises. OTM is a great platform to showcase our product to all of the travel fraternity at one go. We're adding many itineraries in India and adding international trips as well. That's why the show is crucial to us. OTM is a very famous platform for anyone in the travel industry. We will be here again next year.

Neeraj Sharma
Managing Director, Cruise Carrot





OTM is a very good platform for the Thai sellers to meet with the Indian buyers. OTM is the perfect platform for them to join, see and meet as well as discover the new things here. We participated with 20 sellers and 4 airlines. The quality of the buyers is pretty good here and our co-participants have also met many new buyers here. This year OTM is very good and we have networked with a lot of people. We are very satisfied as OTM keeps improving every year.

Cholada Siddhivarn

Director, Tourism Authority of Thailand (Mumbai Office)

OTM is a very good show. Being a B2B only event, the show is a very good platform for us to interact with the Indian travel market which is of critical importance to Japan.

Yusuke Yamamoto

Executive Director of Tourism, Japan National Tourism Organization (JNTO)



Through our participation in OTM, we bring a lot of business for the tourism industry. We expect great meetings with potential partners. We are participating for the third time at OTM and we are sure of receiving wonderful feedback from OTM at the Indonesia booth.

Dr R Sigit Witjaksono

Director of Tourism Marketing, Ministry of Tourism, Republic of Indonesia

Who are the Buyers at OTM?

Every year, OTM brings together a healthy mix of buyers belonging to Travel Trade, MICE, Corporate Travel, Destination Weddings, Film Production Houses providing a holistic outreach to India's diverse travel industry. The geographical distribution of OTM's buyer mix spans all regions of the country - including India's lucrative regional travel markets of Tier I and Tier II cities.

Travel Trade

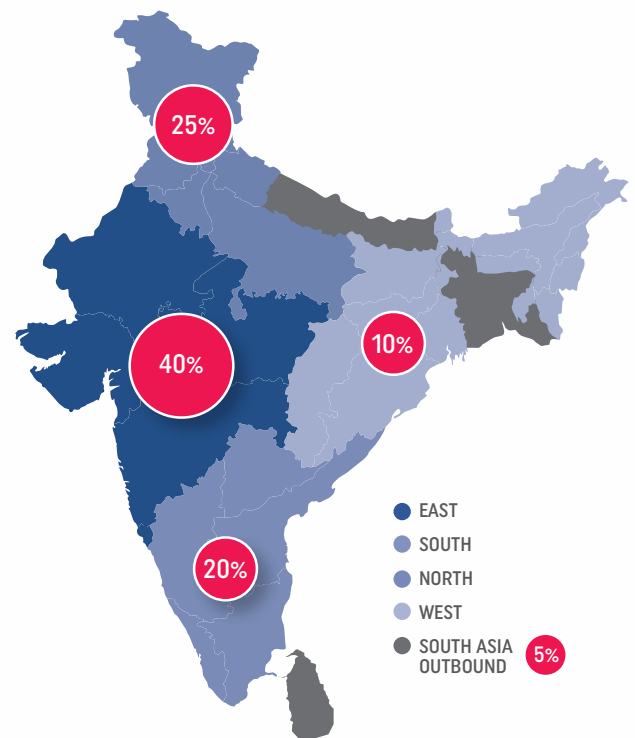
OTM Mumbai is attended by top, hand-picked travel trade buyers - consisting of India's biggest travel agents and tour operators. 500+ travel trade buyers from all over the country, including Tier I and Tier II cities attend OTM. In addition, 200+ travel trade buyers who are based in Mumbai, participate as pre-registered and partially hosted buyers.

MICE Buyers & Wedding Planners

MICE Planners and Wedding Planners attending OTM 2020 include Cineyug, ANR Weddings, Bariza Events, Tamarind Global and 50+ others.

Production Houses

Top production houses who attended OTM as a part of Cine Locales included EndemolShine India, Excel Media and Entertainment, Eros International, Ellipsis Entertainment, Sanjay Dutt Productions, After Studios, Line Production Services and many others

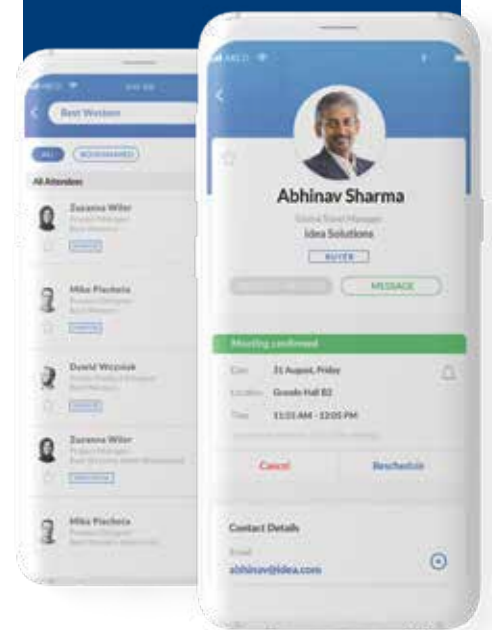




Buyer-Seller Speed Networking

Sellers meet top 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.

Using the Matchmaking feature in OTM's in-house app SnapCard, exhibitors met with buyers for targeted networking.



Corporate Buyers

Global Admin Heads, VP & Country Admin Heads, Global Travel Category Managers and Travel Procurement Heads from the following companies attended OTM.



Flipkart



site

Network 18

LUPIN

cineyug

TAMARIND
GLOBAL

Adobe



Cipla



percept

Hear it from our Buyers

This is my first time in OTM Mumbai and my experience has been pretty good so far. OTM is very well organised. I was able to network and build relationships with some of the sellers here. The SnapCard app is also very user-friendly and I have scheduled a lot of meetings using the app. I look forward to coming back next year as well.

Sanjoy Keshary Ray, Director A&T, CBRE South Asia

OTM is always amazing and a great place to network. This is my third time here and the organisers are doing a fabulous job. The quality of the exhibitors is great and it is always good to network with the buyers and create opportunities for new engagements and partnerships. All the best for the upcoming editions and I would love to come back to OTM in the future as well.

Saurabh Tuteja, Director, Ujjwal Creations

This is my first time in OTM Mumbai and I'm finding it very useful as I'm getting a lot of information here. We are finding the layout of the exhibition great and we hope this will strengthen the travel fraternity in India and boost the travel industry all over the world. In OTM we found the perfect blend of the exhibitors who are useful for us as well as new destinations. The Snapcard app is very useful. Unlike other shows, OTM focuses on the quality of the buyers and sellers who are present here for serious business.

Arshad Zaidi, Proprietor, Arsh Tours

WeddingSutra Engage

A special program focussing on the destination weddings market from India was curated in close association with WeddingSutra. Titled the WeddingSutra Engage, the session began with a networking session between destinations and top wedding planners from Mumbai. Two crucial panel discussions on "Travels for Pre/Post Wedding Photography" and "RSVP & Travel Logistics - The Wedding Planner's Perspective" followed. Another peer to peer networking session rounded up OTM's exclusive edit on the Indian destination weddings market.

"We've received a very good response from the Indian wedding market. You are doing a good job."

Zulkifly Bin Md Said, Deputy Director-General, Tourism Malaysia



Cine Locales



"I am pleasantly surprised to experience the B2B setup with DMCs, travel agencies and others under one roof. Good experience."

Mohomed Morani, Managing Director, Cineyug Entertainment

Cine Locales, co-located at OTM is India's premier travel marketplace connecting film, television and advertising production houses to global destinations through presentations, interactive sessions and workshops.

International destinations including Korea, Nepal, Greece, Taiwan, Mauritius and Indian destinations of Goa and Andhra Pradesh showcased their shootworthy locales and film commissions/initiatives this year. Other destinations who took part in Cine Locales included Japan, Tanzania, Malaysia and Fiji.

Top production houses such as EndemolShine India, Excel Media and Entertainment, Eros International, Ellipsis Entertainment, Sanjay Dutt Productions, After Studios, Line Production Services and many others attended Cine Locales and engaged in conversation with international and domestic exhibitors.

Cine Locales 2020 was again a great success. In 2019, Cine Locales lead to a FAM trip to Mauritius with selected production houses. Conversations are already underway for this year.



The Leading Travel Show in Asia-Pacific



OTM'S EXCLUSIVE KNOWLEDGE ENCLAVE FOR LEADERS



Rupendra Yadav

Chief Business Officer -
Holidays, MakeMyTrip

This is my first time at the OTM Forum. My experience has been good, it is good to meet your peers and gives you an opportunity to network. There's a lot of learning which comes out of forums like this one and I'd like to be a part of OTM Forum in the coming years. You guys continue to dial-up your initiative. Great effort!



Sunila Patil

Founder & Director,
Veena World

I was pleasantly surprised to come to OTM and see the enthusiasm about travel. It was a really nice experience. OTM Forum is a great platform to not just meet people but discuss new ideas. I think this was a really good way to address important matters. Very well done. Keep up the good work. I hope you keep organising the Forum every year by focussing on trending topics. Good job!



Mathew Panicker

Head - Travel,
Cipla

The OTM Forum is a very good initiative. I think it is very important to have conferences like the OTM Forum to meet with peers, exchange ideas and learn new things. Fantastic experience! Beautifully executed and coordinated! Keep up the good work!



cineyug



I am pleasantly surprised to experience the B2B setup with DMCs, travel agencies and others under one roof. Very happy to be here at the OTM Forum. I'm very impressed, you're doing a great job. It was a great experience. Thank you for having me.

Mohamed Morani, Managing Director, Cineyug Entertainment





Carl Jones

Head of Travel, APAC and Greater China, SAP Concur

India's one of the fastest growing corporate travel markets globally.

It is very important to have forums like this so that we can come together, exchange ideas and learn from other people. To come to OTM Forum is incredibly important for us because we can hear what people want, listen to the trends and include them in our offerings. Well done, thank you very much and I'm looking forward to coming here next year already!



Abraham Alapatt

President and Group Head - Marketing, Thomas Cook

I can definitely say that OTM has grown in scale. I can feel the buzz. It's a lot more crowded. It's a sign of a lot of enthusiasm, excitement and participation. A lot more exhibitors this time. Overall, great vibe and energy. Great to be a part of the OTM Forum too.



Ajay Bali

Managing Director, BCD Travel India

I am really delighted to be here.

I saw the set ups, it is really amazing. The stalls are larger than life. This show is testimony to the way Indian travel is progressing. The panel discussion was very nice and I am very happy to be here. It was a great experience.



VFS Global Presentation

VFS Global presented a special session titled VFS Global & Travel Agents : Enhancing Customer Experience & Value together. Helmed by Sanjeet Joher, Head-South Asia, VFS Global and Belson Coutinho, Chief Marketing Officer, VFS Global the closed group session was dedicated exclusively to travel agents. It was aimed at raising awareness about visa procedures and services, answering FAQs, debunking myths around visa applications and collaborating with the travel fraternity more meaningfully in the year ahead.

Over 100 visitors attended the session.



Swipe Right at OTM

Lonely Planet India and TravHQ in association with OTM presented a hour long speed dating session between top travel bloggers, social media influencers and the exhibitors who were a part of the three-day travel showcase. The program was an exclusive networking opportunity for destinations, destination management companies and other travel service providers to promote their brands through collaborations with India's top bloggers.

Some of the participating bloggers included Exotic Gringo, Travel Chatter, The Lady Mystery, Awara Diaries, OutofOfficeDaku and others.



Chintan Patt

Chief Product Officer, The Bharat Army

Our first ever OTM and a travel fest like this. The experience has been amazing. So many people are interacting with us. We have received so many activations. Swipe Right is a great effort. It's actually key to have bloggers collaborate with us because we as a fan support service need to reach out, show the people what we are and what we do.



Glimpses of the show





Glimpses of the show





Some of our Partners And Supporting Organisations

Premium Partner



Partner Countries

Partner Countries



Destination Partner



Partner States



Partner States



Feature Countries

Feature Countries



Feature States

Official Partner



Online B2B Partner



Official Travel Partner



Partner Airlines



Featured Exhibitors



Featured Exhibitors



Featured Exhibitors



Supported by



Media Partners



Media Partners



Official Publication

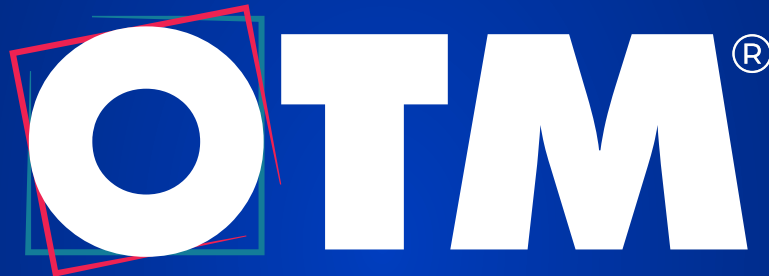


Organised by



— SEE YOU NEXT AT —

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