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# The Gateway to India's travel markets

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## The Leading Travel Show in Asia-Pacific



**15,000+**  
Trade Visitors

**1,000+**  
Exhibitors

**800+**  
Top Buyers

**50+**  
Countries

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## BOOKINGS OPEN

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**2020** February 03, 04 & 05 · **2021** February 04, 05 & 06 · **2022** February 03, 04 & 05

Bombay Exhibition Centre · [www.otm.co.in](http://www.otm.co.in)

# SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

**Premium Partner**

wonderful indonesia

**Partner Countries**

GREECE

visit Nepal 2020 experiences

Taiwan

amazing THAILAND

**Partner Countries**

Egypt

IT'S MORE FUN IN THE PHILIPPINES

KOREA TOURISM ORGANIZATION

Mauritius

**Host State**

MAHARASHTRA TOURISM

**Partner States**

Uttarakhand

HIMACHAL TOURISM

J&K TOURISM

Gujarat

Karnataka

Odisha Tourism

ANDHRA PRADESH

GOA

ARUNACHAL PRADESH

EXPERIENCE Bengal

Scenic | Serene | Sublime

THE SOUL OF INCRECIBLE INDIA

**Feature Countries**

MAGICAL Kenya

Maldives

JNTO

PALESTINE

CAMBODIA

**Feature Countries**

TANZANIA

Beautiful China

100% PURE NEW ZEALAND

enchanting Tamil nadu

PUNJAB

andamans

**Feature States**

MEGHALAYA TOURISM

Uttarakhand

Partner City Bangkok

Digital Studio Partner

Destination Partner

Forum Knowledge Partner

Knowledge Partner

Partner Airline

Official Airline

Partner Hotel

DMC Partner

TV Partner

**Online B2B Partners**

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Brought to you by India's oldest and the leading travel trade show organiser.



## OTM IS THE LEADING OUTBOUND TRAVEL MART IN ASIA-PACIFIC

1,000+ Exhibitors

55 Countries

800+ Top Buyers

400+ Hosted Buyers

29 Indian States

15,000+ Trade Visitors

18,000+ Meetings Scheduled

20,000+ Sq. m. Area

## OTM EXHIBITORS BY THE NUMBERS

### 1,025 Exhibitors in 2019

- 21 National Tourist Organisations
- 22 Indian State Governments
- 491 Travel Agents/Tour Operators
- 427 Hotels/Resorts
- 20 Transportation Companies
- 44 Related Services

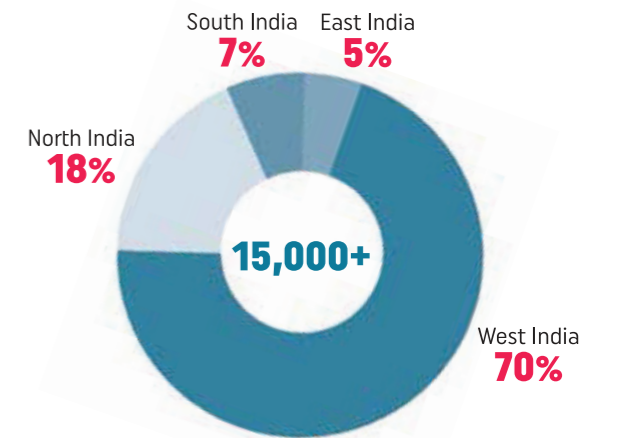
### Space Occupied in OTM 2019

- 20% National Tourist Organisations
- 32% Indian State Governments
- 30% Travel Agents/Tour Operators
- 12% Hotels/Resorts
- 1% Transportation Companies
- 5% Related Services

## WHERE ARE OTM BUYERS FROM?\*

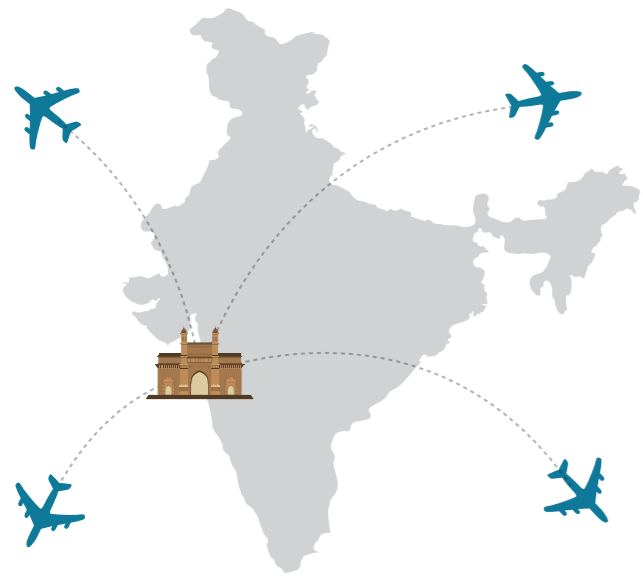
OTM is indispensable for reaching out to buyers from Mumbai and West India, most of whom do not visit any other travel trade show within the country.

An increasing number of hosted buyers from Tier I and Tier II cities in the West, North, South and East India are being targeted in OTM 2020 and the coming years.



\*Based on OTM 2019 registrations

OTM IS HELD EVERY YEAR  
**IN MUMBAI** - THE GATEWAY TO  
 INDIA'S LARGEST TRAVEL MARKETS



Mumbai, the financial and business hub of India, is the largest source market of Business, MICE and Leisure Travel in the country.

Major outbound operators like Cox & Kings, SOTC, Thomas Cook and others are headquartered in Mumbai.


OTM 2019 registered **15,000+ trade visitors** from all over India, including **800+ top buyers** with pre-scheduled appointments.




OTM is  
**focussed  
 on Business  
 Visitors**

Greek National Tourism Organisation at OTM

**THE INDIAN TRAVEL MARKET**

 Indian Outbound Tourism Market is estimated to surpass 42 Billion USD by 2024.\*

 India will account for 50 million outbound tourists by 2020.\*

\*The Indian Outbound Travel Market, UNWTO

"When travelling abroad, Indian tourists are among the world's highest-spending globetrotters. Their spending power has been estimated to be four times that of the Chinese and Japanese. The average Indian traveller spends \$1,200 per visit as compared with Americans who spend about \$700, and British who spend \$500."

**- Forbes Magazine, March 2017**

**PARTICIPANTS FROM 55 COUNTRIES IN OTM 2019**

Algeria, Argentina, Armenia, Australia, Azerbaijan, Bhutan, Bolivia, Brazil, Bulgaria, Cambodia, Canada, China, Colombia, Croatia, Cuba, Czech Republic, Ecuador, Egypt, Greece, India, Indonesia, Japan, Kazakhstan, Kenya, Kuwait, Kyrgyzstan, Macao, Malaysia, Maldives, Mauritius, Mongolia, Morocco, Nepal, New Zealand, Palestine, Peru, Philippines, Qatar, Romania, Russia, Saudi Arabia, Seychelles, Singapore, South Africa, South Korea, Sri Lanka, Taiwan, Tanzania, Thailand, Turkey, UAE, UK, USA, Uzbekistan, Vietnam.

**COUNTRIES THAT PARTICIPATED IN THE PAST**

Austria, Bahrain, Belgium, Bermuda, Botswana, British Virgin Islands, Chile, Czech Republic, Denmark, Dominican Republic, Ethiopia, France, Great Britain, Hungary, Iceland, Ireland, Israel, Italy, Jamaica, Jordan, Lebanon, Malta, Mexico, Netherlands, Norway, Poland, Slovakia, Slovenia, Spain, Switzerland, Syria, Tunisia, Zambia, Zimbabwe.

 **96%**

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

 **94%**

Exhibitors confirmed they are likely to return to OTM 2020.

 **99%**

Hosted buyers were satisfied with the business meetings at OTM.



Director, Ministry of Tourism, Republic of Indonesia

## OTM UNIQUE OFFERINGS

A **knowledge-sharing initiative** aimed at bringing together India and Asia's **most influential travel leaders** on one stage.

OTM Forum 2019 witnessed panel discussions, masterclasses and workshops conducted by top-level executives from industry leaders like Jet Airways, Thomas Cook, MakeMyTrip, Facebook, Emirates, Cox & Kings and AirAsia.

India's **premier marketplace** connecting **global destinations** to leading production houses, through interactive sessions and workshops with leading film and TV producers.

Indonesia, Greece, Japan, Egypt, Mauritius, Thailand, Macao & Maldives were among the many countries showcasing themselves as film shooting destinations to **20+ top production houses** like Yashraj Films, Dharma Productions, Viacom, etc.

The latest craze in the big, fat **Indian wedding market**.

An interactive session on destination weddings was hosted by Mauritius in association with WeddingSutra this year. **30+ marquee outbound** focus sed wedding planners met and networked with the panelists at the session.

### Online Meeting Diary

**Know** who you will be meeting, **reach out** to your preferred travel brands and **schedule meetings** before the show even starts.

**18,000+** meetings were scheduled for OTM 2019.

### On-the-spot Speed Networking Session

**Top buyers** meet **exclusively** with exhibitors in a speed-networking session. It is the **most sought-after** hour-long program at OTM.

**500+** buyers met and did business with hundreds of exhibitors at the 2019 session.

## OTM 2019 TESTIMONIALS

"I am extremely happy to be here at OTM 2019. It is specially heartening to note that the organisers pioneered these shows three decades ago and are organising these on a sustainable basis, without subsidy."

**K J Alphons, Hon'ble Minister of State (I/C) for Tourism, Government of India**

"This is my first time at OTM and I'm utterly impressed with the quality of the exhibits and I'm quite overwhelmed. I had a great experience at OTM 2019 and you are enticing us to want to be here ourselves. I would like to congratulate Team OTM. Really good job!"

**Derek Hanekom, Hon'ble Minister of Tourism, South Africa**

"OTM has done a wonderful job in organising this fair. I look forward to working very closely with OTM in the years to come."

**Anil Kumar Singh Gayan, M.P., Hon'ble Minister of Tourism, Government of Mauritius**

"OTM 2019 was a great platform to showcase our varied tourism products. I want to congratulate the organisers for the fantastic job they have done by pulling off such a great and organised show. We will continue to give our support to OTM and Fairfest Media in the coming future."

**Satpal Maharaj, Hon'ble Minister for Tourism, Government of Uttarakhand**

"Our partnership with Fairfest Media for OTM is in line with our mission to educate the trade fraternity with the latest of the most exotic destinations. We are thankful to the embassies and the respective tourism boards for partnering with us. These partnerships enable us to offer the best and unfiltered experiences to our customers."

**Karan Anand, Head, Relationships, Cox & Kings**

"This was our third year at OTM this time and I had some quality time here at the event. With the help of events like OTM, we received a great platform to showcase our destination to potential Indian travel trade and travellers. I want to congratulate the organisers on such a grand show."

**Konstantinos Tsegas, Secretary General, Greek National Tourism Organisation**

"We've been participating in OTM for many years now and it has given us a great platform to interact with travel trade stakeholders under one roof. Meeting people is easy here."

**Arjun Chadha, Manager, Tourism Promotions Board, Philippines**

AN EXCLUSIVE

**3-DAY B2B TRAVEL SHOW | 03, 04 & 05 FEB, 2020**

# PARTICIPATION PACKAGE (Rate/sq.m.)

Tariff	US\$ 395*	₹ 24,000*
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## Early Bird Offer

Before 31 May 2019	US\$ 295*	₹ 18,000*
01 June to 31 October 2019	US\$ 345*	₹ 21,000*

Firm contract for 3 or more years with rate freeze**	US\$ 275*	₹ 17,000* (per year)
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## 9 sq.m. Economy Shell-Scheme Booth Package

Before 31 May 2019	US\$ 1,499*	₹ 99,000*
01 June to 31 October 2019	US\$ 1,800*	₹ 1,10,000*

## 6 sq.m. Economy Shell-Scheme Booth Package

Before 31 May 2019	US\$ 999*	₹ 65,000*
01 June to 31 October 2019	US\$ 1,200*	₹ 75,000*

**Standard Shell Scheme comes with:** Spotlights, display panels, chairs & table, plug points.

**Add 10% for Corner, 20% for Peninsula and 30% for Island Stand. Add 25% premium for Extra Upper Floor Area, if any.**

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

# SPONSORSHIP OPPORTUNITIES

Premium Partner Country / State	US\$ 70,000*	₹ 45 lakhs*
Exclusive Partner for 200 Hosted Buyers	US\$ 20,000*	₹ 12.5 lakhs*
Focus Countries / States	US\$ 30,000*	₹ 19.5 lakhs*
Feature Countries / States	US\$ 20,000*	₹ 12.5 lakhs*
Networking Dinner for 500 Buyers & Sellers	US\$ 17,000*	₹ 10 lakhs*
Hosted Buyer lounge / Media Lounge / Registration Area	US\$ 10,000*	₹ 6.5 lakhs*
Networking Breakfast / Lunch / High-tea for 500 Buyers & Sellers	US\$ 8,500*	₹ 5 lakhs*
Buyers' Kit / Lanyards / Business Card Holders	US\$ 8,500*	₹ 5 lakhs*

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

## BOOK NOW

Please fill up the enclosed **Space Booking Form** and email to [contact@fairfest.in](mailto:contact@fairfest.in) or send to **Fairfest Media Ltd., 25 C/1 Belvedere Road, Alipur, Kolkata, 700 027, India.**

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Andheri East, Mumbai - 400 093

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Gulmohar Park,  
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