

# THE GATEWAY TO INDIA'S OUTBOUND TRAVEL MARKETS

The Leading Travel Show in Asia

# OTM<sup>®</sup>

**5, 6 & 7 FEBRUARY 2026**

Jio World Convention Centre, Mumbai

## 2025 POST SHOW REPORT



The Leading Travel Show in Asia



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**30, 31 JANUARY & 1 FEBRUARY 2025**

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**Jio World Convention Centre, Mumbai**





# OTM 2025 UNVEILED

A powerful recap of Asia's leading travel trade show





# OTM hailed as a top travel trade show in the world

A STELLAR SHOWCASE AS THE WORLD MET IN MUMBAI!



**O**TM 2025, Asia's largest and most influential travel trade show, concluded triumphantly, bringing together participants from over **80 countries, 50,000+ trade visitors, and 2,100+ exhibitors**. Over three days, numerous business deals established OTM as a premier platform for international industry collaboration and growth.

The event commenced with a grand inauguration featuring a stellar lineup of VIPs and dignitaries. Chief Guest Shri Gajendra Singh Shekhawat, Hon'ble Minister of Culture and



*"OTM is considered one of the world's largest travel shows and the #1 travel show in Asia. Looking towards the presence here of 60 countries and all the states and UTs of India and more than 2000 exhibitors, we can see the prowess of India as a destination and a market for tourism."*

**Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism and Culture, Government of India**

Tourism, Government of India, H.E. Haim Katz, Hon'ble Minister of Tourism, Israel, and H.E. Mr. Javier Paulinich presided over the ceremony. This year, OTM 2025 witnessed over 32,000 pre-scheduled meetings through the Meeting Diary app, unlocking potential partnerships and new business opportunities for travel professionals worldwide. Crediting the stringent trade visitor and buyers qualification process, exhibitors at



OTM 2025 had an exceptional experience, praising the event for its high-quality buyer interactions and valuable networking opportunities.

Industry leaders like Neil Patil, Founder & Director of Veena World; Amanpreet Singh, General Manager India & Southeast Asia, Airbnb; Ankush Nijhawan, Co-Founder, tbo.com; Santosh Kumar, Country Manager for India, Sri Lanka, Maldives and Indonesia, Booking.com; Neel Ghose, Country Manager & GM, India, Skyscanner; Björn Bender, CEO, Rail Europe; Brent Hill, CEO, Tourism Fiji; Rosa Harris, Director of Tourism, Cayman Islands; Jassim Mahmoud, PR & Communications Director, Qatar Tourism; Dheera Keerthi Hettiarachchi, Chairman, Sri Lanka Convention Bureau; Devendra Saraiya, Head - Travel & Procurement, Deloitte; Gaurav Nagwekar, Group Head - Corporate Travel, Reliance Industries; Pooja Hiwalkar, Regional Travel Manager, Capgemini; Sanjay Pai, Vice President - Facilities, Corporate Travel, Hospitality & Director Aviation, Larsen & Toubro and many other industry leaders shared strategies for embracing change and their vision for the future of India's travel ecosystem.

OTM 2025, Asia's largest and most influential travel trade show, showcased unparalleled innovation and business opportunities in the global travel industry. The event emphasised India's role as the future growth engine for global tourism. Key participants included Georgia, Greece, Israel, Japan, Jordan, Morocco, Peru, Philippines, Cambodia, and Uganda—many of whom participated exclusively in OTM. Indian states like

Uttarakhand, Himachal Pradesh, Gujarat, Jammu and Kashmir etc. showcased their unique offerings alongside private-sector giants like Satguru, Air IQ, Ottila, One Above, Accor Group and many more.

WeddingSutra Engage, another key highlight from the event, brought together top wedding planners to discuss the latest trends and innovations in destination weddings and luxury celebrations. The session offered unique perspectives on the intersection of travel and the wedding industry.

As OTM 2025 came to a grand conclusion, the Valedictory & Awards Function celebrated excellence, innovation, and leadership in the travel and tourism industry. The ceremony honoured destinations, organizations, and key industry players who have made significant contributions to shaping the future of travel.

With three days of high-impact networking, insightful discussions, and global collaborations, OTM 2025 reaffirmed its position as Asia's leading travel trade show, setting the stage for future partnerships and industry growth.







*“India is emerging as the future growth engine for global tourism. With record-breaking participation and stronger-than-ever representation from Indian states and global destinations, OTM 2025 reinforced its position as the definitive meeting place for the travel industry. The event served as an avenue for leaders, experts, and dignitaries to engage in meaningful conversations alongside strategic partnership building. It united key stakeholders from all over the world, making OTM the centre of catalysing the future of the travel industry.”*

**Sanjiv Agarwal, Chairman & CEO of Fairfest Media Ltd.**







## LEADERS AT THE LEADING SHOW

INDUSTRY PIONEERS GRACED THE OTM FLOOR



**Shri Gajendra Singh Shekhawat**  
Hon'ble Minister of Culture and  
Tourism, Government of India



**His Excellency Haim Katz**  
Hon'ble Minister of Tourism,  
Israel



**Shri Omar Abdullah**  
Hon'ble Chief Minister,  
Jammu and Kashmir



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.



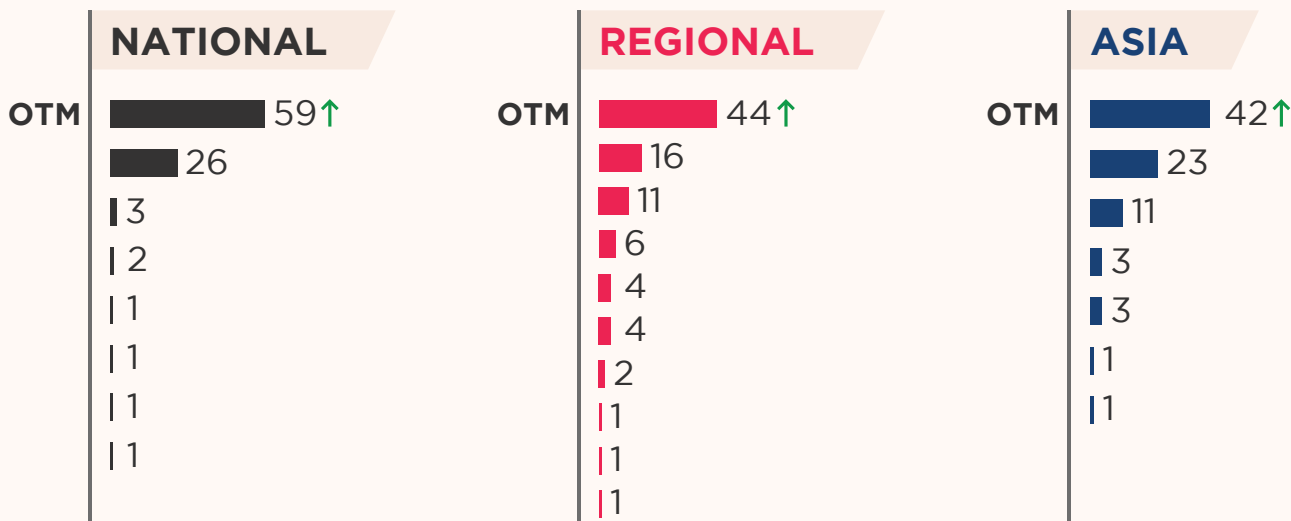


# Key Survey Findings

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)



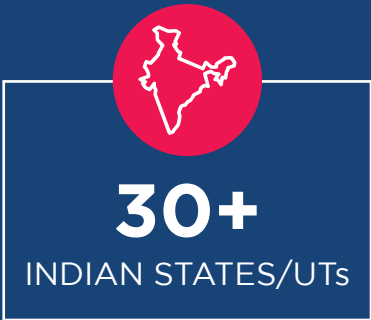
Total usable database of visitors shared with NielsenIQ was over 14,000 and of exhibitors was over 2,200. The sampling method was online, purposive sampling.

# OTM

## IN NUMBERS

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





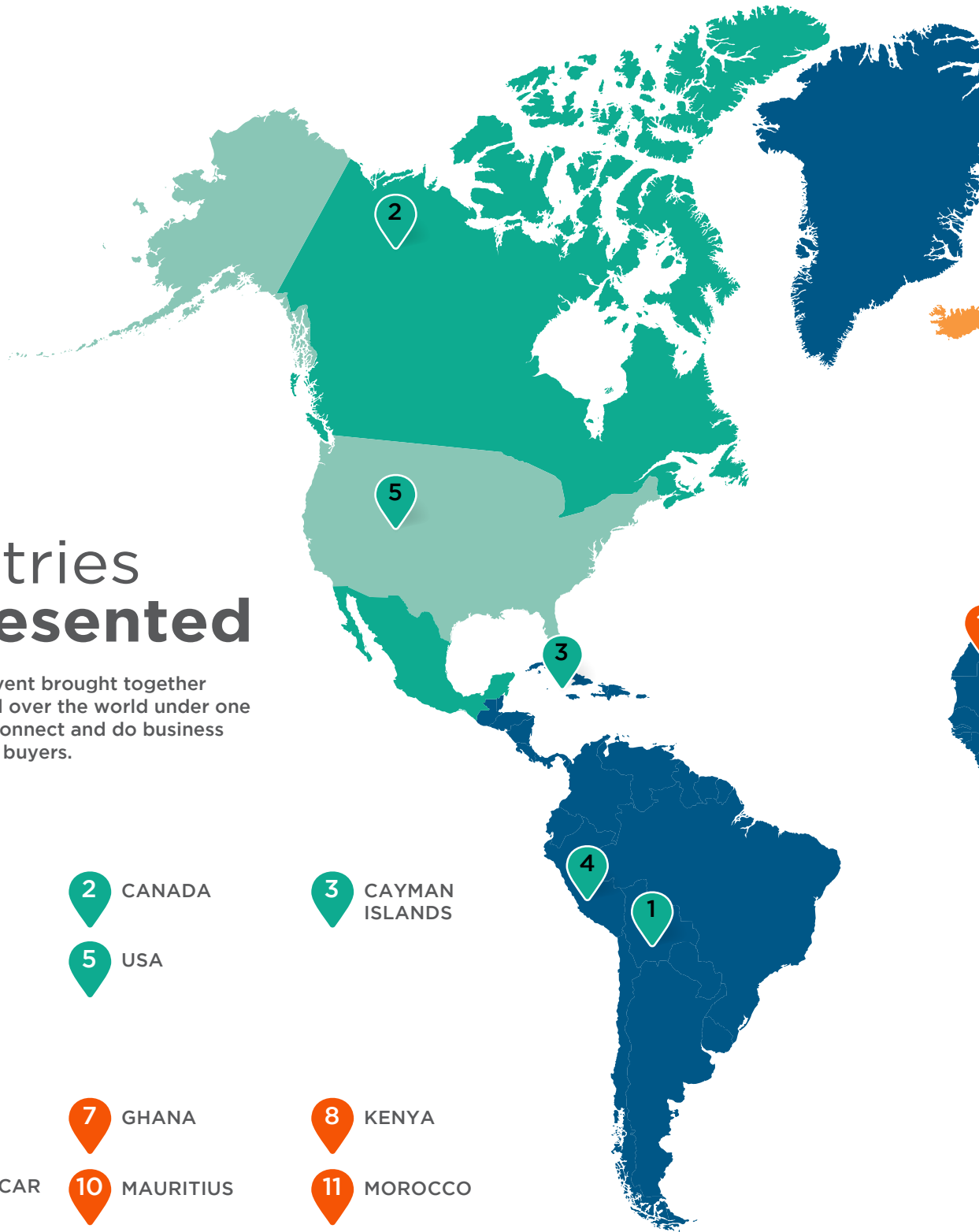
Exhibitors said that OTM delivers the right target audience for their business.



The Quality of Buyers was the topmost reason to exhibit in OTM 2025.



Exhibitors are planning to take part in OTM 2026.



# 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 BOLIVIA
- 2 CANADA
- 3 CAYMAN ISLANDS
- 4 PERU
- 5 USA

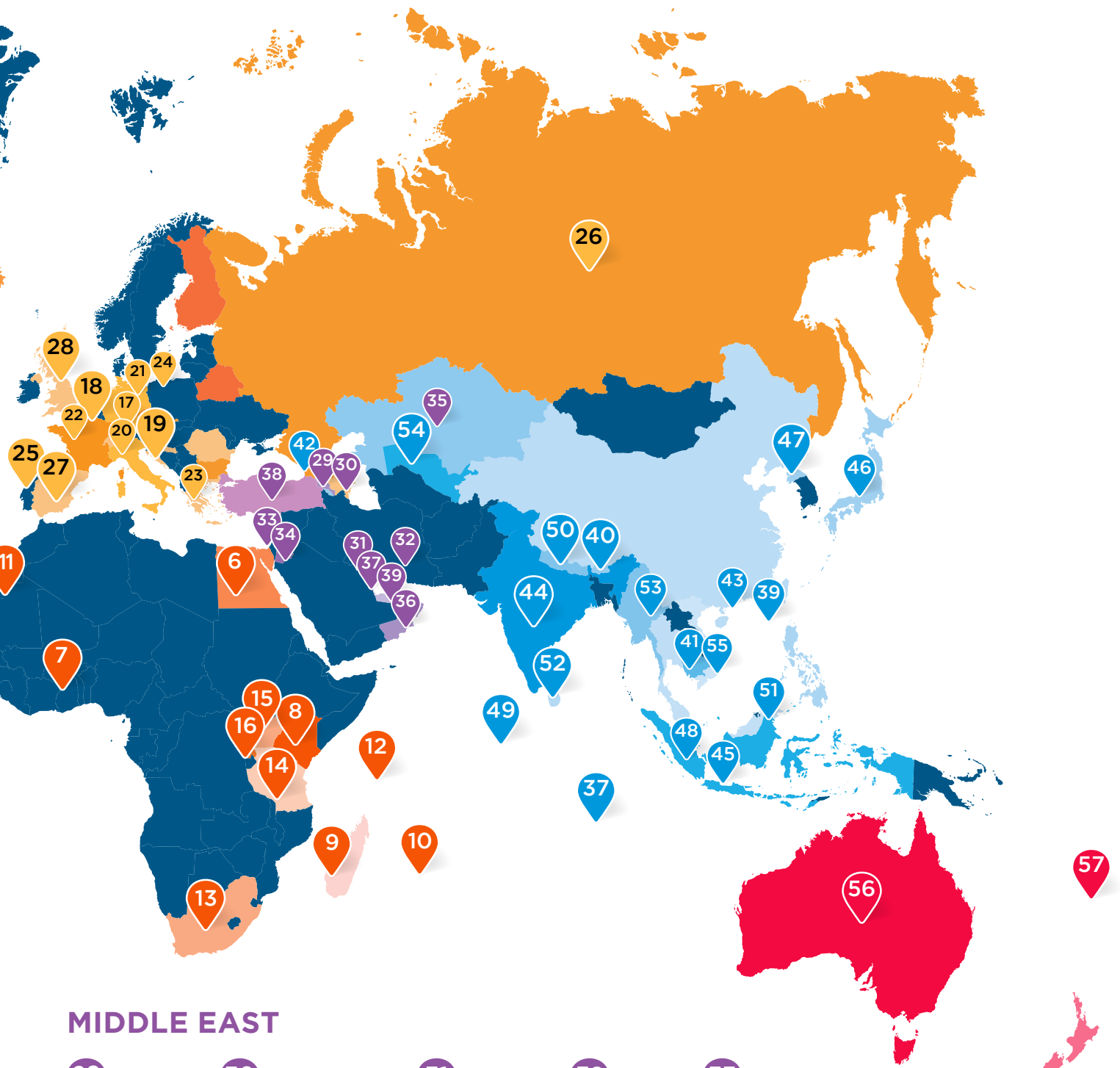
## AFRICA

- 6 EGYPT
- 7 GHANA
- 8 KENYA
- 9 MADAGASCAR
- 10 MAURITIUS
- 11 MOROCCO
- 12 SEYCHELLES
- 13 SOUTH AFRICA
- 14 TANZANIA
- 15 UGANDA
- 16 ZAMBIA

## EUROPE

- 17 AUSTRIA
- 18 BELGIUM
- 19 BOSNIA AND HERZEGOVINA
- 20 CROATIA
- 21 CZECH REPUBLIC
- 22 FRANCE
- 23 GREECE
- 24 POLAND
- 25 PORTUGAL
- 26 RUSSIA
- 27 SPAIN
- 28 UNITED KINGDOM





## MIDDLE EAST

- 29 ARMENIA    30 AZERBAIJAN    31 BAHRAIN    32 IRAN    33 ISRAEL
- 34 JORDAN    35 KAZAKHSTAN    36 OMAN    37 QATAR    38 TURKEY    39 UAE

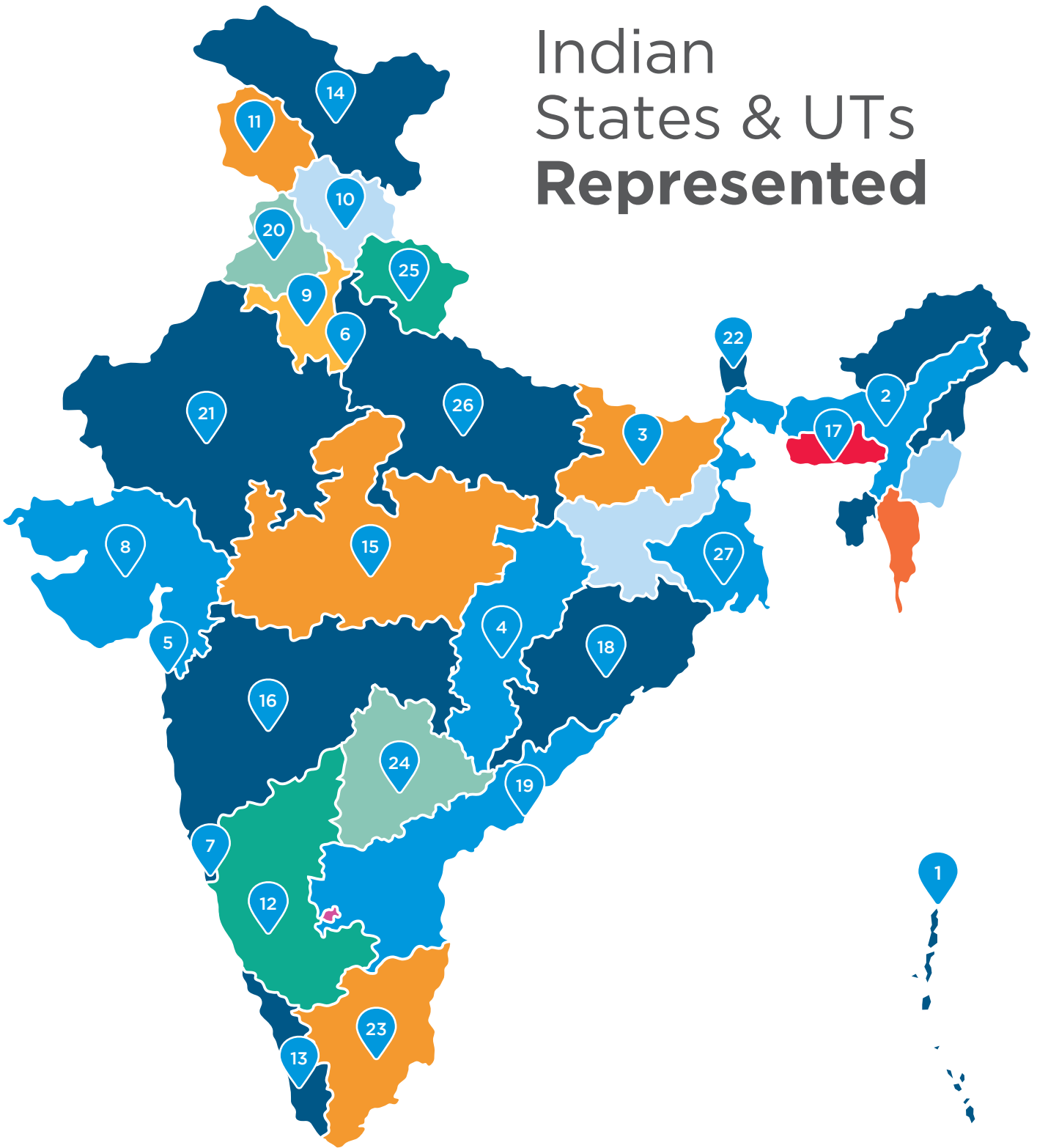
## ASIA

- 40 BHUTAN    41 CAMBODIA    42 GEORGIA    43 HONG KONG
- 44 INDIA    45 INDONESIA    46 JAPAN    47 KOREA
- 48 MALAYSIA    49 MALDIVES    50 NEPAL    51 PHILIPPINES
- 52 SRI LANKA    53 THAILAND    54 UZBEKISTAN    55 VIETNAM

## OCEANIA

- 56 AUSTRALIA
- 57 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

“We’ve been participating in OTM since 2019. OTM is a great platform for us to showcase our country’s products, offerings, and touristic resources. Here, you will see quality in the partners present, the organization of the event, and the communication channels used. The demand from our partners has been growing year over year, and this is a positive indicator for us.”



**Javanshir Bayramov**  
Deputy CEO, Azerbaijan  
Tourism Board



“OTM is fascinating, we meet many participants from around the world. It has been a great experience, and we are very excited to network and engage with so many business partners and tourism stakeholders. The quality of the event and, more importantly, the market trends in India make it an essential platform.”



**Kuch Pannhasa**  
Secretary of State of the Ministry of  
Tourism of the Kingdom of Cambodia





“The standout for the Cayman Islands today is that the trade visitors are highly qualified and serious about their business. They clearly communicate who their customer is and what’s important to them. We have been busy from the moment the show opened, which speaks volumes about the professionalism and the quality of the community that OTM commands. OTM is the epitome of Excellence.”



**Rosa Harris**  
Director of Tourism,  
Cayman Islands



“This is actually our second consecutive year at OTM after the pandemic, and it presents a fantastic opportunity for us. We’ve already had productive meetings and are expecting a significant boost in inbound travel to Egypt from the Indian market.”



**Mohamed A. Abdellatif**  
Egypt Tourism Authority



“Being at OTM is really important. Our objective is to grow our market share and OTM gives us this opportunity. Going forward, significant announcements from Tourism Fiji will be made at OTM, because the who’s who of the industry is here.”



**Brent Hill**  
CEO, Tourism Fiji



“This show brings in buyers from across the country, which is really precious to all of our suppliers. Over three days, they are able to interact with people from all over India and get an idea of where the market is really going. OTM also has features like CineLocales and WeddingSutra, bringing a 360-degree perspective of the Indian market.”



**Sheetal Munshaw**  
Director, Atout France



“OTM is one of the greatest platforms where we can meet a lot of decision-makers, tour operators, it helps us showcase Qatar, highlighting its culture and the tourism capabilities it offers. We are here and excited about this opportunity.”



**Jassim Mahmoud**  
Visit Qatar - PR & Communication Director



“It’s our first time away attending this huge event. We have 45 Georgian co-exhibitors. In 2024, we noticed a 124% increase in Indian tourists. So for us, India is a very new and interesting market.”



**Maia Omiadze**  
Head, Georgia National Tourism Administration



“I would recommend OTM because it has an extremely vibrant atmosphere. The organizers have been extremely supportive. OTM is your window to the world.”

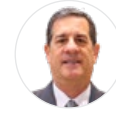


**Martina Stura**  
IICCI, ENIT India





“For us, OTM is very important. We truly understand that being here is a must, and that’s because OTM is the most important event in Asia. More countries will join from long-haul destinations because this is the place to be.”



**Ricardo Baraybar**  
Incoming Tourism Deputy Director, PROMPERÚ

“OTM is the biggest exhibition event in India. We are currently focusing on B2B marketing, and this event provides a great opportunity for us.”



**Ryo Bunno**  
Executive Director, Japan



“We plan to return for OTM 2026 with a much bigger stand. What I find most valuable is the diversity of organizations and exhibitors all gathered in one place at the same time. I would definitely recommend OTM to anyone looking to enter the Asian market.”



**Fred Kaigua**  
Chief Executive, Kenya (KATO)



“For this year’s OTM, we find that the quality of buyers is very high. A lot of our travel trade partners from Malaysia and I have seen that there have been good leads from the buyers. There have also been some instant bookings made throughout the meetings for these two days.”



**Nuwal Fadhilah Ku Azmi**  
Director of International Promo Division, Malaysia Tourism Promotion Board



“OTM is one of the trade fairs that we decided to join because it allows our partners to connect with different partners here at the fair. There are airlines, travel agents, and OTAs, so you meet everyone here at OTM.”



**Ibrahim Shiuree**  
CEO & Managing Director, Visit Maldives



“Mauritius is a luxury destination, and we aim to connect with a filtered, high-quality audience. We focus on various niches like golf, weddings, and MICE, making OTM a perfect fit for us. We take home different proposals from our meetings with buyers. The event’s quality is reflected in the diverse segments we interact with, all of which align with our offerings.”



**Zeenat Gangee**  
Tourism Promotion Manager, Mauritius Tourism Promotion Authority

“OTM is a great gateway to the Indian tourism industry. We can meet many impactful people and decision-makers, making it easier for a newly arriving destination to find its place in the Indian market.”



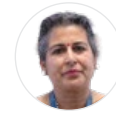
**Jamal Younes**  
Country Manager India, Morocco







“People from all over the world are here—the ‘who’s who’ of the travel and tourism industry. This provides us with a great chance for promotion, and I think that’s wonderful. OTM gives us a better networking opportunity and, eventually, for promoting Nepal as a destination.”



**Ranu Shah**  
Manager-North East Asia,  
Tourism, Marketing &  
Promotion Nepal Tourism  
Board

“This year, we can see a much larger number of buyers at the exhibition. As far as the visitors are concerned, they have actually outgrown our expectations. To be honest, we came here with mixed feelings, but they have really risen beyond our expectations.”



**Anna Klochikhina**  
Deputy Director General, St Petersburg Convention Bureau



“OTM has been an amazing experience, especially now that it is certified as the leading travel trade show in Asia. Participating in OTM means that we are creating direct connections between our suppliers, the providers, and our tourist stakeholders within the tourism industry of India.”



**Buddhika Hewawasam**  
Chairman, Sri Lanka  
Tourism Development  
Authority & Sri Lanka  
Tourism Promotion  
Bureau



“OTM has been an eye-opener for us for the Tanzanian market. This show is very much of a highly international standard. We are very keen to explore the Indian market and bring more travellers to come and visit Zanzibar and Tanzania.”



**Ephraim Balozi Mafuru**  
Director General,  
Tanzania Tourist Board



“Experience has been great at this OTM. I’m very much impressed by the organization, the grandeur, the beauty, the mix of colours, the music and the dance, all have been very, very impressive.”



**Prof. Joyce Kakuramatsi Kikafunda**  
High Commissioner of Uganda to India

“I have visited many expos all over the world, but this is my first time at OTM. I truly appreciate the OTM team for their organization—everything is well-planned, helpful, and nicely executed.”



**Ayyazyan Anahit**  
Director, One Above  
Armenia







“As a B2B partner, being present here with our clients is crucial. It allows us to understand their challenges, explore new opportunities, and assess what we are doing right as a company. Engaging with so many people over these 72 hours is truly an eye-opening experience.”



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

“The quality of visitors at our counters was highly appreciated, and the arrangements were excellent. A special thanks to the team for the incredible support!”



**Aniruddha Basu**  
Director Sales, AirIQ



“OTM is actually a much better place to connect with our partners compared to visiting them at their locations. They come here, meet us, and provide valuable feedback regularly. OTM 2025 was fantastic! Compared to last year, it was twice as fantastic—we doubled the number of visitors!”



**Manoj Samuel**  
CEO & Director,  
Riya Travel & Tours



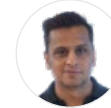
"I think I can confidently say that I've been one of your most important clients. We've been part of OTM for the past 5-6 years, and this year is just crazy! The best part about OTM is that it keeps getting bigger and better, with more international clients coming in. OTM is always awesome!"



**Jitesh Poojari**  
Vice President - Business,  
Akbar Online Booking



"OTM is a great platform—not just for meeting new people and expanding our database, but also for reconnecting with old clients. This year, the footfall was strong, and the quality of attendees was excellent, making it a valuable experience for us."



**Sachin Walia**  
Executive Vice President,  
Ottla International



"OTM plays an essential role in maintaining J&K's visibility, especially at high-profile events. We recognize the importance of these platforms and intend to continue leveraging them to promote J&K as a prime travel destination."



**Omar Abdullah**  
Hon'ble Chief Minister,  
Jammu and Kashmir

"OTM is a valuable platform for Odisha Tourism, connecting us with buyers, sellers, tour operators, and hoteliers from India and abroad. OTM's organization has been excellent, and this year's event at the Jio World Convention Centre has been particularly impressive."



**Amiya Kumar**  
Tourism Dept, Odisha







“The experience with OTM has been amazing. We have been participating here for a while now, and every time it brings a new experience. We meet new stakeholders, network with industry experts, and showcase Punjab’s tourism potential.”



**Shweta Singh**  
Executive, IRCTC

“The experience with OTM has been amazing. We have been participating here for a while now, and every time it brings a new experience. We meet new stakeholders, network with industry experts, and showcase Punjab’s tourism potential.”



**Alka Kapoor**  
Senior Marketing Manager and Projects, Punjab Heritage & Tourism Promotion Board



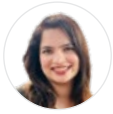
“If you’re looking for business from Asia, this is the place to be—no other show offers such a diverse mix of travel buyers and intermediaries for the Indian outbound market.”



**Jay Munro-Michell**  
Head of the Buyer Network & Senior Manager Central Europe, ETOA



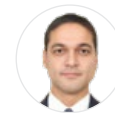
“Every year, we participate in OTM, and this is my third or fourth year since we returned after COVID. It has only been growing. The way the exhibition is organized, the way they filter the buyers and exhibitors, is truly commendable.”



**Amruta Bangera**  
Director of Marketing, Israel



“This is the largest event—you can see that every state is represented here. This is a uniqueness that in a single platform like OTM you can reach the whole country—all the states, UTs, and even the world.”



**Rajiv Kumar**  
Managing Director(IAS)  
HP Tourism Development Corporation



“OTM has been fantastic, as always. As everyone knows, it is one of Asia’s biggest travel shows. The ambience and the quality of attendees make it a highly productive event for all of us. We meet many major agents who have always been a great support. We participate in OTM every year, and it consistently delivers excellent results.”



**Amit Sharma**  
National Sales Manager, Wyndham Hotels & Resorts

“First of all, I would like to thank the OTM team for giving us this opportunity. We are very happy to be here. After attending this event, we have connected with various tour operators from across India and beyond. This platform has great potential for us, and we believe it will be very fruitful in the future.”



**Ritesh Enghi**  
Exec Member KAAC, Karbi Anglong Autonomous Council (Assam)

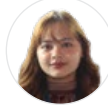




# Sumi Yashshree Hotels & Resorts



“OTM has been a great platform for us to connect with industry professionals. We establish relationships with travel agents and other stakeholders, creating a mutually beneficial exchange of business opportunities. It helps us reach a wider audience and expand our network.”



**Shaya Gurung**  
CEO, Sumi Yashshree  
Hotels & Resorts

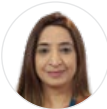
“The overall experience at OTM has been excellent. Today marks the third day, and the number of visitors has been quite substantial. Our meetings have been productive, and the main purpose of representing our brand at a platform like OTM has been well served.”



**Bhavik Seth**  
COO, Evoke Experiences



“The response we have received this year has been overwhelming. The number of queries we have generated and the new relationships we have built have made this an extremely rewarding experience. It has truly been a delight to participate in OTM this year.”



**Priyanka Ahluwalia**  
General Manager Sales and  
Operations, The Lalit Hotels



“When it comes to visibility and business conversions, OTM is a significant platform. Throughout the year, we use different marketing strategies, but there are very few opportunities where you can gain such extensive visibility in one place.”



**Manoj Joglekar**  
Director Regional Sales West,  
BWH hotels



“All the international countries are here, and if you look at the domestic sector, all the domestic and international hotel chains are present. It’s an amazing experience here at OTM.”



**Rahul Deb Banerjee**  
CCO, The Clarks

“We saw an incredible flow of visitors from Mumbai, and yesterday, we met people from Gujarat, Kerala, and all across India. The venue—Jio World Convention Centre—is one of the best I have ever seen. It truly enhances the OTM experience.”



**Mudasir Shah**  
General Manager, Platinum By  
The Grand Mamta





# WHO ARE THE BUYERS AT OTM?

OTM continues to bridge the gap between buyers and sellers from around the world, facilitating fruitful partnerships and showcasing the latest innovations in the industry.

## 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. Known for its dedicated focus on maximizing exhibitors' return on investment, OTM provides access to numerous pre-qualified buyers. This approach also helps manage crowd control, fostering genuine business connections and facilitating effective networking.

Top buyers from the travel trade, MICE, corporate sector, destination weddings, and film production houses come together, offering comprehensive outreach to India's diverse travel industry.

What truly sets OTM apart is its rigorous prequalification process, ensuring only high-caliber buyers attend the event.

## Travel Trade Buyers

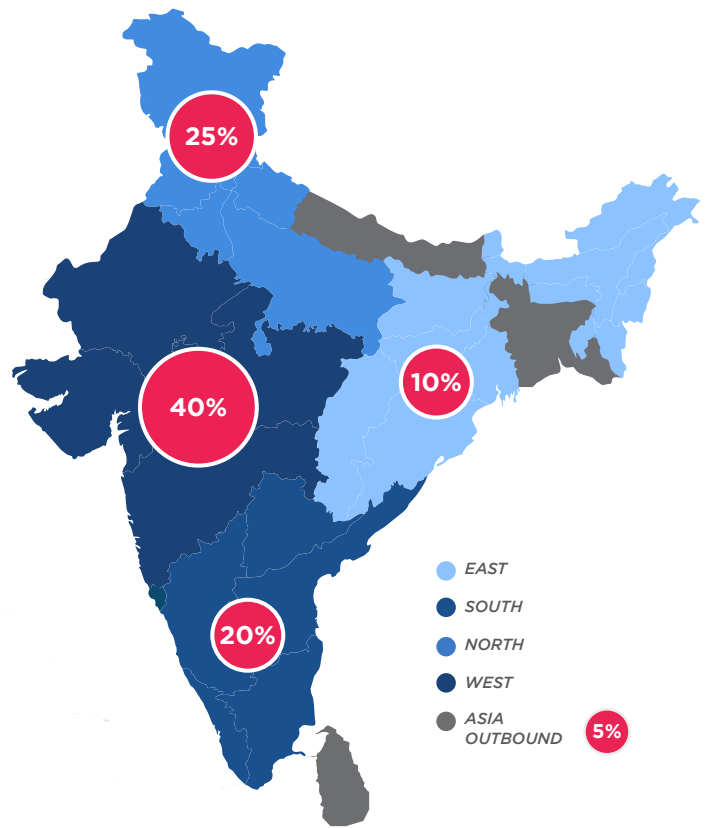
Every year, OTM attracts over 50,000 buyers from the travel trade industry. More than 1,000 top decision-makers are carefully selected to participate as Hosted and VIP Buyers, ensuring nationwide representation, including Tier 2 and Tier 3 cities. In 2025, OTM further expanded its reach to include key outbound buyers from Southeast Asia and beyond.

More than 1,000 travel trade buyers from across India, including the country's largest travel agents and tour operators, attend OTM. Additionally, over 300 Mumbai-based travel trade buyers participate as pre-registered and partially hosted buyers.

## Corporate & MICE Buyers

At OTM, Travel Managers, Meetings and Events Professionals, and Incentive Travel Planners from India's largest companies are in attendance. OTM 2025 welcomed over 500 leading corporate and MICE buyers, collectively managing multimillion-dollar travel budgets. This was made possible through the exclusive Hosted Buyer Programme, reinforcing OTM's commitment to facilitating valuable business connections.

The first day of OTM 2025 featured a Tourism India Alliance event titled **"Connect & Collaborate @ TIA - Let's Talk Business!"**, offering exhibitors a unique opportunity to connect with over 30 MICE professionals in one place.



Buyers from across India and Asia

## Destination Wedding Planners

South Asian destination weddings are a rapidly growing and highly lucrative travel niche. An average Indian wedding can draw up to 500 guests and span more than three days. Through key collaborations within the wedding industry, leading destination wedding planners from India and beyond actively participate in OTM.

Wedding planners who attended OTM 2025 included WeddingSutra, Designer Events Inc, Morani & Soorma, Plush Weddings, Catering Collective (a unit of K Hospitality), and 40+ others.

## Production Houses

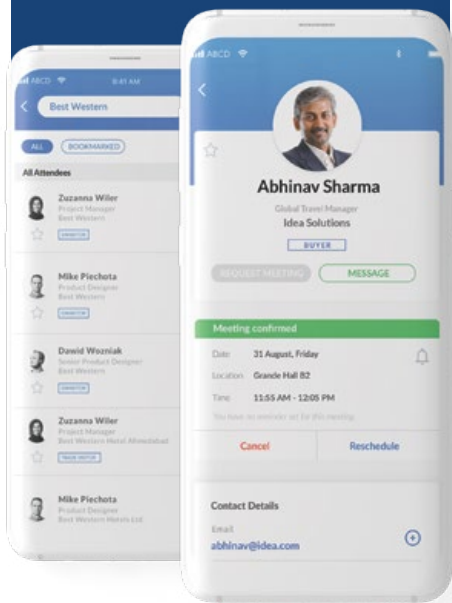
Leading production houses that attended OTM as part of CineLocales included Amazon Studios, Netflix, Reliance Entertainment, Sanjay Dutt Productions, Yash Raj Films, Zee5, Cineyug, Endemol Shine India, Eros International, Publicis and many others.

Global Admin Heads, VP & Country Admin Heads, Global Travel Category Managers, and Travel Procurement Heads from the following companies attended OTM 2025:



## 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

“MakeMyTrip always aims to expand its reach across the length and breadth of the country. Events like OTM allow us to connect with thousands of partners in just three days, which is incredibly valuable for us. Having experienced it yesterday and today, and looking at the crowd today, I can see why Nielsen’s report ranks OTM as the top travel trade show in Asia.”

**Amit Shukla, Vice President & B2B Affiliates, Go-MMT (MakeMyTrip) Group**

“OTM has been fantastic—jam-packed with great meetings. I had 300 business cards when I arrived, and now I have none. The volume and quality of conversations have been invaluable for our business.”

**Shane Mayer, Vice President of Global Partnerships, Big Bus Tours**

“OTM is a great platform for all travel agents and the travel community. You have the world under one roof in three days. It’s a fantastic place to connect and network.”

**Suresh Gulrajani, Vice President & BDM, SKAL & Autoriders Group (Rent-A-Car)**





## A PLATFORM FOR INDUSTRY INSIGHTS

The OTM Forum continues to serve as a premier knowledge-sharing platform, bringing together the most influential travel leaders from India and Asia on one stage.

Day 1 of OTM 2025 opened with a session titled “India’s Travel Evolution: Bridging Tradition and Technology in a Unique Market.” This discussion explored how India’s deep-rooted hospitality traditions and distinctive consumer behaviors are shaping the adoption of technology in the country’s robust B2B travel ecosystem. The panel featured industry experts, including Amanpreet Singh, General Manager – India & Southeast Asia at Airbnb; Neel Ghose, Country Manager & GM at Skyscanner; Ankush Nijhawan, Co-founder of TBO.com; and Santosh Kumar, Country Manager – Indian Subcontinent & Indonesia at Booking.com.

On Day 2, the focus shifted to “Building India’s Corporate Travel Ecosystem: A \$20B Journey.” As India cements its position as one of the world’s fastest-growing economies, its corporate travel sector stands at a pivotal moment, evolving into a \$20 billion industry. This session brought together key industry leaders to explore the opportunities and challenges shaping India’s business travel landscape. Panelists included Neelu Singh, Senior Vice President – APAC & Greater China at HRS Group; Devendra Saraiya, Head – Travel & Procurement at Deloitte; Gaurav Nagwekar, Group Head – Corporate Travel at Reliance Industries; Pooja Hiwalkar, Regional Travel Manager at Capgemini; and Sanjay Pai, Vice President – Facilities, Corporate Travel, Hospitality & Director Aviation at L&T. The discussion highlighted India’s unique corporate travel dynamics, the impact of technology, and how cultural and operational factors differentiate it from Western markets.



“I’m really enjoying the experience! OTM has it all under one roof— so many different cultures, and the best of Indian trade and hospitality. I’m really grateful and feeling the energy of every moment.”

**Neel Ghose, Country Manager & GM, India  
Executive Chairman & CEO, Rail Europe**



“I want to congratulate the organizing team—it’s been a really good experience with amazing participation from so many exhibitors in the travel industry. There is a lot of optimism about India as a destination and as a source of travelers, and OTM is bringing all of this together.”

**Amanpreet Singh, General Manager India  
& Southeast Asia, Airbnb**



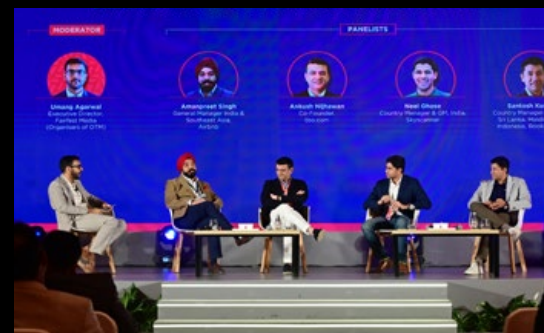
“I have to congratulate the team at OTM for putting together this fantastic show. With everything going on—geopolitical crises, consumer spending fluctuations—it’s amazing to see that a travel show like this is attracting such a large audience. It just shows that travel demand continues to be very strong, and OTM has created a great platform for the industry.”

**Santosh Kumar, Country Manager for India, Sri Lanka,  
Maldives and Indonesia, Booking.com**



“OTM is a must-attend show for any travel trade organisation in the world. It truly understands what travelers need, and everyone here is working towards a single goal.”

**Lim Ben-Jie, CPO & Head of Ecosystem &  
Partnerships, AirAsia MOVE**



## CINELOCALES: Bringing Global Destinations & Locations to Indian Cinema



Prominent panelists included Abhijeet Patil, Chairman of Raja Rani Travels; Varun Shah, Managing Partner at Publicis Production; Asit Kumarr Modi, TV Producer & Director; Kirill Kosenko, CEO of Cinema Park Moskino; Nitin Tej Ahuja, CEO of the Producers Guild of India; and Lohita Sujith, Sr. Director – Copyright & Digital Economy at the Motion Picture Association (India Office).

CineLocales at OTM 2025 continued to bridge Indian cinema with global destinations, creating new opportunities for film tourism. The dedicated platform brought together international tourism boards, location scouts, and key decision-makers from 25+ leading production houses, TV networks, and OTT platforms.

Industry leaders engaged in insightful discussions, exploring collaborations that could bring fresh destinations to the big screen. Bollywood and regional cinema representatives exchanged ideas with global stakeholders, strengthening the connection between filmmaking and tourism.



## WEDDINGSUTRA ENGAGE

WeddingSutra Engage at OTM 2025 brought together over 80 of India's top wedding planners, creating a dynamic platform for networking, collaboration, and exploring new opportunities in the booming destination wedding industry. The session highlighted emerging trends, innovative ideas, and strategic partnerships, offering destinations a direct gateway to connect with industry leaders.

*"With WeddingSutra curating insightful discussions, the event provided a valuable opportunity for destinations to engage with top planners and tap into the growing wedding tourism market."*

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

## TOKYO NETWORKING LUNCH

The Tokyo Insights networking lunch, hosted by the Tokyo Convention & Visitors Bureau for select VIP guests, provided an exclusive setting for meaningful discussions and new business opportunities. Attendees engaged in insightful conversations about future collaborations while experiencing authentic Japanese hospitality.

The event underscored Tokyo's commitment to strengthening ties with the Indian travel industry, showcasing the city's appeal as a key global travel partner. Adding to the occasion's significance, DODA Hiroaki, Director for City Sales, Tourism Division, Bureau of Industrial & Labor Affairs, Tokyo Metropolitan Government, was also in attendance.

## MOROCCAN GALA DINNER

The OTM Gala Dinner, hosted by the Moroccan National Tourism Office, brought together key industry leaders for an evening celebrating Morocco's rich culture and tourism offerings. Guests enjoyed an immersive Moroccan experience featuring live music, exquisite cuisine, and stunning visuals that showcased the country's unique heritage.

This exclusive gathering provided a valuable platform for networking and collaboration, reinforcing Morocco's position as a top emerging destination in the global travel market. Jamal Younes Kilito, Country Manager, India, Moroccan National Tourism Office, was also in attendance, highlighting Morocco's focus on strengthening ties with the Indian travel industry.



# GLIMPSES OF THE SHOW

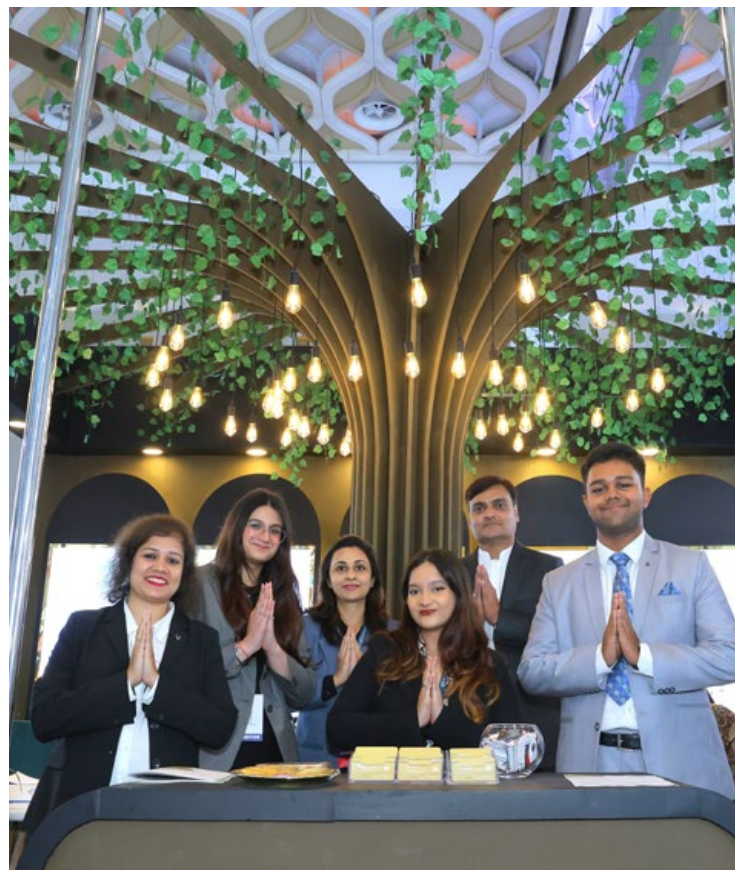




# GLIMPSES OF THE SHOW









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# GLIMPSES OF THE SHOW



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**Fairfest Media Ltd. (CIN - U74140WB1988PLC045101)**

**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