

# India's Biggest and Most International Travel Trade Show



India's Biggest Travel Trade Show



[www.otm.co.in](http://www.otm.co.in)

Bombay Exhibition Center, MUMBAI

2018: Jan 18, 19, 20

2019: Jan 23, 24, 25

Focused on Business Visitors

# OTM is the leading travel trade show in India

With more than a thousand exhibitors from 60 countries, OTM is the largest and most international travel trade show in India, on the basis of number of sellers, buyers, rented area and number of countries.

OTM is held every year in Mumbai - the largest travel source market of India.

45% of outbound tourists from India originate from Mumbai, which also caters to a large chunk from the fast growing South India outbound market (approximately 20% of all India), as the international gateway.

Mumbai is also the financial and business hub of India contributing the largest share of MICE and business travel markets. The outbound trips by Indians for these purposes are twice as many as for leisure, according to PATA.

This is the reason all major Outbound operators like Thomas Cook, Cox & Kings and KUONI are headquartered in Mumbai.

OTM is visited by 10,000 buyers from all over India.

In 2017, OTM had over 500 buyers with prescheduled appointments, from all major cities of India.

## Indian travel market

As per data released by India's Tourism Ministry, it is estimated that in 2015, over 20 million Indians travelled abroad and close to 10 million foreigners came to India. 850 million Indians travelled within the country taking over a billion trips annually, many with potential to travel abroad. The Governments at the Federal and State levels have prioritised tourism as a key area for the economy.

According to UNWTO, Outbound trips from India are likely to grow to 50 million in 2020. That would be a market of some US\$ 28 billion in International Travel Expenditure.

## Participation Package

	Per sq m Tariff *	Early Bird Offer **	
		Before 31 May	1 June to 31 Oct
<b>OTM Mumbai</b>	US\$ 395 INR 24,000	US\$ 295 INR 18,000	US\$ 345 INR 21,000
Firm contract for 3 or more years with rate freeze: US\$ 275 per year***			

- Add 10% for Corner, 20% for Peninsula and 30% for Island locations
- Add 25% surcharge for extra upper floor area
- Deduct US\$ 10 / INR 600 per sq m for bare space

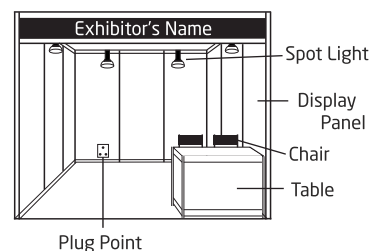
\* GST extra @ 18%

\* Payment is due at the time of booking

# Early Bird Offer is strictly as per date of payment

\*\*\* 3 or more years of firm rate contract on the basis of negotiated advance payment terms

Standard Shell Scheme (9 sq m)



## Visitor Profile

OTM is focused on travel trade visitors (B2B).

More than 10,000 registered travel trade visitors attended OTM 2017, including 5,720 pre-registered buyers.

**OTM 2018 - Trade Hours: 18, 19, 20 Jan - 10 am to 6 pm | Open Hours: 20 Jan - 1 pm to 6 pm**

**OTM 2019 - Trade Hours: 23, 24, 25 Jan - 10 am to 6 pm | Open Hours: 25 Jan - 1 pm to 6 pm**

## Countries Represented Officially at OTM 2017

Abu Dhabi | Ajman | Argentina | Australia | Bahrain | Bangladesh | Bhutan | Bolivia | Brazil | Bulgaria | Cambodia | Chile | China | Croatia | Cyprus | Dubai | Ecuador | Egypt | Fiji | France | Fujairah | Germany | Greece | Hong Kong | India | Indonesia | Ireland | Italy | Japan | Jordan | Kenya | Lebanon | Macao | Malaysia | Maldives | Mauritius | Mongolia | Morocco | Nepal | Philippines | Ras Al-khaimah | Romania | Russia | Rwanda | Seychelles | Sharjah | Siberia | Singapore | Slovenia | South Africa | Sri Lanka | Taiwan | Tanzania | Thailand | Turkey | United Kingdom | USA | Vietnam

## Countries Participated in the Past

Armenia | Austria | Azerbaijan | Belgium | Bermuda | British Virgin Islands | Canada | Colombia | Czech Republic | Denmark | Dominican Republic | Ethiopia | Finland | France | Great Britain | Greece | Hungary | Iceland | Israel | Italy | Jamaica | Kazakhstan | Kenya | Korea | Lithuania | Latvia | Malta | Mexico | Netherlands | New Zealand | Norway | Oman | Peru | Poland | Slovakia | Spain | Switzerland | Syria | Tunisia | Umm Al-quwain | Uzbekistan | Vietnam | Zambia | Zimbabwe

## Exhibitor Profile

National / Regional Tourist Organisations | State Government Tourism Departments | Tour Operators | Travel Agents | Hotels / Hotel Chains | Resorts | Destination Management Companies | Adventure Tourism Companies | Airlines | Car Rentals | Railways | Coach Operators | Cruise lines | Time-share | Amusement / Theme Parks | Technology and Communication | Information / Reservation Systems | Insurance | Foreign Exchange | Banks / Credit Cards | Incentive Travel Destinations | Conference Venues | Publications, Maps, Guides

## Niche Segments

Business Travel & MICE | Luxury Travel | Tech Forum | Wellness & Spa | Cruise Hub | Tourist Transport Show | Adventure Tourism

**OTM** is brought to you by Fairfest Media Ltd, the oldest and the leading travel trade show organiser in India. As a prospective participant in OTM, you are assured of innovation and trust backed by more than 25 years of proven performance. Fairfest has organised in the past more than 100 travel trade shows. With a market share of over 50%, Fairfest is far ahead of any competing travel show organiser in India.

## Other Travel Marketing Offerings from Fairfest Media

If you want to focus on only one show in India, **OTM** attended by trade visitors from all over India will give you the best return on your investment.

In addition to the **OTM** we highly recommend your participation in our newly launched **BLTM** Business & Luxury Travel Mart, being organised in Delhi NCR, as per the schedule shown alongside. **BLTM** is focused on sellers from global Business and Luxury Travel segments and hundreds of hosted buyers from Northern Region and from all over India. For more details visit [www.bltm.co.in](http://www.bltm.co.in)

However, if you also want to do local promotions in other major cities of India, our **TTF** branded trade shows will provide you additional marketing opportunities in several fast-growing markets.

With **OTM**, **BLTM**, **TTF** and our top ranking online and print editions of **Travel News Digest**, Fairfest offers you most comprehensive solutions for travel marketing in India.



**Delhi NCR:** 12-13 Oct '18



India's Biggest  
Travel Show Network

**2018**

**Chennai:** 16-18 Feb | **Bengaluru:** 23-25 Feb  
**New Delhi:** 7 - 8 April

**2018**

**Kolkata:** 6 - 8 July | **Hyderabad:** 13 - 15 July  
**Ahmedabad:** 7 - 9 Sep | **Surat:** 14 - 16 Sep  
**Pune:** 28 - 30 Sep | **Mumbai:** 5 - 7 Oct

# Some of our Partners & Supporting Organisations at OTM 2017

Focus Country 		Premium Partners  		Partner Countries    		
Host State 	Partner States    					Official Travel Partner 
Feature Countries         						
Feature States     						
Hospitality Partners  		Partner Airlines  		Official Publication 	TV Partner 	
Supported by      					Organised by 	

## Book Now

To book your vantage stand at OTM, please fill up the enclosed Fast Action Order Form and

- Mail to **Fairfest Media Ltd.** 25C/1 Belvedere Road, Alipur, Calcutta 700 027, India, or
- Fax to (91) (33) 2479 0019

A provisional floor plan of OTM 2018 is featured on [www.otm.co.in/download-center](http://www.otm.co.in/download-center)



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