

# THE GATEWAY TO INDIA'S OUTBOUND TRAVEL MARKETS

The Leading Travel Show in Asia



**5, 6 & 7 FEBRUARY 2026**

Jio World Convention Centre, Mumbai



**OTM 2027**

1, 2 & 3 February

**OTM 2028**

3, 4 & 5 February

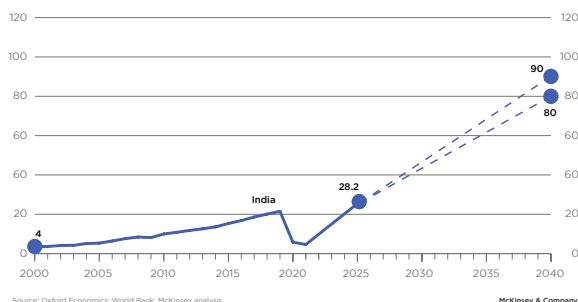
## DISCOVER THE POWER OF INDIA'S OUTBOUND TRAVEL MARKET

As widely recognized, this is India's decade. According to the OECD's analysis on Tourism Trends, "India is emerging as the future growth engine for global tourism."

Data shows that in 2024 Indian travelers reached unprecedented levels in overseas spending – \$31.7 billion. As other Asian markets moderate, Indian travelers are projected to make 80 to 90 million trips annually by 2040, positioning India to become the largest source market for outbound travel in the APAC region.

India's outbound travel has potential to grow from 28.2 million trips in 2024 to over 80 million in 2040.

Annual international departures, millions



## MUMBAI: INDIA'S OUTBOUND TRAVEL EPICENTRE

Mumbai is India's financial capital and the epicenter of its travel industry. As the primary departure point for Western and South Indian markets, Mumbai accounts for more than 60% of India's outbound travel. With the overall Indian outbound travel market projected to reach 50 million departures by 2030, Mumbai is positioned to maintain its dominance, driven by its robust infrastructure, favorable population demographics, and economic influence.

As home to India's leading travel companies, Mumbai is the ideal host city for OTM. The event takes place at the world-class Jio World Convention Centre, ensuring a premium experience for all participants.

## WHY OTM? THE LEADING TRAVEL TRADE SHOW IN ASIA

OTM is the gateway to India's travel market — providing partners unparalleled access to qualified travel buyers from India, Asia and beyond. From leisure to luxury, weddings to MICE, OTM connects global destinations and travel brands with the Indian travel trade.



**2,100+**  
EXHIBITORS



**60+**  
COUNTRIES



**50,000+**  
TRADE VISITORS



**1,000+**  
HOSTED & VIP BUYERS



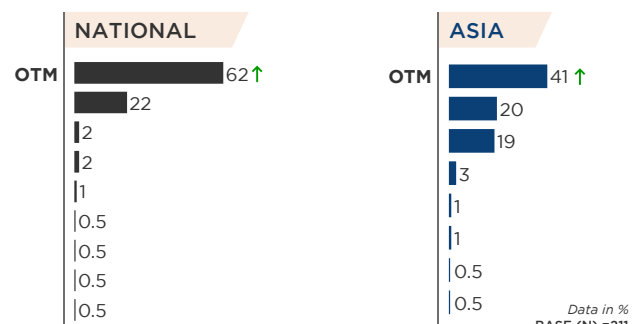
**32,000+**  
PRE-SCHEDULED MEETINGS

## OTM CERTIFIED AS LEADING TRAVEL TRADE SHOW IN INDIA AND ASIA THIRD YEAR IN A ROW

For the third consecutive year, OTM has been certified as the 'Leading Travel Trade Show in India and Asia' in a customised study led by NielsenIQ in 2024 and 2025, and by Ipsos in 2023, commissioned by Fairfest Media.

Full report available at [otm.co.in/nielsenIQ](https://otm.co.in/nielsenIQ). May not be reproduced without the prior written consent of the publishers. All rights reserved.

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



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

↑ sig higher @ 95% vis-à-vis other shows in the list

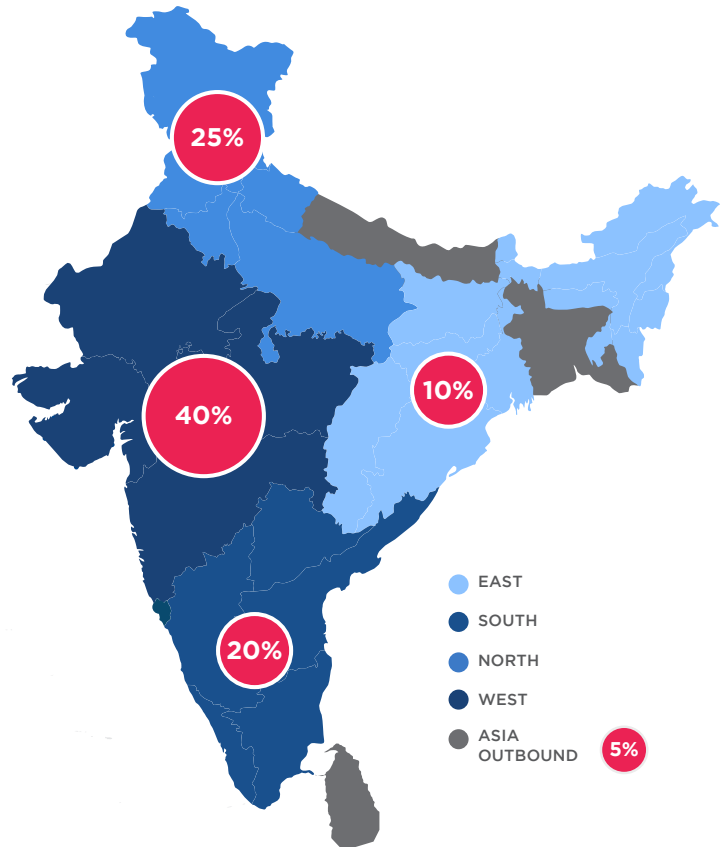
## A PLATFORM FOR GLOBAL DESTINATIONS

OTM delivers unparalleled access to India's vast and dynamic travel market, connecting you with qualified buyers across metropolitan hubs, tier 2, and tier 3 cities. While major metros drive significant business, India's emerging cities are experiencing explosive growth in travel spending, making them crucial markets for nationwide coverage. By participating in OTM, you tap into the continent-sized market that is India — with powerful reach extending throughout South Asia and key markets beyond.



This show brings in buyers from across the country, which is really, 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. What also distinguishes OTM is that it allows access to important segments like Weddings and Film Tourism.

**Sheetal Munshaw, Director, Atout France**



Buyers from across India and Asia

## THE VENUE - JIO WORLD CONVENTION CENTRE

The Jio World Convention Centre in Mumbai offers world-class facilities and state-of-the-art infrastructure, making it an ideal venue for global events like OTM. With its expansive exhibition halls, modern amenities, and impeccable service, it ensures a seamless experience for both exhibitors and visitors. The venue's stunning design and strategic location within the Bandra Kurla Complex (BKC) further enhance its appeal, offering breathtaking views and easy access to the city's business and cultural hubs.



## ENGAGE WITH INDIA'S **OUTBOUND TRAVEL DECISION-MAKERS**

OTM ensures the participation of buyers with strong purchasing authority. With a robust screening process, each buyer at OTM is pre-qualified:



## **TRAVEL AGENTS AND TOUR OPERATORS**

OTM annually attracts over 40,000 travel trade buyers, including influential travel agents and tour operators driving outbound tourism. These experts connect travellers with international destinations through tailored itineraries. With 1,000+ Hosted and VIP Buyers, OTM ensures access to rapidly growing markets.

OTM extends its reach to key outbound buyers, solidifying its status as a global marketplace. A rigorous pre-qualification process guarantees high-caliber buyers, enabling exhibitors to connect with top-tier professionals and tap into the rising demand for international travel.

## **CORPORATE TRAVEL MANAGERS & MICE PROFESSIONALS**

OTM connects exhibitors with corporate travel managers and MICE professionals from India's top companies seeking solutions for business travel and corporate events. The 2025 edition welcomed over 160 handpicked corporate travel buyers managing multimillion-dollar budgets.

"I was just part of a panel with the Corporate Travel heads of Reliance, Larsen & Toubro, Capgemini and Deloitte India. Platforms like OTM don't exist very often!"

**Neelu Singh,**  
Senior Vice President,  
HRS Group

Capgemini

Deloitte.

Goodyear INDUSTRIES GROUP

raymond

LARSEN & TOUBRO

Reliance  
Industries Limited  
Growth is Life

SWIGGY

TATA CAPITAL





## DESTINATION WEDDING PLANNERS

Wedding planners are key buyers, connecting clients with dream destinations. With over 25% of Indian weddings now held abroad, destination weddings have become a cultural trend. Planners curate luxurious venues and seamless events, with an average Indian wedding attracting 500+ guests over three days.

Over 80 wedding planners and prestigious associations like WeddingSutra actively participate in OTM, scouting top destinations and sharing valuable insights, making them essential for exhibitors targeting this market.



## LUXURY TRAVEL EXPERTS

India's luxury travel market shows unprecedented growth, with a 50% YoY increase in business class bookings in 2024. Luxury travel specialists are driving this surge — OTM connects you to these influential buyers through pre-arranged meetings, networking sessions, and exclusive events.

“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.”

**Zeenat Gangee,**  
Mauritius Tourism  
Promotion Authority

We are very excited to be part of OTM! The quality of buyers is very high. A lot of our partners from Malaysia have seen good leads being generated already. There have also been some instant deals!

**Nuwal Fadhilah Ku Azmi, Director International Promo  
Division Asia & Africa, Tourism Malaysia**



## PREMIER FEATURES & THOUGHT LEADERSHIP PROGRAMS



Cine Locales at OTM 2025 offers a unique opportunity to connect with top production houses like Yash Raj Films, Netflix, and Amazon Studios. This star-studded platform brings together film, TV, and OTT producers, as well as location scouts from Bollywood and regional Indian cinema, connecting them with stunning global destinations for their next international projects.



The OTM Forum is a leading knowledge-sharing platform that brings together influential travel leaders from around the world. Through panel discussions, masterclasses, and workshops; executives from top global organisations, including Larsen & Toubro, Booking.com, Airbnb, Akasa Air and Deloitte, will share insights on the travel trends shaping 2025.

### DESTINATION SHOWCASE

Exhibitors can deliver impactful presentations showcasing their destinations' unique attractions and experiences to high-quality buyers, including travel agents, MICE professionals, and luxury travel specialists.

### ONLINE MEETING DIARY

OTM's AI-powered matchmaking and meeting scheduler enables sellers and buyers to schedule pre-show appointments. This ensures sellers connect with relevant buyers efficiently, maximizing their RoI.

## SUCCESS STORIES: WHAT PARTICIPANTS SAY



"I can see OTM has now reached a place where it ranks among the leading travel shows in the world! The fact that this event brings together the industry from over 60 countries shows the prowess of India as a destination as well as a market for tourism."

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



"We truly understand that being at OTM is a must, and that's because it 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 (Trade Commission of Peru)**



"OTM has always been one of the best platforms for us to market ourselves. If a destination wants to reach the Indian tourist market, they definitely need to be at OTM. That is for sure."

**Buddhika Hewawasam, Chairman, Sri Lanka Tourism Promotion Bureau**



"OTM is the most important fair in India and Southern Asia for us. The quality of attendees is very high. They are all business-oriented, key stakeholders in the market, deeply engaged in the tourism industry."

**Villy Christofilopoulou, Greek National Tourism Organisation**



"We truly understand that being here is a must, and that's because OTM is the most important event in Asia."

**Brent Hill, CEO, Tourism Fiji**

## PARTICIPATION

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

OTM 2026		RATE (USD*/INR*)	CORNER (USD*/INR*)	PENINSULA (USD*/INR*)	ISLAND (USD*/INR*)
Super Early Bird	Before 31st May 2025	US\$ 435/ ₹ 37,000	US\$ 475/ ₹ 40,000	US\$ 515/ ₹ 44,000	US\$ 555/ ₹ 48,000
Early Bird	1st June 2025 to 31st Oct 2025	US\$ 490/ ₹ 40,000	US\$ 535/ ₹ 44,000	US\$ 580/ ₹ 48,000	US\$ 625/ ₹ 52,000
Standard		US\$ 545/ ₹ 44,000	US\$ 595/ ₹ 48,000	US\$ 645/ ₹ 52,000	US\$ 695/ ₹ 56,000

**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

Host Country / State	US\$ 88,000*	₹ 70 lakhs*
Premium Partner Country / State	US\$ 60,000*	₹ 48 lakhs*
Partner Countries / States	US\$ 30,000*	₹ 24 lakhs*
Focus Countries / States	US\$ 18,000*	₹ 14 lakhs*
Feature Countries / States	US\$ 12,500*	₹ 10 lakhs*
Official Partner	US\$ 12,500*	₹ 10 lakhs*
Exclusive Partner for 200 Hosted Buyers	US\$ 37,500*	₹ 30 lakhs*
Networking Lunch / Dinner for 200 Buyers & Sellers	US\$ 37,500*	₹ 30 lakhs*
Registration Area	US\$ 37,500*	₹ 30 lakhs*
VIP / Business Lounge	US\$ 37,500*	₹ 30 lakhs*
Show Carry Bags	US\$ 37,500*	₹ 30 lakhs*
Event App Partner	US\$ 37,500*	₹ 30 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%.**

## RESERVE YOUR SPOT TODAY

Don't miss your chance to connect with India's booming outbound travel market.

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.**



**11, 12 & 13 SEPTEMBER 2025**

Yashobhoomi (IICC), Dwarka, New Delhi

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.

Participation in OTM and BLTM can be the most effective combination of your tradeshow promotions in 2025, covering all segments of travel trade in India.

