

THE GATEWAY TO INDIA'S TRAVEL MARKETS

The Leading Travel Show in Asia-Pacific



02, 03, 04 FEBRUARY 2023

Jio World Convention Centre, BKC, Mumbai

**#1 In Venue Quality & Location**  
**#1 In Quality of Buyers & Sellers**







## MUMBAI - THE #1 TRAVEL SOURCE MARKET OF INDIA

OTM, the leading travel trade show in Asia takes place in Mumbai, the financial and business hub of India. It is the largest source market for Business, MICE, Leisure & Luxury travel, and is the preferred port of exit for the West & South Indian markets, accounting for over 60% of India's outbound travellers.

India is a unique and huge source market, already open for travel in the post-pandemic phase. Indian Outbound travellers are in a position to fill in the gaps left by the Chinese, the Russian and many other source markets that are not fully open to travel yet.

**OTM** just concluded a blockbuster booster edition at the brand new Jio World Convention Centre, setting a new international standard for travel trade shows in India, breaking the records in:



**#1 in Venue Quality & Location:** JWCC's facilities are simply world-class and unmatched in India. Moreover, its location at BKC - at the heart of Mumbai, the largest travel market in India, was hailed by all as the #1 Venue in the country.

**#1 in Quality of Sellers:** The size and quality of pavilions set up by Saudi, Qatar, Moscow, St. Petersburg, Korea, Mauritius, Indonesia and many Indian States were on a par with the best travel trade shows in the world.

**#1 in Quality of Buyers:** OTM's unique policy of qualifying every buyer on the basis of their buying intent meant approximately 20% of the requests for registration were declined. This, along with a calibrated Hosted and VIP Buyers program meant improved quality of visitors. Panel discussions and fireside chats on the sides ensured that the who's who of the industry were present.

## OTM IS THE PREMIUM SHOW YOU CANNOT AFFORD TO MISS



"It's absolutely essential to have physical shows like this and I think OTM with its theme of 'Restart, Rebuild and Rejuvenate Travel & Tourism Economy' is very important at this time. When you see the number of people here, you feel that the travel and tourism industry is back! The Indian market has been very significant for Maldives for the last two years, especially as we were recovering from the pandemic. We hope India continues to be the number one market for the Maldives."

- Dr. Abdulla Mausoom, Tourism Minister, Maldives



"Nothing can replace face-to-face meetings, and it's a great opportunity for us to meet our trade partners and the trade media. We had 2.1

million visitors in 2019 and we are looking forward to get 5-6 million arrivals by 2030 and India is one of our top priority markets; so OTM is very important to us at this point of time."

- Philip Dickinson, VP International Markets, Qatar Tourism

## QUALITY BUYERS AT OTM

Every year over **30,000 qualified trade buyers** attend OTM.



Outbound travel buyers from India  
(Trade visitors from all over India, with a focus on Tier II and Tier III cities)



Outbound travel buyers from South Asia



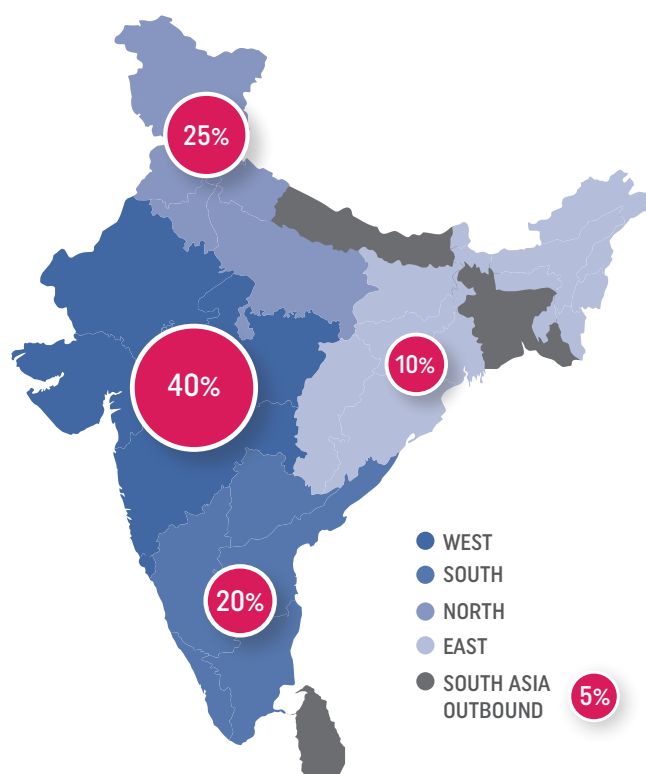
Business + MICE & Corporate



Wedding Planners



Film Production Houses



Buyers from all over India and South Asia



## HEAR WHAT OUR PARTICIPANTS HAVE TO SAY ABOUT OTM 2022



"I would like to acknowledge and thank Fairfest Media Limited for bringing us together here and for the opportunity to present Saudi at this event. India is one of our top key source markets, and we are planning to invest to grow this market for us and our trade partners. We are now working on making visas more accessible for all Indian travellers. There is no other destination that is investing in the tourism ecosystem as Saudi."

- **Alhasan Aldabbagh, Chief Markets Officer - APAC, Saudi Tourism Authority**



"OTM is a key platform for the travel and tourism industry right now. For a show of this scale to happen right after the pandemic was beyond anybody's expectations and we see a great turnout. With regular scheduled international flights being back on track, India is again going to be a leading source of business for us in the coming months. Azerbaijan Tourism Board is very happy to have joined OTM!"

- **Bahruz Asgarov, Deputy CEO, Azerbaijan Tourism Board**



"South Korea is one among only a couple of international destinations to have participated in both editions of OTM this year. This just goes to show our belief in OTM as an excellent networking platform."

The September 2022 edition of OTM was hosted in a new venue - the Jio World Convention Centre, and that has certainly added to the show. We look forward to future shows for fruitful networking sessions with the travel trade industry." - **Young Geul (Ian) Choi, Director, Korea Tourism Organization, New Delhi Office**



"It feels great to be here at OTM."

This is the right time for the show as the markets have reopened, travel is possible and it's important to connect

the stakeholders and partners of the industry. It's great to have face-to-face meetings, and OTM is an excellent platform. Mauritius has always been on the mind of the travellers and we are getting the required visibility here." - **Arvind Bundhun, Director of Tourism, Mauritius Tourism Promotion Authority**



"OTM has participants from all corners of the world, who have come to promote their respective destinations. The show has been very well organised and provides the ideal platform to ensure that Maharashtra becomes a tourist destination of choice for the world." - **Mangal Prabhat Lodha, Minister of Tourism, Govt. of Maharashtra**



"OTM has always been one of my favourite shows and I must commend the team for putting up such a fantastic event! OTM has always delivered more than

what we have expected. When we invest in a travel trade show, we look at the quality of trade partners, and we have always got that out of OTM; there's no doubt about it." - **Pranav Kapadia, Director, Tourism Fiji**



"Hats-off to the OTM team for pulling off such a grand event! Bringing so many destinations under one roof, the organisers are helping us showcase to

the Indian market - one of the fastest growing markets for any country. We would like to thank Fairfest Media for providing us with this huge platform!"

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

## SPEAKER TESTIMONIALS



"The exchange of ideas and thoughts between buyers and sellers is very important and that is impossible in a virtual space. So OTM is exceptionally crucial and very well-timed. We saw an engaged audience and meaningful panel discussions at the OTM Forum. Very well done OTM!"

- **Joy Ghosh, Regional Vice President, Amadeus, Hospitality**



"Congratulations to OTM for an amazing job! Very impressed and happy to see this beautiful new venue and so many people on the trade floor. Really, really looking forward to the next show in February 2023!"

- **Wong Renjie, Area Director (Mumbai), Singapore Tourism Board**





**97%**

Exhibitors said that OTM delivers the right target audience for their business.



Quality of Buyers and Reputation of the Event were the key factors that influenced exhibitors to take part in the show.



**98%**

Exhibitors were satisfied with the response they received at OTM.

## OTM stands for Quality of buyers, sellers & meetings



"Hospitality has always been something that our country has been famous for, and this brings us closer to India where we are wonderfully welcomed. This year, Russia and India celebrate 75 years since the establishment of diplomatic connections. Theatres, operas, shopping, spectacular architecture - Moscow has everything. We want everyone to feel the love that we have for our capital. Welcome to Moscow!"

**- Alina Arutyunova, Deputy Chairperson, Moscow City Tourism Committee**



"I have never seen such frenzy at any show as what I saw at this year's OTM and I am so glad about that! These three days of the show have been extremely fruitful for us and that reflects the optimism of the industry, post the pandemic."

**- Ankush Nijhawan, Co-Founder & Joint MD, tbo.com**



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IT'S YOUR SKY

**VEENA WORLD**  
Travel. Explore. Celebrate.

The Leading Travel Show in Asia-Pacific  
**OTM**  
FORUM



OTM Forum is a knowledge-sharing platform that brings together India and Asia's most influential travel leaders on one stage. The Forum was live-streamed in March for guests on Facebook and YouTube with massive viewers' login from India and abroad and eminent travel leaders brainstorming on the future of travel in thought-leadership interactions. Panel

discussions, master classes, and workshops were conducted by top-level executives from industry leaders and C-suite executives from over 100 top brands.

Sponsored sessions and branding opportunities at OTM Forum help brands present their product offerings to highly targeted audiences.

## Cine Locales

Films are an excellent way of marketing destinations, and production houses are big buyers of travel services. Cine Locales at OTM invites premier film and TV producers from Mumbai, the home of Bollywood and connects them with global destinations.

Top production houses like Eros International, Salman Khan Films, Reliance Entertainment, Zee Entertainment Enterprises, Yash Raj Films, Sanjay Dutt Productions, Netflix, Amazon Studios and many others attend Cine Locales and engage in conversation with delegations from destinations around the world.

## ONLINE MEETING DIARY

OTM'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.



"OTM is extremely important. This is a great platform to introduce unique destinations to the travel trade industry. This helps us attract more visitors, especially from Western and Southern India." - **Indri Wahyu Susanti**,

**Marketing Coordinator, Ministry of Tourism and Creative Economy, The Republic of Indonesia**



"OTM is really unique because it brings everyone from the travel and tourism fraternity - hoteliers, travel agents, event curators, wedding planners, tourism boards, DMCs and many more - all under one roof.

**Parthip Thyagarajan, Co-Founder & CEO, WeddingSutra**

## DESTINATION Weddings





## PARTICIPATION PACKAGE (Rate per sq.m. per event)

OTM 2023 (02-04 FEB)		RATE (USD*/INR*)	CORNER (USD*/INR*)	PENINSULA (USD*/INR*)	ISLAND (USD*/INR*)
Super Early Bird	Before 31st May 2022	US\$ 395/ ₹ 27,500	US\$ 435/ ₹ 30,250	US\$ 475/ ₹ 33,000	US\$ 515/ ₹ 35,750
Early Bird	1st June 2022 to 31st Oct 2022	US\$ 445/ ₹ 28,500	US\$ 490/ ₹ 31,350	US\$ 535/ ₹ 34,250	US\$ 580/ ₹ 37,150
Standard		US\$ 495/ ₹ 29,500	US\$ 545/ ₹ 32,450	US\$ 595/ ₹ 35,400	US\$ 645/ ₹ 38,350

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

Premium Partner Country / State (inclusive of 200sqm pavilion)	US\$ 150,000*	₹ 96.5 lakhs*
Partner Countries / States (inclusive of 100sqm pavilion)	US\$ 75,000*	₹ 48 lakhs*
Focus Countries / States (inclusive of 60sqm pavilion)	US\$ 45,000*	₹ 28.5 lakhs*
Feature Countries / States (inclusive of 36sqm pavilion)	US\$ 28,000*	₹ 18 lakhs*
Official Partner (inclusive of 18sqm pavilion)	US\$ 19,000*	₹ 12.5 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 / Lanyards	US\$ 20,000*	₹ 15 lakhs*
Hosted Buyer Lounge / Media Lounge	US\$ 10,000*	₹ 7.5 lakhs*
Buyers / VIP Kit Bags	US\$ 10,000*	₹ 7.5 lakhs*
Meeting Diary Partner	US\$ 6,000*	₹ 4 lakhs*

For more exciting sponsorship options, please visit [www.otm.co.in/sponsorship](http://www.otm.co.in/sponsorship)

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

## BOOK NOW

Please fill up the enclosed Space Booking Form and email to [contact@fairfest.in](mailto:contact@fairfest.in) or send to Fairfest Media Ltd., 74/2 AJC Bose Road, Tirupati Plaza, 4C, 4th Floor, Kolkata - 700 016, India.

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