



## **OTM 2026 Set to Bring the Global Travel Industry to Mumbai as India's Outbound Market Accelerates**

*Asia's Leading Travel Trade Show to host 2,200+ exhibitors from 60+ countries at Jio World Convention Centre*

**Mumbai, 6 January 2026:** OTM 2026, Asia's leading travel trade show, is set to take place in Mumbai from **5 to 7 February 2026** at the Jio World Convention Centre. The event will host over **2,200 exhibitors** from **more than 60 countries**, with **45+ National Tourism Organisations (NTOs)** already confirmed and **30+ destinations participating exclusively at OTM**. Alongside this global representation, the show is expected to welcome **50,000+ trade visitors** and **1,000+ hosted and VIP buyers**, bringing together the global travel ecosystem at a moment when India has emerged as one of the world's most strategically important tourism markets.

### **India: From Emerging Market to Strategic Priority**

Before the pandemic, India was often viewed as a promising but still emerging outbound market for many destinations. Today, that perception has undergone a decisive shift. Rising disposable incomes, expanding air connectivity and a growing appetite for long-haul and experience-led travel have transformed India into the primary growth engine for global tourism. Recognised by NielsenIQ in a custom study as the Leading Travel Trade Show in India and Asia for two consecutive years, OTM 2026 reflects this shift clearly, marking a defining pinnacle for the platform and for India's role in the global travel economy.

### **Exotic and Emerging Destinations Signal New Phase of Engagement**

What sets this edition apart is how visibly this shift is reflected in destination participation. Countries that were once considered niche or aspirational for Indian travellers are now actively engaging with India as their next growth market.

Confirmed participation from global tourism boards at OTM 2026 spans a wide global spectrum, including **Bhutan, Cambodia, Cayman Islands, Fiji, Georgia, Greece, Indonesia, Israel, Kenya (KATO), Korea, Malaysia, Mauritius, Morocco, Namibia, Nepal, Oman, Peru, Philippines, Seychelles, Singapore, South Africa, Sri Lanka, Switzerland, Taiwan, Tanzania, Türkiye, Uganda, Zambia**, alongside city and regional destination bodies such as **Visit Almaty, Visit Brussels**, and **Danang Tourism Promotion Centre**.

**Within this lineup, several destinations are participating exclusively at OTM 2026**, underscoring their focused and strategic engagement with the Indian market. These include **Cambodia, Cayman Islands, Fiji, Greece, Indonesia, Israel, Mauritius, Morocco, Namibia, Oman, Peru, Philippines, Qatar, Seychelles, Singapore, South Africa, Switzerland, Taiwan, Tanzania, Türkiye, and Uganda**, destinations that are investing in long-term trade partnerships, product development, and distribution alignment with Indian travel businesses.



## Established Markets Reinforce Long-Term Commitment

Alongside these destinations, long-standing Western markets continue to reinforce their commitment to India. Major European destinations, supported by participation from organisations such as the European Tourism Association, as well as several European countries, will be present at the event. The participation from the US Commercial Service further emphasises sustained strategic interest from North America. Africa is emerging as a key focus region, with several African tourism boards participating officially. Destinations across the African continent are increasingly positioning India as a core source market for leisure, adventure, wildlife and experiential travel.

## A Platform Designed for Business Outcomes

Beyond destination participation, OTM has reinforced its positioning as a focused B2B market-access platform designed to deliver measurable ROI. The 2026 edition will see participation from national and state tourism boards, airlines, hotels and resorts, destination management companies, cruise operators, attractions, travel technology providers, and the entire travel and tourism ecosystem. Structured engagement remains central to the platform, with 50,000+ pre-scheduled meetings expected to facilitate targeted conversations and meaningful business outcomes for exhibitors and buyers.

## Leadership Dialogue and Industry Collaboration

In addition to the exhibition, **OTM Forum** will host knowledge-led discussions featuring the Minister of Tourism, Govt. of India, and global travel and tourism thought leaders from across the ecosystem. Leaders from India's biggest travel brands, alongside executives from the world's largest airlines, hotels and travel tech giants, including top corporate travel leaders, MICE and wedding planners, are set to participate. The event will also feature **CineLocales**, a dedicated marketplace connecting destinations with film, television and OTT production stakeholders, reflecting the growing role of screen tourism in destination branding.

Commenting ahead of the event, **Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd.**, said, *"For a long time, India was seen as an emerging opportunity. Today, it is one of the most sought-after and strategic travel markets globally. OTM was created to serve this exact moment, as a platform where the global travel industry can engage directly with India's decision-makers in a focused, ROI-driven environment. With OTM 2026, we are building on the strong confidence shown by the industry and delivering an even more impactful edition with exhibitors from over 60 countries participating."*

## Event Details

OTM 2026

Dates: 5, 6 & 7 February 2026

Venue: Jio World Convention Centre, Mumbai

Organiser: Fairfest Media



**About OTM and Fairfest Media:**

OTM is Asia's leading travel trade platform, connecting global travel suppliers with India and Asia's fastest-growing travel markets through large-scale exhibitions, curated buyer programmes and structured B2B engagement.

OTM is organised by Fairfest Media. Founded in 1989, Fairfest Media is a global trade show organiser and media company, providing platforms for doing business in the world's fastest-growing markets. Fairfest recently acquired WTE Miami, the fastest-growing travel show in the United States, which will be held at the Miami Beach Convention Centre on the 27th and 28th of October, 2026.

For more information, please visit: <https://otm.co.in/>.

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