

2019.

January 23, 24 & 25

Bombay Exhibition Centre - MUMBAI

From Mumbai to the World

The Leading Travel Show in Asia-Pacific



15,000+
Trade Visitors

1,000+
Exhibitors

400+
Hosted Buyers

50+
Countries

SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS IN 2018

Premium Partner



Partner Countries

Hosted Buyer Partner



Host State



Partner States



Partner States



Feature Countries



Feature Destination



Feature States

TV Partner



Partner City Bangkok



Knowledge Partner



Hospitality Partners



Partner Airline



Destination Partner



Supported by



Official Publication



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Media Partners



Outdoor Media Partner



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



OTM IS THE LEADING TRAVEL TRADE SHOW IN THE ASIA-PACIFIC REGION.

15,000+

Trade Visitors

400+

Hosted Buyers

800+

Qualified Buyers

1,000+

Exhibitors

50+

Countries

25+

Indian States

19,000+

Sq. Mtrs Area

11,000+

Meetings Scheduled

PARTICIPANTS FROM **50+ COUNTRIES** IN OTM 2018

Australia, Bangladesh, Bhutan, Botswana, Bulgaria, Cambodia, Canada, China, Croatia, Cyprus, Dubai, Egypt, Estonia, Fiji, Finland, Germany, Greece, Hong Kong, India, Indonesia, Iran, Japan, Kazakhstan, Kenya, Korea, Laos, Latvia, Lithuania, Macao, Malaysia, Maldives, Nepal, New Zealand, Oman, Palestine, Peru, Philippines, Qatar, Romania, Russia, Rwanda, Seychelles, Singapore, Sri Lanka, Tanzania, Thailand, Turkey, Ukraine, United Kingdom, USA, Uzbekistan, Vietnam.

COUNTRIES PARTICIPATED IN THE PAST

Argentina, Armenia, Austria, Azerbaijan, Bahrain, Belgium, Bermuda, Bolivia, Brazil, British Virgin Islands, Chile, Colombia, Czech Republic, Denmark, Dominican Republic, Ecuador, Ethiopia, France, Fujairah, Great Britain, Hungary, Iceland, Ireland, Israel, Italy, Jamaica, Jordan, Lebanon, Malta, Mauritius, Mexico, Mongolia, Morocco, Netherlands, Norway, Poland, Slovakia, Slovenia, South Africa, Spain, Switzerland, Syria, Taiwan, Tunisia, UAE (Abu Dhabi, Ajman, Ras al-Khaimah, Sharjah, Umm al-Quwain), Zambia, Zimbabwe.

Do not miss:

OTM 2019. January 23, 24 & 25

OTM 2020. February 03, 04 & 05

Bombay Exhibition Centre, Mumbai.

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 leisure, MICE and business travel in the country.

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

OTM 2018 registered **15,000+ trade visits** from all over India, including **hundreds of hosted buyers** with pre-scheduled appointments.



THE INDIAN TRAVEL MARKET

Indian travellers took 25 million trips abroad and more than a billion trips within India in 2017.

They spent \$209 billion in 2017, 7th highest in the world.

“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.”

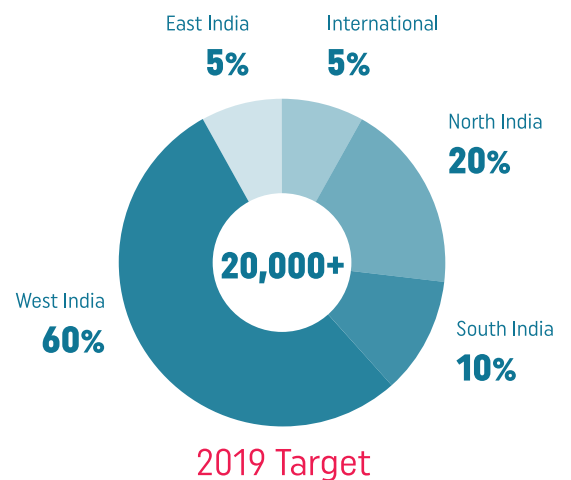
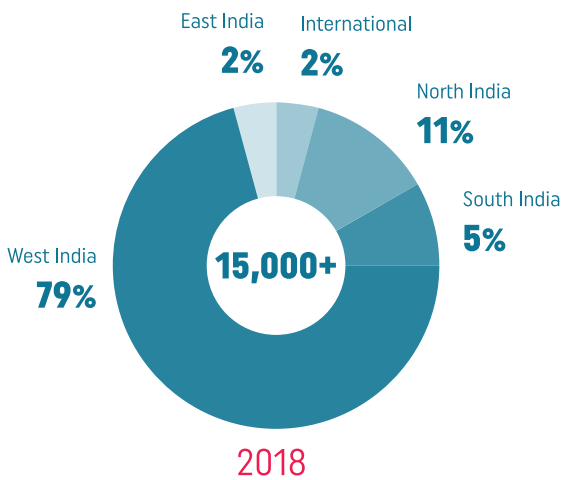
Forbes Magazine, March 2017



Tourism Authority of Thailand Pavilion at OTM 2018

OTM IS FOCUSED ON BUSINESS VISITORS

Where are OTM buyers from?



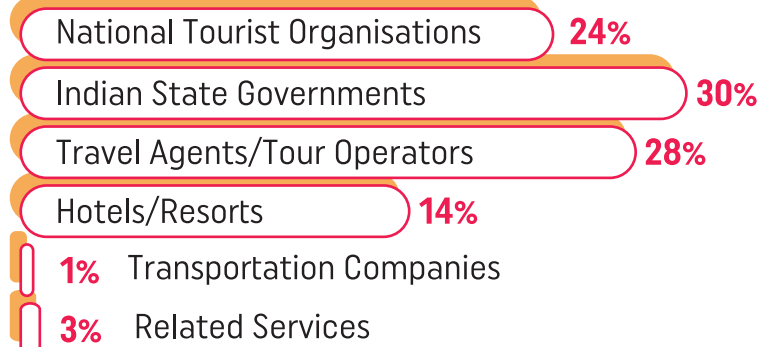
OTM is indispensable for reaching out to buyers from Mumbai and West India, most of whom do not visit any other travel trade show within the country.

An increasing number of hosted buyers from tier I and II cities in the West, North, South and East India are being targeted in OTM 2019.

1,043 Exhibitors in 2018

- 28** National Tourist Organisations
- 17** Indian State Governments
- 575** Travel Agents/Tour Operators
- 389** Hotels/Resorts
- 4** Transportation Companies
- 30** Related Services

Space Occupied in OTM 2018





OTM UNIQUE OFFERINGS

Cine Locales

An interactive session with premier film and TV producers attended by 30+ top producers like **Yashraj Films, Dharma Productions and Viacom.**

OTM takes place in Mumbai, the home of Bollywood and is the perfect opportunity to **sell your destination via Indian Cinema.**



Destination Weddings

Destination weddings are the latest craze for the big fat Indian wedding market.

The interactive sessions on wedding planning give a face-to-face meeting opportunity with **marquee wedding planners of India.**

TRAVEL TECHNOLOGY TRACK 2018

Conducted by Phocuswright and TravHq, these are **knowledge sharing initiatives** by OTM to discuss **technology trends** in travel.

Panels include top names in travel technology.



Online Meeting Diary

Know who you will be meeting, reach out to your **preferred travel brands, and schedule meetings.**

11,000+ meetings were scheduled online for OTM 2018.



On-the-spot Speed Networking Session

800+ qualified buyers meet exclusively with exhibitors in a speed networking session.

The most sought-after hour-long program at OTM.



Travel Blogger Session

Sessions for interacting with travel bloggers - an increasingly important community for **promoting your destination.**

Coordinated by India's leading travel bloggers.



OTM 2018 - TESTIMONIALS

Greek National Tourism Organization Pavilion at OTM 2018

'OTM 2018 was an ideal platform to showcase diverse tourism products and services which India boasts. The global participation of varied countries truly made OTM stand out from the rest!'

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

'OTM is the leading travel show in the Asia Pacific region and is the perfect gateway to the Indian travel market. This travel show has extensive tradition and has maintained its admiration by offering a diverse outlook to the world of travel and tourism among visitors.'

Jaykumar Rawal, Minister of Tourism, Government of Maharashtra, India

'OTM is India's largest and most international gathering of travel trade buyers and professionals. Most importantly it is conducted in Mumbai each year which is the headquarters of almost all major outbound tour operators in India. Participating in OTM works best for Thailand.'

Soraya Homchuen, Director, Tourism Authority of Thailand, Mumbai

'We debuted last year and returned to OTM this year again! Greece is very happy with the selection of buyers at OTM this year. OTM has given us a great opportunity to establish business with the Indian stakeholders.'

Michael Michailidis, Head of Market Research Department, Greek National Tourism Organization

'OTM 2018 was one of the best travel trade shows we have ever been to. We had excellent B2B meetings and networked with lots of industry stakeholders in OTM 2018.'

Yuji Ueno, Deputy Director, Delhi Office, Japan National Tourism Organization

'OTM 2018 was a great experience. The interest and awareness from the hosted buyers was also great. Kenya will continue to be at OTM and other shows organised by Fairfest Media.'

Betty Ichan, Regional Marketing Manager, Kenya Tourism Board

In an exit survey at OTM 2018, 98% of the participants confirmed they are likely to return to OTM 2019. More than 90% said that participation in OTM was a must.

PARTICIPATION PACKAGE (Rate/sq.m.)

Tariff US\$ 395* / Rs. 24,000*

Early Bird Offer

Before 31 May 2018 US\$ 295* / Rs. 18,000*

01 June to 31 October 2018 US\$ 345* / Rs. 21,000*

Firm contract for 3 or more years with rate freeze** US\$ 275* / Rs. 17,000*
(per year)

9 sq.m. Economy Shell-Scheme Booth Package

Before 31 May 2018 US\$ 1,499* / Rs. 99,000*

01 June to 31 October 2018 US\$ 1,800* / Rs. 1,10,000*

6 sq.m. Economy Shell-Scheme Booth Package

Before 31 May 2018 US\$ 999* / Rs. 65,000*

01 June to 31 October 2018 US\$ 1,200* / Rs. 75,000*

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

SPONSORSHIP OPPORTUNITIES

Premium Partner Country / State US\$ 70,000* / Rs. 45 lakhs*

Exclusive Partner for 200 Hosted Buyers US\$ 20,000* / Rs. 12.5 lakhs*

Focus Countries / States US\$ 30,000* / Rs. 19.5 lakhs*

Feature Countries / States US\$ 20,000* / Rs. 12.5 lakhs*

Networking Dinner for 500 Buyers & Sellers US\$ 17,000* / Rs. 10 lakhs*

Hosted Buyer lounge / Media Lounge / Registration Area US\$ 10,000* / Rs. 6.5 lakhs*

Networking Breakfast / Lunch / High-tea for 500 Buyers & Sellers US\$ 8,500* / Rs. 5 lakhs*

Buyers' Kit / Lanyards / Business Card Holders US\$ 8,500* / Rs. 5 lakhs*

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

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

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

BOOK NOW

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

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