

THE GATEWAY TO INDIA'S TRAVEL MARKETS

The Leading Travel Show in Asia



8, 9, 10 FEBRUARY 2024

Jio World Convention Centre, Mumbai



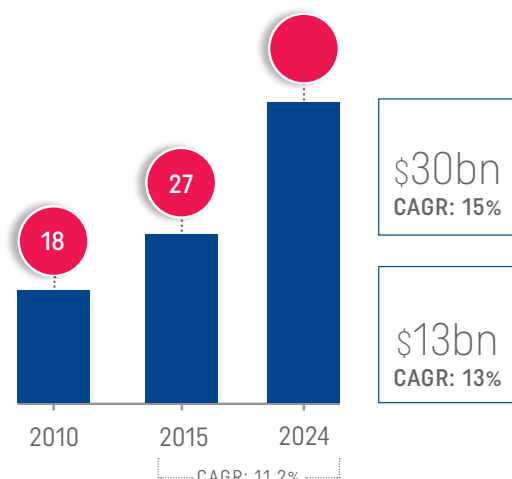
**WELCOME TO THE  
#1 TRAVEL TRADE SHOW IN ASIA**

**OTM 2025** - 30, 31 January, 1 February | **OTM 2026** - 5, 6, 7 February | **OTM 2027** - 3, 4, 5 February

## THE INDIAN TRAVEL MARKET

The Indian travel market is currently at an inflection point and ranks among the world's fastest-growing markets. Research by Andersen projects that outbound tourism from India will exceed \$42 billion by 2024.

Indians have become the most confident travelers in the Asia Pacific region, with 86% of them planning to travel within the next year, as revealed in research conducted by Booking.com. In contrast, a McKinsey report suggests that outbound travel from China may remain subdued for the next 12 to 18 months.



Market Size (US\$ bn) Source: Google-BCG/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



35,000+  
TRADE VISITORS



1,500+  
TOP BUYERS



26,000+  
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.

**BLTM 2024 - 29, 30, 31 August**

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.

*"The entire travel trade fraternity is here in this world-class venue."*

**GB Srithar, Regional Director – India, Middle East, South Asia & Africa, Singapore Tourism Board**

## 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.

*"Qatar took part in both the editions of OTM in 2022, and 2023 makes it a hat-trick post-pandemic. OTM is extremely important to us as it helps us to highlight that we are very committed to the Indian market. The team has raised the bar in terms of quality, venue, infrastructure, facilities, and the overall experience."*

**Philip Dickinson, VP International Markets, Qatar Tourism**



## BUYERS AT OTM

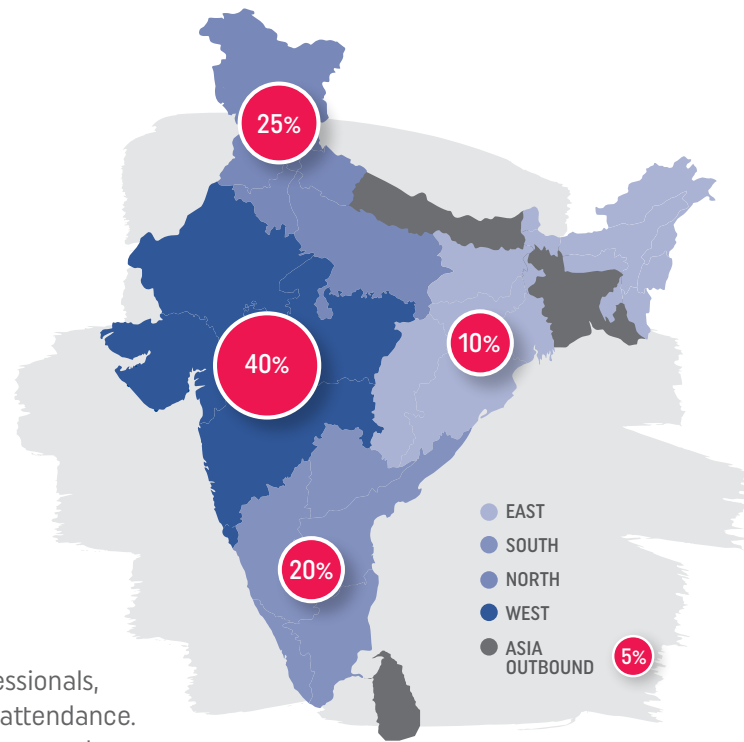
### TRAVEL TRADE BUYERS

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 will further expand 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



*"OTM has always been fantastic! It is only at this event that we interact with our peers and partners from the global travel industry"*

**Mathew Panicker, Head - Global Travel, Cipla**

### 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.

*"Travel and destination weddings go hand-in-hand, and OTM is the platform where the two meet. Great energy, lots of conversations, and meaningful networking!"*

**Parthip Thyagarajan, CEO, WeddingSutra**



## OTM FORUM

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.

For brands aiming to showcase their product offerings to a highly targeted audience, there are opportunities for sponsored sessions and branding at the OTM Forum.



*"OTM definitely holds a top notch position in the industry; being a part of OTM is a matter of pride. You can understand the stature of this show by simply looking at the quality of the sessions, the exhibitors and the travel trade buyers."*

**Randhir Gupta, Senior Director of Sales, Accor**

## CINE LOCALES

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 and TV 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.

*"OTM is an irreplaceable player in the travel trade market of India. Azerbaijan is in a long-term, committed partnership with the organisers. We are very happy with the new venue ... and our trade partners are very happy with the response received on the showfloor."*

**Florian Sengstschnid, CEO, Azerbaijan Tourism Board**



# DISCOVER WHAT OUR PARTICIPANTS HAVE TO SAY ABOUT OTM 2023



*"India is a key source market for Saudi. Engagements at OTM are critical in helping us achieve our ambitious goals, to drive volume and growth."*

**Alhasan Aldabbagh, President – APAC, Saudi Tourism Authority**



*"OTM is a fantastic travel mart. We met genuine buyers and had a lot of enquiries; our team is very happy. We are looking forward to repeat our presence every year. The filtering process that OTM has done is really great. The difference between OTM and other leading travel trade shows is that this is very well organized."*

**Thisum Jayasuriya, Chairman, Sri Lanka Convention Bureau**



*"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**



*"Our experience at OTM 2023 has been magical! This is the centre of everything - everybody from the travel industries around the world is at this show. OTM is a key space where we have interacted with a number of great buyers. Kenya is definitely going to be back in OTM 2024."*

**Irene Katumo, Marketing Manager - Emerging Markets, Kenya Tourism Board**



*"Coming back to OTM and meeting everyone was such a great experience. Fiji has always been such a hot sell-out in India and getting to reconnect with everyone here is really exciting. Thank you very much for this opportunity. Our team is just blown away by the magnitude of this show. Congratulations to the OTM team!"*

**Kathy Koyamaibole, Regional Director Asia Pacific, Tourism Fiji**



**98%**

of exhibitors stated that OTM effectively connects them with their desired business audience



**80%**

of buyers rated their business meetings at OTM as excellent, while the remaining 20% found them to be good.



**98%**

of exhibitors from 2023 plan to participate in OTM 2024.



**100%**

of buyers have confirmed their intention to visit OTM 2024.



*"I think OTM is a great opportunity to network, meet your peers; it brings a lot of value to me and my company. TBO has been a part of OTM for almost six to seven years now, and we will definitely be there in 2024 as well."*

**Ankush Nijhawan, Co-Founder, TBO.com**

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

OTM 2024 (08-10 FEB)		RATE (USD*/INR*)	CORNER (USD*/INR*)	PENINSULA (USD*/INR*)	ISLAND (USD*/INR*)
Super Early Bird	Before 31st May 2023	US\$ 435/ ₹ 32,000	US\$ 475/ ₹ 35,500	US\$ 515/ ₹ 39,000	US\$ 555/ ₹ 42,500
Early Bird	1st June 2023 to 31st Oct 2023	US\$ 490/ ₹ 33,500	US\$ 535/ ₹ 37,000	US\$ 580/ ₹ 40,500	US\$ 625/ ₹ 44,000
Standard		US\$ 545/ ₹ 35,000	US\$ 595/ ₹ 38,500	US\$ 645/ ₹ 42,000	US\$ 695/ ₹ 45,500

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\$ 200,500*	₹ 133 lakhs*
Focus Countries / States (inclusive of 200sqm pavilion)	US\$ 132,000*	₹ 87.5 lakhs*
Feature Countries / States (inclusive of 100sqm pavilion)	US\$ 68,500*	₹ 45.5 lakhs*
Official Partner (inclusive of 50sqm pavilion)	US\$ 36,500*	₹ 25 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*	₹ 16.5 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](http://www.otm.co.in/sponsorship)

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

## BOOK NOW

Please fill 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.**

# SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS



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