

The Leading Travel Show in Asia



30, 31 Jan, 1 Feb 2025

Jio World Convention Centre, BKC, Mumbai

2024 POST SHOW REPORT



THE LEADING TRAVEL
TRADE SHOW IN ASIA

The Leading Travel Show in Asia



08, 09, 10 February 2024

Jio World Convention Centre, BKC, Mumbai



OTM hailed as a top travel trade show in the world

A STELLAR SHOWCASE AS THE WORLD MET IN MUMBAI!



The curtains have closed on OTM 2024, Asia's largest and most influential travel trade show, leaving a lasting impression on the global travel and tourism industry. The three-day event held at the Jio World Convention Centre in Mumbai's Bandra Kurla Complex, showcased the pinnacle of innovation and collaboration in the travel sector.

Speaking at the valedictory function, the Chief Guest Ms. Diya Kumari, Hon'ble Deputy Chief Minister and Tourism Minister, Government of Rajasthan said -

"I am happy to have participated in the closing and award distribution ceremony of OTM. It is indeed one of the best travel trade shows in the world!"

Ms. Diya Kumari, Deputy Chief Minister and Tourism Minister, Government of Rajasthan

Exhibitors and attendees alike have praised the show as the premier platform for the global travel trade industry to gather within this region.

The grand inauguration, led by H.E. Harin Fernando, Hon'ble Minister of Tourism & Land, Sports & Youth Affairs, Sri Lanka, H.E. Ni Made Ayu Marthini, Deputy Minister of Marketing, Ministry of Tourism & Creative Economy, Republic of Indonesia, and Ms. Anmol Gagan Maan, Hon'ble Tourism Minister, Government of Punjab, set the tone for an event that exceeded all expectations. Dignitaries and diplomats from around the world, alongside over 40,000 industry professionals, explored the vast exhibition space featuring 1600+ exhibitors from 60 countries and 30 Indian States & Union Territories.

The scale of OTM 2024, having grown by 50 percent compared to its 2023 edition, emphasized its role as the pivotal hub for the travel industry. The event provided a platform for quality networking, connecting exhibitors with pre-qualified travel agents, tour operators, MICE & corporate buyers, wedding planners, and film, TV & OTT producers.

The show floor buzzed with energy from day one, witnessing robust interactions between B2B buyers and sellers. The geopolitical landscape has positioned India as a key player in the global economy and tourism market, making Indian tourists highly coveted by international and domestic destinations. This fierce competition for attention was palpable throughout OTM 2024.

Beyond the exhibition, OTM featured knowledge-sharing and networking events, including insightful panel discussions, workshops, and masterclasses in the OTM Forum. The inaugural session, titled 'Is the World Ready for the Indian Traveller? - Tourism Boards' Perspective,' brought together esteemed speakers, and provided invaluable insights into the evolving travel landscape.

The first day also saw an event by the Tourism India Alliance titled "Connect & Collaborate @ TIA - Let's Talk Business!" which provided a unique opportunity for exhibitors to connect with over 30 MICE professionals in one space. The day concluded with the networking dinner hosted by the Tourism Promotions Board Philippines; an opportunity to unwind and connect with fellow industry professionals in an informal setting.

Day 2 began with an insightful panel discussion on "Sustainable Tourism Practices: A Win-Win for Marketers and Communities". Mohamed Bassam Adam, Deputy Managing Director, Visit Maldives/MMPRC; Carissa Nimah, Chief Marketing Officer, Department of Tourism, Bhutan; Björn Bender, CEO, Rail Europe;

Rob Thompson, Head of Regions, Tourism Fiji; Sanjib Sarangi, Chief Fundraising & Partnerships Officer, Indian Grameen Services, Member of the ICRT Foundation (Responsible Tourism) discussed green tourism at length. An exclusive event, 'WeddingSutra Engage' united over 30 top wedding planners from across India, providing a great opportunity to connect with influential decision-makers and key players in the wedding industry.

The Moroccan National Tourism Office in the august company of H.E. Mr. Mohamed Maliki, Ambassador of Morocco in India, showcased their diverse beauty and tourist attractions via a presentation followed by a networking lunch hosted by them.

In another engaging panel discussion, influential women from various travel organizations explored the topic "Recognizing Women's Power in Travel & Tourism," featuring their exclusive insights and contributions. Cine Locales at OTM 2024 sparkled with a star-studded conversation among industry leaders from the film fraternity, who discussed 'Bringing Global Destinations to Indian Cinema'.

PromPeru's captivating destination presentation followed suit and highlighted the various tourism offerings of Peru, showcasing the country's ancient history and natural beauty.

The Network of Indian MICE Agents (NIMA) also hosted a 'MICE India Meet,' facilitating interactions with various destinations, with a specific focus on tapping into the Indian MICE scene.

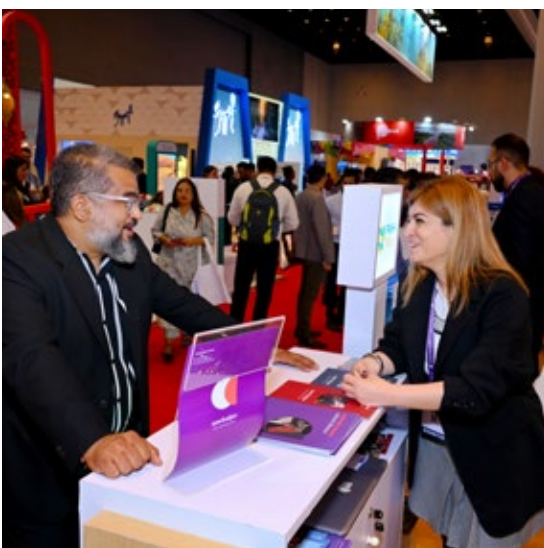
The OTM Forum facilitated dialogue on essential trends and strategies shaping the \$50 billion Indian travel market. Industry experts shared their insights, fostering meaningful partnerships within the thriving travel sector.





"In 2023, 98% of our exhibitors confirmed that OTM effectively connects them with their desired business audience. The event was voted not only as the leading travel trade show in India but also across all of Asia. OTM 2024 continues this legacy, with world-class facilities at the Jio World Convention Centre contributing significantly to its success."

Sanjiv Agarwal, Chairman & CEO of Fairfest Media Ltd.





Leaders at the leading show

OTM WAS GRACED BY TOURISM INDUSTRY DIGINITARIES



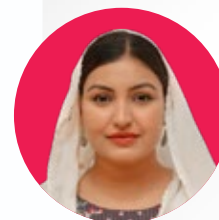
H.E. Mr. Harin Fernando
Hon'ble Minister of Tourism and
Lands, Sports and Youth Affairs,
Sri Lanka



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



H.E. Ms. Diya Kumari
Hon'ble Deputy Chief
Minister & Tourism Minister,
Government of Rajasthan



H.E. Ms. Anmol Gagan Maan
Tourism Minister,
Government of Punjab



**H.E. Mr. Mohammed Hassan
Jabir Al-Jabir**
Ambassador, Embassy of
the State of Qatar



H.E. Mr. Mohamed Maliki
Ambassador of Morocco in India,
Embassy of the Kingdom of
Morocco in New Delhi



**H.E. Mr. Javier Manuel
Paulinich Velarde**
Ambassador of the
Republic of Peru



H.E. Mr. Ibrahim Shaheeb
High Commissioner,
Republic of Maldives



H.E. Mr. Arvind Bucktowar
Consul, Consulate of
Mauritius in Mumbai



H.E. Mr. Adolfo Garcia Estrada
Consul General, Consulate of
Mexico in Mumbai



H.E. Dr. Aleksander Danda
Consul General, Consulate
General of Poland in Mumbai



H.E. Ms. Jacqueline Mukangira
High Commissioner, High Commission
of the Republic of Rwanda to India

The Leading Travel Show in Asia



Is certified as the

Leading Travel Trade Show In India And Asia

In a customized study by NielsenIQ - the world's leading consumer intelligence company, commissioned by Fairfest Media



The survey was done among participants and visitors who have attended two or more travel trade shows in the region and found a **significantly higher quantum of respondents stating OTM (Mumbai) to be the leading show at a National, Regional and Asia level**

- outperforming other major shows in the region, including ITB Asia, ITB India, and SATTE Delhi.

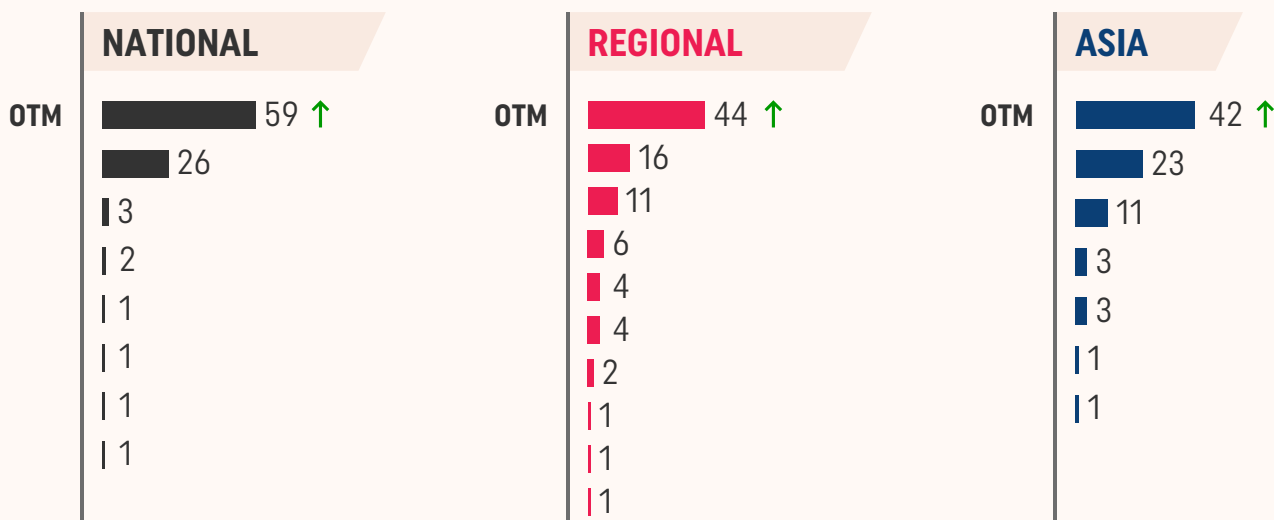


| Key Survey Findings

OTM named the

#1 Travel Trade Show In India & Asia

Significantly higher quantum of respondents stating OTM (Mumbai) to be the leading show at a National, Regional & Asia level.



Q9. According to you, at a national level which is the leading travel trade show in India?
Q9X. According to you, which is the leading regional travel trade show in India?
Q9A. According to you, which is the leading travel trade show in Asia?

Data in % **BASE (N) =312**
↑ % sig higher @ 95% vis-à-vis other shows in the list

| Survey Parameters

The fieldwork by NielsenIQ is done in an unbiased manner without intervention from Fairfest Media Limited and quality control procedures were followed strictly. The date of the fieldwork is 2nd Aug to 4th Sept 2024.

Areas covered: 19 countries

Population covered: Exhibitors & Visitors of Travel Trade Shows

Sample size: Overall (N=312); Exhibitors (N=23), Visitors (N=289);
(N=300 respondents from India)



Total usable database of visitors shared with NielsenIQ was over 14,000 and of exhibitors was over 2,200. The sampling method was online, purposive sampling.



OTM

IN NUMBERS

With the highest number of exhibitors
and total rented floor area, OTM is
India's most International
travel trade show.



1,600+
EXHIBITORS



60+
COUNTRIES



30+

INDIAN
STATES/UTs



40,000+
TRADE VISITORS



28,000+
PRE-SCHEDULED MEETINGS



1,000+
TOP BUYERS



600+
HOSTED BUYERS



40,000+
SQ.M. AREA

97%

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



The Quality of Buyers was the topmost
reason to exhibit in OTM 2024.

99%

Exhibitors are planning to
take part in OTM 2025.



Countries Represented

The 3-day B2B event brought together countries from all over the world under one roof, to exhibit, connect and do business with high-quality buyers.

AMERICA

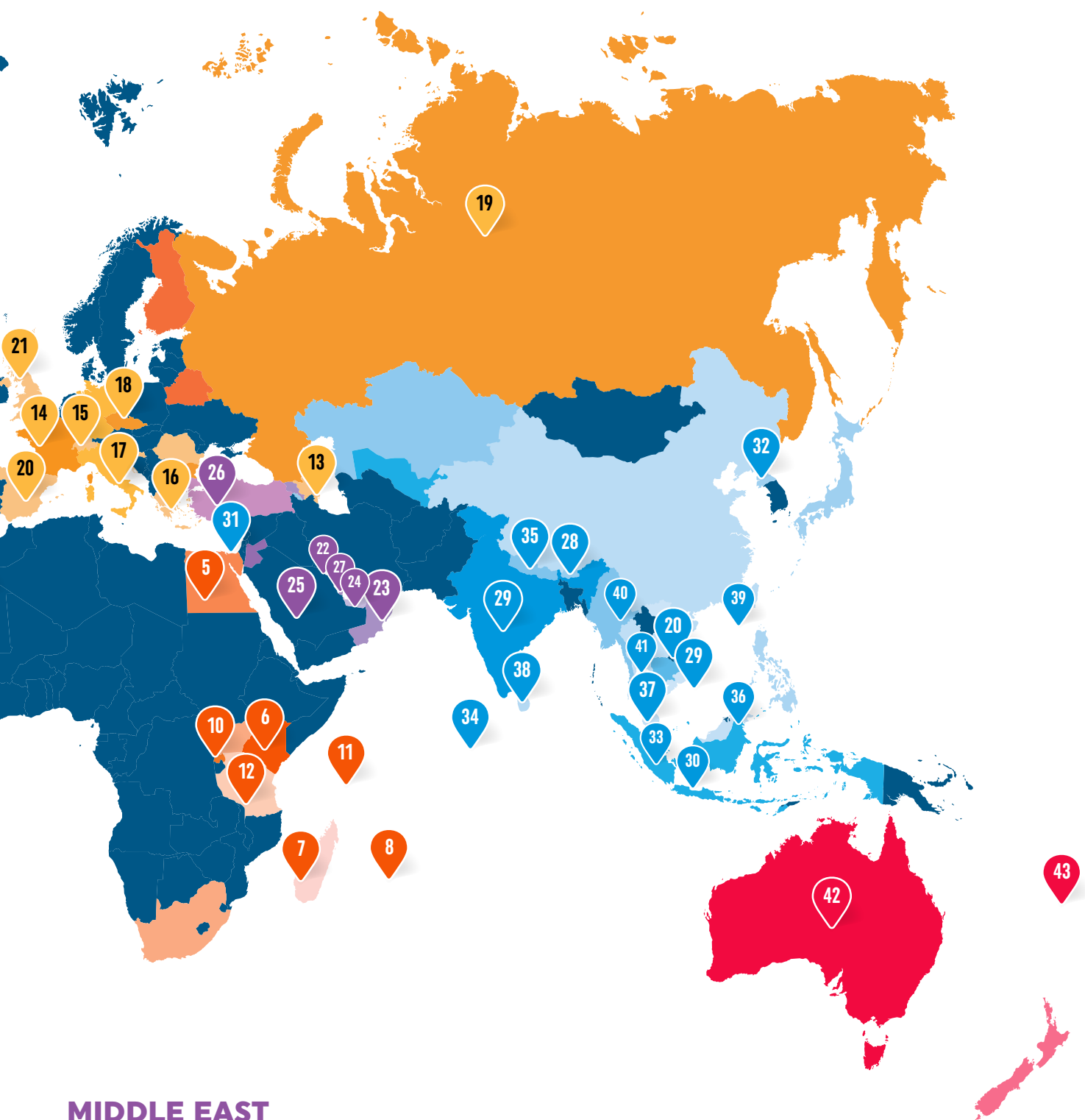
- 1 CUBA
- 2 MEXICO
- 3 PERU
- 4 USA

AFRICA

- 5 EGYPT
- 6 KENYA
- 7 MADAGASCAR
- 8 MAURITIUS
- 9 MOROCCO
- 10 RWANDA
- 11 SEYCHELLES
- 12 TANZANIA

EUROPE

- 13 AZERBAIJAN
- 14 FRANCE
- 15 GERMANY
- 16 GREECE
- 17 ITALY
- 18 POLAND
- 19 RUSSIA
- 20 SPAIN
- 21 UNITED KINGDOM



MIDDLE EAST

- 22 BAHRAIN
- 23 OMAN
- 24 QATAR
- 25 SAUDI ARABIA
- 26 TURKEY
- 27 UAE

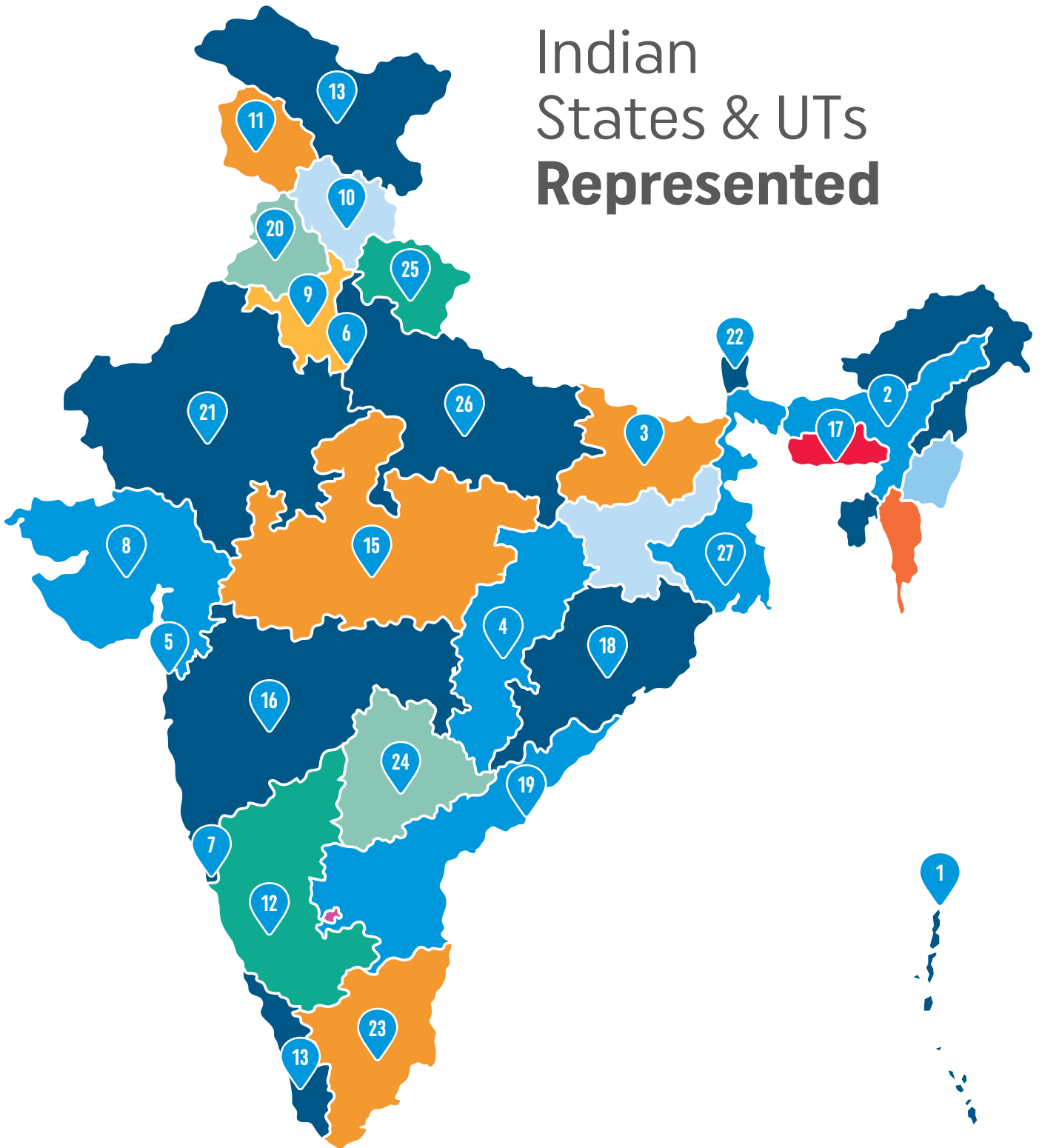
ASIA

- 28 BHUTAN
- 29 INDIA
- 30 INDONESIA
- 31 ISRAEL
- 32 KOREA
- 33 MALAYSIA
- 34 MALDIVES
- 35 NEPAL
- 36 PHILIPPINES
- 37 SINGAPORE
- 38 SRI LANKA
- 39 TAIWAN
- 40 THAILAND
- 41 VIETNAM

OCEANIA

- 42 AUSTRALIA
- 43 FIJI

Indian States & UTs Represented



- | | | | | | |
|---------------------|------------------|-------------------|---------------------|------------------------|--------------|
| 1 ANDAMAN & NICOBAR | 2 ASSAM | 3 BIHAR | 4 CHATTISGARH | 5 DADRA & NAGAR HAVELI | 6 DELHI |
| 7 GOA | 8 GUJARAT | 9 HARYANA | 10 HIMACHAL PRADESH | 11 JAMMU & KASHMIR | 12 KARNATAKA |
| 13 KERALA | 14 LADAKH | 15 MADHYA PRADESH | 16 MAHARASHTRA | 17 MEGHALAYA | 18 ODISHA |
| 19 PUDUCHERRY | 20 PUNJAB | 21 RAJASTHAN | 22 SIKKIM | 23 TAMIL NADU | 24 TELANGANA |
| 25 UTTARAKHAND | 26 UTTAR PRADESH | 27 WEST BENGAL | | | |



Hear it from **our Exhibitors**

"I'm pleased to be at OTM; it's 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. Indians and Sri Lankans have many similarities, including culture, cuisine, and even physical appearance. There's a strong bond and hospitality shared between our two countries. 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
Hon'ble Minister of Tourism
and Lands, Sports and Youth
Affairs, Sri Lanka



"Firstly, I'm delighted to be here at OTM. It's a fantastic show. We missed last year, but we've returned after witnessing the growth of Indian tourists coming to Indonesia, and I'm pleased to announce that we've surpassed our target. Last year, 11.7 million tourists visited Indonesia, marking a 98% increase from the previous year! Indian tourists in Bali hold the #2 position. 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's been a positive experience; witnessing numerous buyers and sellers engaging with each other. This interaction bodes well for the travel industry, and we're receiving a great response. It's not just visitors from Mumbai; we're seeing participation across India. Naturally, we're considering participating again next year!"



Datuk Dr Ammar Abd Chapar
Director General,
Tourism Malaysia



"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



"India is a significant market for us, being our second-largest source market. 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

"As first-time participants at OTM, we're delighted with the experience so far. We've long sought a trade show where we could connect with the right trade partners, and OTM has proven to be the ideal platform for this purpose. India is a key target market for us, and OTM is renowned for its representation of quality buyers."



Sally Sedky
Head of Tourism Marketing,
Bahrain Tourism & Exhibitions
Authority



"OTM is a primary exhibition for Azerbaijan. Year after year, we consistently showcase and promote Azerbaijan as a destination at OTM. This year, the excitement is evident as we have more industry partners joining us than ever before. The entire industry is thrilled and eager to participate, and I'm confident that these 3 days of the exhibition will be highly productive."



Elman Mammadov
Regional Manager for South Asia,
International Markets and Business
Events, Azerbaijan Tourism Board



"India holds great significance for Egypt, particularly in cultural tourism; and as always, OTM provides excellent value for money by connecting us with new contacts and refreshing relationships with old partners. We attend to stay informed about the latest market trends and understand the evolving needs of this dynamic market. We are highly enthusiastic about continuing our partnership with this show."



Ismail Amer
Consultant to CEO,
Egyptian Tourism Authority

"Congratulations to OTM for achieving the status of Asia's No.1 travel show! Taiwan Tourism has been a consistent participant in OTM, serving as the gateway for Taiwan to India. We are committed to continuing our participation in this show as it provides us with the opportunity to connect with numerous B2B partners. We firmly believe it is the optimal platform for us."

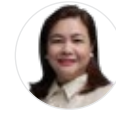


Trust H.J. Lin, Ph.D.
Deputy Director General, Taiwan Tourism
Administration





"This marks our third participation at OTM, and it remains the sole travel fair in India where we engage. This underscores the significant role OTM plays in promoting our offerings to the Indian market. It has been a bustling three business days, and our private sector participants are thoroughly satisfied. They have encountered several serious buyers during the event."



Marivic M. Sevilla

Acting Head, International Promotions Dept.,
Tourism Promotions Board, Philippines

"It's been a highly positive experience; we've received numerous inquiries from buyers at our booth. This event holds great significance for us, and we aim to attend it year after year. Also, we are considering expanding our booth size for next year's show."

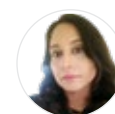


Isada Saovaros

Director, Tourism Authority of Thailand,
Mumbai Office



"We look forward to this platform every year because it's not only crucial for Mauritius Tourism but also for our stakeholders. This year, we've secured a larger stand, showcasing our strong commitment to participating in and conducting business at OTM. The segregation between international and domestic buyers on the two floors is a fantastic addition; it facilitates our engagement with target visitors efficiently. Kudos to Team OTM for their excellent work!"



Zeenat Gangee

Tourism Promotion Manager,
Mauritius Tourism Promotion
Authority

"This year, we've had 19 exhibitors from Bhutan at OTM, and we're experiencing a significant level of interest and inquiries at our stall. The agents we're encountering here are highly qualified, of excellent quality, and genuinely interested. Therefore, I believe that dividing the venue into two sections - international and domestic - greatly benefits us as exhibitors."



Carissa Nimah
Chief Marketing Officer,
Department of Tourism,
Bhutan



"This platform is fantastic! It's one of the best in the tourism industry. We're here with ten companies from the tourism sector, and let me tell you, they never expected to receive such a response!"



Luis Cabello
Trade and Tourism Counsellor of
Peru to India



"We're very happy that Greece is back at OTM after four years! The show has been exceptionally well-organized and truly impressive; we're thoroughly enjoying our time here. We've 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



"It's a pleasure to be here at OTM. This platform is incredibly crucial for Bangkok to showcase what we have to offer to Indian tourists. The show has been meticulously organized. Bangkok Smiles would like to participate every year."



Panchaphat Lakdee
Deputy Director-General of Culture,
Sports and Tourism Dpt., Bangkok
Metropolitan Administration



"This is our first time participating in a tourism fair in India, and we selected OTM 2024 for this occasion. This decision speaks volumes about the confidence and trust we have in the OTM team to introduce Cuba as a tourist destination to Indian travelers. To OTM, our message is simple: continue the excellent work. We look forward to becoming a serious and established partner of OTM in the future."



Abel Aballe Despaigne
Charge d' Affaires, a.i.,
Embassy of the Republic of Cuba

"It's been a great experience with numerous inquiries! Since last year's OTM, our programs for retail travel agents have seen a significant increase in subscriptions. Our access to this sector has notably improved. What truly stands out is the quality of buyers present here; it's consistently high, and the flow has been excellent. We are very pleased with it!"



Robert Thompson
Executive Director of Regions, Tourism Fiji



"OTM is growing bigger and better with each passing year. I genuinely appreciate the efforts of the team, especially in promoting destinations like Tanzania. This is undoubtedly beneficial to us."



Hoza N Mbura
Tourism Officer, Tourist
Board of Tanzania

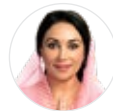
"The standard of OTM has reached a different level now. The quality of the crowd here is exceptional. We see only serious buyers attending, focused on conducting meaningful business. This aspect of the show is highly appealing to me. I would say OTM is truly instrumental in helping us build relationships that can translate into business opportunities in the near future. Our plan for next year is to have a larger booth with more DMCs representing Israel."



Amruta Bangera
Director of Marketing, Israel



"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,
Government of Rajasthan

"OTM 2024 in Mumbai proved to be an exceptionally successful show, meeting all our expectations regarding visitor turnout, logistical management, and venue location. Over the years, OTM has firmly established itself as one of the most important and impactful platforms for tourism promotion in the country and the region."



D Venkatesan
Regional Director (West and Central), India Tourism -
Mumbai, Ministry of Tourism,
Government of India





"This is an excellent platform for conducting business. I am confident that it will greatly benefit Bihar Tourism. It's the ultimate platform for networking within the tourism industry. All the very best to the OTM team!"



Nand Kishor, I.F.S.
Managing Director, Bihar State Tourism Development Corp. Ltd., Dept. of Tourism,
Government of Bihar

"OTM is one of the largest platforms in the tourism industry. We've been attending OTM alternatively for the last two to three years, but now we're inclined to participate every year. As the largest gathering of the tourism sector, OTM offers us all the opportunity to understand the industry's workings and how to enhance ourselves for further growth."



Kacho Mehboob Ali Khan
Commissioner Secretary,
Tourism and Culture
Department, UT Ladakh



"This year has been phenomenal! We have brought together 39 stakeholders, all of whom have provided us with excellent feedback. We've received numerous buyer inquiries, and we're optimistic that this will translate into significant business opportunities for us. OTM is doing an outstanding job, and we look forward to participating in this show again next year."



Preeti Vanage Pawar
Tourism Specialist,
Directorate of Tourism,
Government of Maharashtra

"What a fantastic platform! It's been instrumental in showcasing Odisha and unlocking the tourism potential of the state. The pavilions are beautifully decorated, and everything is organized impeccably. Thank you, OTM!"



Subodh Chhatra

Tourist Information Officer,
Odisha Tourism Board



"This presents a great opportunity for the Tamil Nadu tourism department. We're connecting with individuals from various parts of India and also other countries. Additionally, the venue, the Jio World Convention Centre, is truly world-class."



S. Srinivasan

Assistant Director (PR),
Tamil Nadu Tourism Development Corporation



"Our stakeholders are thrilled to meet so many buyers, networking, exchanging ideas, and closing deals. OTM is a gateway to Madhya Pradesh. We wish OTM all the best!"



Yuvraj Padole

Deputy Director, Events,
Marketing & Film Tourism,
Madhya Pradesh Tourism Board

"It feels like the entire world has gathered here at OTM! With numerous tourism industry professionals from around the world under one roof, this event will undoubtedly help us in promoting tourism in Delhi."



Manoj Kaushik

Assistant Manager (PR & Publicity),
Delhi Tourism





"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

"The show has an incredible vibe, with a fantastic buzz and energy. I've noticed many tourism boards that were not present last year, which clearly indicates the interest exhibitors have in being at OTM. It's an absolutely perfect show. I'm thrilled to be here!"



Ankush Nijhawan

Co-Founder & Joint Managing Director,
TBO.com



"OTM is quite enjoyable! 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, so being here has been truly worthwhile for us. This is a fantastic show, and I look forward to working with you in the future."



Tom Jenkins
CEO, ETOA

"We've been participating here for almost nine years now, and each year, the experience, the audience, and the overall showcase of OTM is expanding. Every year, we see at least 30-40% new attendees. We're growing alongside OTM. From what I've witnessed, this is the best travel show in the world."



Vishal D Lagad
VP - Sales & Strategy, TripJack



"The management of OTM is flawless! This show truly facilitates our meetings with trade partners, allows us to discuss issues, and find innovative solutions. I would say it's crucial for us to partner with OTM to ensure a better future for our business."



Parshotam Ruparelia
Director, Etrav



"This year, we've experienced a tremendous response. We've connected with numerous new travel agents, and our booth has been bustling since day one of the show. The venue is fantastic and well-organized, and the participants are highly engaged and serious. We've had many fruitful conversations. Good job done by the OTM team!"



Chirag Agrawal
Co-Founder, TravtClan

"I've been associated with OTM for over a decade, and I've witnessed their remarkable growth over the years. This time, it's been an amazing show, and the team has done a fantastic job in terms of both exhibitors and visitors. Absolutely wonderful! It's a great platform."



Aparna Chaturvedi
Commercial Head - Indian Subcontinent & UAE, Europamundo





"OTM has always been excellent for us. It's a strong platform for meeting and connecting with our travel partners, showcasing our new products, and ensuring bookings come our way. We've even closed some business right at this show. So, I'd say the show has exceeded our expectations, and I'm confident OTM has a bright future ahead. Resort World Cruises is thrilled to be associated with you!"



Naresh Rawal
Vice President, Sales & Marketing,
Resort World Cruises

"The quality of the audience we meet here is genuinely impressive. This year, the show has surpassed my expectations. Great turnaround! I observe effective networking happening on the show floor."



Ajay Kumar Wadhawan
Executive Director,
AiriQ & Udaan



"This is our second appearance here at OTM, and I can assure you that we will continue to participate in this show. The level of visibility we attain here is unmatched. Everyone who attends this show is serious in their approach, and that is what sets OTM apart from other shows. I would confidently say that OTM deserves its title as the leading travel show in Asia. The team works incredibly hard in organizing this show. Great job!"



Rasha Abdel Mounaim
Country Manager - India & Sri
Lanka, Egyptair Airlines

"It's wonderful to witness the enthusiasm for Fiji and Fiji Airways. It proves that India is more than ready to travel. We are delighted with this response. I believe that dividing the exhibition floor into two sections, international and domestic, is a very effective strategy. This ensures that we, as Fiji Airways, are engaging only with those interested in outbound travel, leading to quality interactions."



Kamal Haer
Executive Manager - Global Sales,
Fiji Airways



"We are receiving excellent responses. We remained very busy throughout the three days, and I believe this will be the largest show in the travel trade this year. We are considering having a larger booth next year."



Manoj Samuel
CEO & Director,
Riya Travel

"We experienced a positive response from the travel trade community, and the show met our expectations. The filtering of visitors and the segregation between international and domestic segments help prevent overcrowding and ensure that only the right individuals come to engage with us. We find participating in OTM, BLTM, and TTF to be highly enjoyable experiences!"



Harshvardhan D. Trivedi
Manager India - Sales and Marketing,
GSA Bird Travels Pvt. Ltd.
(Representing VietJet Air)



Who are the Buyers at OTM?

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 on overcrowding, promoting genuine business connections and facilitating effective networking.

Top buyers from the Travel Trade, MICE, Corporate, Destination Weddings, and Film, TV & OTT Production Houses are brought together, providing a holistic outreach to India's diverse travel industry.

What truly distinguishes OTM is its unique prequalification process, ensuring an exceptional caliber of buyers at the event.

Travel Trade Buyers

Every year, OTM draws more than 40,000 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.

800+ travel trade buyers from across the country, including India's biggest travel agents and tour operators attend OTM. In addition, 300+ travel trade buyers who are based in Mumbai, participate as pre-registered and partially hosted buyers.

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 2024 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.

The first day of OTM 2024 hosted an event by the Tourism India Alliance titled "Connect & Collaborate @ TIA - Let's Talk Business!" which provided a unique opportunity for exhibitors to connect with over 30 MICE professionals in one place.

Global Admin Heads, VP & Country Admin Heads, Global Travel Category Managers, and Travel Procurement Heads from the following companies attended OTM 2024:



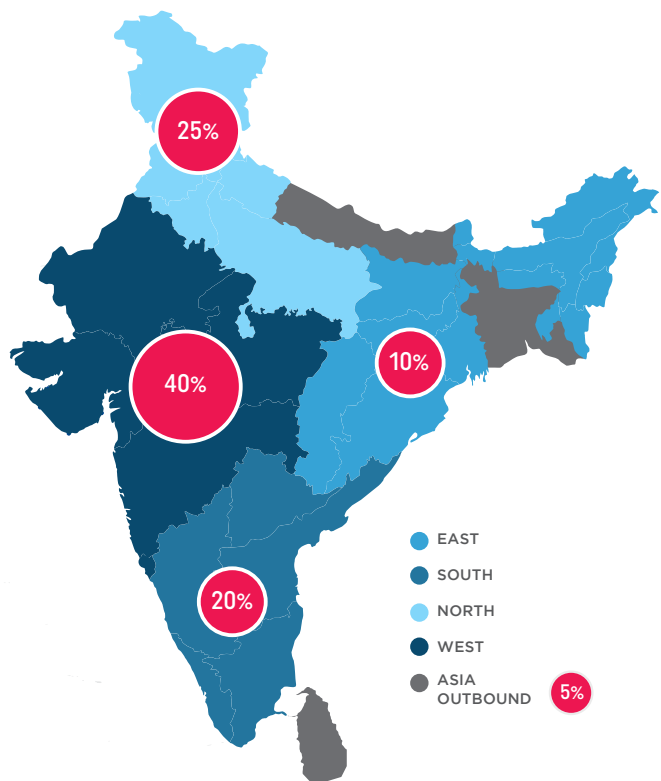
kotak



Adobe



NOVARTIS



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.

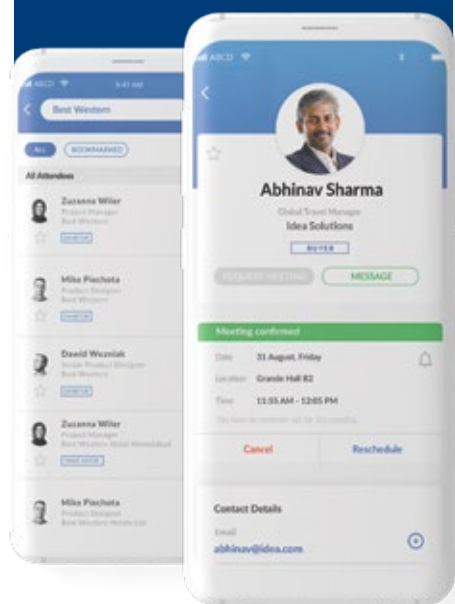
Wedding Planners that attended OTM 2024 included WeddingSutra, Designer Events Inc, Morani & Soorma, Plush Weddings, Catering Collective (a unit of K Hospitality) and 40+ others.

Production Houses

Top production houses who attended OTM as a part of Cine Locales included Amazon Studios, Cineyug, Endemol Shine India, Eros International, Netflix, Reliance Entertainment, Sanjay Dutt Productions, Yash Raj Films, Zee 5 and many others.

Online Meeting Diary

OTM's state-of-the-art online meeting tool 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 relevant for you in a simple and easy-to-use way.



Hear it from our Buyers

"OTM is an extremely fruitful event, providing an enlightening experience. We had the opportunity to meet some excellent suppliers, and I'm confident that this experience will enhance our business."

Ravi Oberai, Founder, B R World Travels

"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

"The venue is excellent. I've met promising suppliers, which has been quite beneficial. This show has featured numerous popular destinations as well as emerging ones. Overall, it's been a great experience!"

Rishabh Sahani, Director, Tomato Holidays



OTM'S EXCLUSIVE KNOWLEDGE ENCLAVE FOR LEADERS



Björn Bender

Executive Chairman & CEO,
Rail Europe

"I am very impressed with this venue; it's amazing! OTM provides us with a great opportunity to connect with all our travel agents in India. This event is crucial for us to engage in important discussions at an early stage. It offers us excellent visibility. Keep up the great work, OTM! This is truly impressive. I've attended numerous international events around the globe, but OTM stands out!"

Mohamed Bassam Adam
Deputy Managing Director,
Visit Maldives/MMPRC

Carissa Nimah
Chief Marketing Officer,
Department of Tourism,
Bhutan

Björn Bender
CEO,
Rail Europe

Rob Thompson
Head of Regions,
Tourism Fiji

Sanjib Sarangi
Chief Fundraising &
Partnerships Officer,
Indian Grameen Services,
Member of the ICRT
Foundation



Sunila Patil

Founder, CPO & CNO,
Veena World

"This exhibition is remarkable. It provides a unique opportunity to connect with individuals from across the globe in one place, making it an unmatched platform for forging new relationships. Plus, one gets to explore a variety of new destinations, offerings, and hotel chains. The event has been exceptionally well-organized."



Parthip Thyagarajan

CEO & Co-Founder,
WeddingSutra

"OTM is consistently an outstanding experience. Here, we have the opportunity to connect with numerous tourism boards, hotel chains, and influencers from the travel community, all under one roof. Each year, the show continues to grow and improve! You guys are doing an excellent job, and we look forward to partnering with OTM again and again!"



The OTM Forum acts as a knowledge-sharing platform that brings together the most influential travel leaders from India and Asia onto one stage. At OTM 2024, the OTM Forum hosted some extremely interesting and insightful discussions on Day 1, including the topic 'Is the World Ready for the Indian Traveller? - Tourism Boards' Perspective'.

Day 2 focused on 'Sustainable Tourism Practices: A Win-Win for Marketers and Communities', and also a Destination Presentation by PROMPERÚ, followed by a session called Destination Wedding and Travel - 2024. Other panel discussion topics included Recognizing Women's Power in Travel & Tourism, a program highlighting the contributions of women from India and abroad in shaping the tourism industry.

Cine Locales

"I attend OTM every year, and each time, it's a unique experience! This year, we had exceptional presentations at the Cine Locales. This platform always introduces us to new destinations, which is incredibly informative and important for us as producers to attend. It's an incredible experience. Thank you to the OTM team!"

Nitin Tej Ahuja, Chief Executive Officer, Producers Guild of India



Location scouts and key decision-makers representing prominent production houses such as Red Chilli Entertainment, Rohit Shetty Picturez, Motion Picture Association America, Producers Guild of India, Tiger Baby, Viacom, Yash Raj Films, Zee Studios and many more participated in Cine Locales, engaging in discussions with delegations from destinations worldwide.

Films provide an exceptional avenue for marketing destinations, and production houses are significant purchasers of travel services. Cine Locales at OTM hosted 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, Cine Locales was a star-studded event with 35+ industry leaders from the film fraternity in attendance.

Cine Locales at OTM 2024 sparked with a luminous conversation among industry leaders from the film fraternity, who discussed **'Bringing Global Destinations to Indian Cinema'**.



WeddingSutra Engage

WeddingSutra Engage brought together 40+ top wedding planners and event managers to shed light on the latest trends in the industry via an insightful session called **Destination Wedding and Travel - 2024**. Wedding industry professionals networked with destinations, hotels, and DMCs on the OTM show floor. Another interesting session was **The Venue Factor - Insights from Top Planners**, weighing in on the importance of collaborating with the right wedding venue.

"It's been an incredible experience. There are abundant opportunities for knowledge-sharing through numerous sessions, which I find truly beautiful! This platform seamlessly brings together wedding and travel. Here, you not only have access to data but also direct access to representatives from numerous destinations. There's no better platform than this; it's absolutely fabulous!"

Kaveri Vij, Founder & Chief Dreamer, Designer Events Inc.

Peru Destination Presentation

The presentation on **'Peru, Home to Bespoke Experiences in the World,'** was delivered by Luis Cabello, Trade and Tourism Counselor of Peru to India. Peru boasts epic landscapes across diverse settings and offers high-end tourism products and services, making it an ideal destination for couples, friends, and families seeking rich cultural and natural experiences. With insightful information shared by PROMPERÚ, the South American country aimed to showcase the unique and unforgettable experiences it has to offer.



Moroccan Networking Lunch

The Moroccan National Tourism Office in the august company of H.E. Mr. Mohamed Maliki, Ambassador of Morocco in India, showcased the diverse beauty and tourist attractions of Morocco through a destination presentation. This was followed by an exclusive networking lunch hosted by them.



Glimpses of the show



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Glimpses of the show





Glimpses of the show





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Feature Countries



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KOLKATA

Tel | +91 33 4028 4028

Address | 74/2 AJC Bose Road
Tirupati Plaza, 4C, 4th Floor
Kolkata - 700 016

Registered Office:

Address | 25 C/1, Belvedere Road
Alipur, Kolkata - 700 027

MUMBAI

Corporate Office:

Tel | +91 22 4555 8555

Address | 305, 3rd Floor
The Summit Business Bay
Near WEH Metro Station
Off Andheri - Kurla Road
Andheri East, Mumbai - 400 093

NEW DELHI

Tel | +91 11 2686 6874 / 75

Address | Fairfest Media Ltd.
U-1, Green Park Main
New Delhi - 110016