

The Largest Travel Show in Asia-Pacific



**2018.**

**January 18, 19 & 20**

Bombay Exhibition Centre  
NSE Complex, Goregaon (E) - Mumbai

# POST SHOW REPORT

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# OTM 2018 receives overwhelming response; 98% of participants likely to return next year



KJ Alphonso, Minister of State (I/C) for Tourism, Government of India & Jaykumar Rawal, Minister of Tourism, Government of Maharashtra inaugurating OTM 2018 along with other dignitaries

OTM Mumbai, the largest travel show in the Asia Pacific region concluded on an optimistic note. The event recorded 1,000+ sellers from 50+ countries and 25+ Indian states who networked with 15,000+ trade visitors from January 18-20, 2018.

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

More than 800 quality buyers from renowned companies scheduled meetings at this edition. OTM 2018 featured more than 400 hosted buyers from across the globe who met the pool of domestic and international exhibitors showcasing their travel products and services at OTM this year.

“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 as agents get to meet face-to-face and build long-term business relations with their partners in India.”

**Soraya Homchuen**

Director

Tourism Authority of Thailand, Mumbai

Several hosted buyers confirmed that they have been ensuring their presence at OTM for many years now. A number of them exclaimed that they had graduated from visitors to hosted buyers.

The show was inaugurated by **KJ Alphonso**, Minister of State (I/C) for Tourism, Government of India. In his inaugural address he expressed his delight seeing the turnout of the global participants. He also expressed satisfaction about the mix of international and national participants at the show floor - approximately 400 and 600 respectively.

Host State Maharashtra had a powerful presence presided

“We are happy that Maharashtra is playing host to the biggest travel and tourism show in the Asia Pacific region and I am delighted to see the turnout from all over the globe.”

Tourism is the biggest instrument for peace and the states have to take primary responsibility to promote tourism and do their bit as the facilitator. Some states have done a fantastic job like the state of Maharashtra. It has over 300 forts among other attractions which need to be restored through a possible public private partnership.

In the recent years, India has also begun boosting cruise tourism which has immense potential. Going forward, adventure tourism too, will greatly contribute in developing this industry. I would like to encourage everyone present here to travel within India first and experience the cultural heritage that our country has to offer to the rest of the world.

India has done well on the tourism front in 2017. We crossed the mark of over 10 million foreign tourists and it's time to celebrate that. Along with the international tourist arrivals, including NRIs, we are crossing over 17 million tourists within the last year.

We have contributed greatly to the economy in India through tourism i.e. 6.4% of the total GDP. The travel and tourism industry also employs over 12.6% of the total population in the country. With the biggest multiplier effect, it creates jobs for all segments of the society and thus, the Government of India is keen on promoting it.”

**K J Alphonso**

Minister of State (I/C) for Tourism  
Government of India



KJ Alphonso delivering the keynote address at the inaugural of OTM 2018





Inauguration of the Incredible India pavilion at OTM 2018

over by the Guest of Honour **Jaykumar Rawal**, Minister of Tourism, Government of Maharashtra. He remarked that Mumbai was proud to host the leading travel show in the Asia Pacific region. He also marvelled at the long history of OTM as an offshoot of the oldest travel trade show in the country.

The dignitaries present at the inaugural session included KJ Alphons, Minister of State (I/C) for Tourism, Government of India, Jaykumar Rawal, Tourism Minister, Government of Maharashtra, Nabin Pokharel, Officiating Director Tourism Marketing and Promotion, Nepal Tourism Board, Michael Michailidis, Head of Market Research Department, Greek National Tourism Organisation, Majed Ishaq, Marketing Department, Ministry of Tourism and Antiquities,

*“ OTM 2018 was a great experience, the interest and awareness from the hosted buyers was also great. We had a good B2B meeting with buyers who had both decision making as well as great purchasing power. Kenya will continue to be at OTM and other shows organised by Fairfest Media. The organising was world class, we kept on receiving support from the organisers all the time. ”*

**Betty Ichan**  
Regional Marketing Manager  
Kenya Tourism Board

State of Palestine, Betty Ichan, Regional Marketing Manager, Kenya Tourism Board, Maipelo Mogotsi, Counsellor III, Botswana High Commission, Tian Xin, Director, China National Tourist Officer New Delhi, Demetrious A Theophylactou, High Commissioner, Cyprus High Commission, Karan Anand, Head of Relationships and Supplier Management, Cox & Kings along with other officials.

Turkey was the Premium Partner Country at OTM this year. The Turkish Ministry of Culture and Tourism has been participating at OTM for the last eight years with a large number of tour operators. Nuray Topuz, Cultural and Tourism Expert - City Planner, Ministry of Culture and Tourism, Republic of Turkey asserted that they were very happy to be a part of OTM 2018 as it is the largest travel show of the Asia Pacific region.

“OTM 2018 has given us the right platform to showcase our tourism products to the right set of audience. India is a very

*“ 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.*

*We have so much to offer within our Incredible India and more so in Unlimited Maharashtra. With the increase in disposable income and purchasing power, Indians are increasingly spending on travel which was considered as a luxury. Thankfully, due to developments in transportation, communication and technology, global travel has become reasonable.*

*We, in Maharashtra too, are working on opening up a plethora of economic opportunities for trade exchanges among global buyers and sellers of the tourism industry by tapping into niche sectors. Our tourism board MTDC is also regularly developing new attractions and maintaining the existing ones.*

*Among the tourism plans going forward, Maharashtra is expecting 1,000 cruises to come in the next five years. They are also working towards building state of the art cruise ports in the world. Along the 720 kms of coastline along the Konkan region, MTDC's aim is to create a leading ocean-based theme park. ”*

**Jaykumar Rawal**  
Minister of Tourism  
Government of Maharashtra



Jaykumar Rawal addressing the delegates at OTM 2018

potential market for us as Indian travellers are very enthusiastic and aspirational about travelling. Turkey and India have long-standing diplomatic ties which is essential for tourism exchange. The B2B meetings at OTM 2018 were very productive and we hope that we carry out business with the network we have built in OTM,” she said.

Trade Visitors included hosted buyers from Delhi, Bengaluru, Ahmedabad, Chennai, Hyderabad, Kolkata, Pune, Bhubaneswar, Visakhapatnam, Kochi, Nagpur, Rajkot, Surat, Coimbatore, Indore, Lucknow, Haryana, Allahabad and Chandigarh. The highest number of hosted buyers was from Delhi.







Dignitaries at the inaugural of OTM 2018

Major companies included, DDB Mudra, Corporate Flyers, Alembic Pharmaceuticals, Gammon Infrastructure Projects, Aircel, WOV Travel Company, Global Cynergies, Crowley Accord Marine Management, Expedition 2 India, The Travel Planners, Seven Vows - A Planned Chaos, Intellect Life Sciences, Eventzinspired, FABGetaways, ComIndia, Prime Connections, Wander Globe, Sterling Hospitals, Magma Fincorp, Scotch and Water Innovations, Gionee and many others.

The advent of online technologies has enabled the travel sector to further utilise its potential. Keeping in mind the business prospects, an easy-to-use online meeting diary to fix appointment between buyers and sellers was scheduled this year.

The participants made full use of the networking opportunity prior to and during the travel show. Not only did it save time of the participants but also assisted them in reaching out to the right travel brands.

India is ranked among one of the fastest emerging travel

*“ We debuted the 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. Thank you to the organising team for a great event and we are definitely looking forward to the next edition of OTM. ”*

**Michael Michailidis**  
Head of Market Research Department  
Greek National Tourism Organisation

destinations in the world as Indians continue to take more than a billion domestic and 20 million international visits annually.

Mumbai serves as a gateway city to the largest chunk of India's outbound market. It is also the largest source market in India for business, luxury, MICE and domestic travel. This is a great factor behind OTM's success and emergence as the largest travel trade show in the Asia-Pacific region.

## INTERNATIONAL PRESENCE

National Tourist Organisations of Turkey, Greece, Indonesia, Thailand, Egypt, Nepal, China, Kenya, Maldives, Rwanda, Macao, Bangladesh,

Korea, Japan, Bhutan, Tanzania, Romania, Cambodia, Palestine, Cyprus, Croatia, New Zealand, Fiji, Botswana, Finland, Estonia and Lithuania displayed colourful country pavilions, along with a large number of local hotels, attractions and operators.

Australia, Bulgaria, Canada, Dubai, Germany, Hong Kong, Iran, Kazakhstan, Laos, Latvia, Malaysia, Oman, Peru, Philippines, Qatar, Russia, Seychelles, Singapore, Sri Lanka, Ukraine, United Kingdom, USA, Uzbekistan and Vietnam were represented through private operators at OTM 2018.

## NATIONAL PRESENCE

The Ministry of Tourism, Government of India also had a strong presence at OTM 2018. The Indian State Tourism Boards of Andaman and Nicobar, Andhra Pradesh, Arunachal Pradesh, Assam, Chandigarh, Dadra & Nagar Haveli, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Puducherry, Punjab, Rajasthan, Sikkim, Tamil Nadu, Tripura, Uttar Pradesh, Uttarakhand and West Bengal ensured their representation with a large number of sellers and showcased India at its best this year.

At OTM, Knowledge Partner - Cox & Kings introduced the Baltic States comprising Estonia, Latvia, Lithuania and Finland. It also introduced Indo-China package showcasing Vietnam, Laos and Cambodia.

OTM 2018 was supported by Incredible India, Travel Agents Association of India (TAAI), Outbound Tour Operators Association of India (OTOAI), Indian Association of Tour Operators (IATO), Association of Domestic Tour Operators of India (ADTOI), Adventure Tour Operators Association of India (ATOAI), IATA Agents Association of India (IAAI), Travel Agents Federation of India (TAFI), Network of Indian MICE Agents (NIMA), Maharashtra Tour Operators Association (MTOA), Travel Agents Association of Pune (TAAP), Travel Agents Association of Nashik (TAAN), South Gujarat Association of Travel Agents (SATA), SKAL International, Enterprising Travel Agents Association (ETAA), UTA, and Titanz.

## Hosted Buyer's Speak

Aji Kuriakose, General Manager, Magic Tours from Qatar who attended OTM as a Hosted Buyer asserted, "It has been a great experience to be a part of this year's OTM. The quality of sellers this time has been really good and so has been the display of all the country pavilions. The product presentations organised by Fairfest Media were very productive along with the panel discussions. Overall, we fully made the most of our time at the exhibition. I wish good luck to the organisers for the future events!"

The global participation of the who's who in the travel trade differentiates OTM from run of the mill travel shows, stated Mahip Agarwal, Hosted Buyer from Shreejee Holidays. He has been associated with OTM for a very long time now. The online meeting diary feature enabled him to garner good contacts and information about the new products in the travel domain.

## Outbound Seller's Speak

Egypt Tourism had a fantastic experience at OTM this year. Ismail A Hamid Amer, Egyptian Tourism Counselor in Mumbai, said he always believes that OTM is their partner. We have started our year by participating in OTM and are looking forward to good business ahead. He added, "OTM was a great opportunity as it helped us in knowing the Indian travel trends and their travel expectations. We want to congratulate the organisers on such a successful show."

The China Tourism delegation ensured their attendance in a big way at OTM 2018. Tian Xin, Director, China National Tourist



**“** OTM 2018 was one of the best travel trade shows we have ever been to. There are a lot of takeaways from this year's OTM. We also got a chance to meet the Indian Tourism Minister KJ Alphons who visited our booth. We had excellent B2B meetings and networked with lots of industry stakeholders in OTM 2018. We are very optimistic to turn our leads into business. **”**

**Yuji Ueno**  
Deputy Director- Delhi Office  
Japan National Tourism Organization

Office, New Delhi termed OTM as a very effective platform. "OTM has undoubtedly helped us understand the travel needs of the Indian market as well as the requirements of the travel trade," he said.

The participation from India included tourism departments along with private operators from Himachal Pradesh, Uttarakhand, Jammu and Kashmir, Maharashtra, West Bengal, Goa, Gujarat, Odisha, Arunachal Pradesh, Andhra Pradesh, Karnataka, Punjab, Andaman & Nicobar, Jharkhand, Madhya Pradesh, Chandigarh, Tripura among others which had set up enchanting state pavilions showcasing their diverse local suppliers.

### Indian Delegate's Speak

OTM 2018 had a balanced mix of participants from outbound and inbound, outlined Neela Lad, Regional Director (West), India Tourism Mumbai Office. Driving an enhanced response from the travel show, she added that OTM has assisted in creating awareness on destinations in the North East. Through OTM, the North Eastern travel destinations in India initiated a dialogue with Indian film producers, she highlighted.

Tater Mize, District Tourist Officer from Government of Arunachal Pradesh appreciated the efforts of Fairfest Media. He asserted OTM was a great platform to showcase their tourism products and a great way to attract the travellers to the North East, especially to Arunachal Pradesh. He applauded, "Kudos to the organising team on putting up such a great show and we are surely looking forward to attend the next OTM."

OTM is one of the key events on our calendar, agreed Suku Verghese, Associate Vice President - Sales, MICE India, Taj Hotels Palaces Resorts Safaris. He praised the humongous scale of the travel show and the buyer mix. "We are happy to see OTM pioneering in tapping the niche travel segments of wedding and film tourism," said Verghese.

### Panel Discussions @ OTM

In addition to buying and selling travel products and services on the OTM showfloor, hundreds of crores of business leads were generated, along with number of meeting sessions, workshops and panel discussions on the sides. Enriching and thought-provoking meeting sessions brought together industry leaders and professional experts from India and abroad.

Jointly facilitated by OTM and Film Tourism Consortium and supported by Producers Guild of India, MPA (India), Yashraj Films, Dharma Productions, and South Film Federation/Marathi Film Federation, the Cine Tourism session, brought to notice the permits involved and the reasons why film producers find it easier to shoot a film abroad.

Jaykumar Rawal thanked the panelists for bringing up the concerns during OTM 2018 and assured the producers that by

OTM 2019, the said issues will get resolved. He also asserted that Mumbai is home to Bollywood and all stakeholders should work at selling this USP to the rest of the world.

"We are happy to play a bridge between the film fraternity and the government to identify and address the roadblocks," said Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd.

Jointly organised by North Eastern Council, Ministry of DoNER and North East Tourism Development Council (NETDC), Yes Bank was the Knowledge Partner at this session. It saw a presentation on the eight breathtakingly beautiful, scenic, landscapes of the North East - Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, followed by an official release of the Report on Film Tourism in the North East.

The panel discussion was graced by government officials from DoNER and members of the film fraternity. After viewing the presentation, film fraternity members expressed their desire to come and shoot in the North East. They also brought to light various issues and concerns regarding permissions and infrastructure that restrained them from shooting in the North Eastern destinations.

Travel Technology Track, an initiative by TravHQ and OTM was a knowledge sharing platform to showcase innovative technologies in the travel segment. It decoded the patterns of the Indian traveller and outlined that customer experience was one aspect which was observed as being missed nowadays.

Major focus on customer experience was termed as the highlight of 2018 where technology will be playing a key role, remarked the speakers. The session also brought to notice that we still have a long way to go as far as technology is concerned.

The session - Millennials are the Next Frontier by Phocuswright observed that one cannot understand millennial (below 35 years) travellers completely as their wants and desires keep changing time and again. Hence it is difficult to be 100% ready for a millennial traveller.

During the session what came to notice was that millennials value experience more than the price. Millennials are the driving aspect of experiencing a destination. Hence, the industry needs to personalise as per their desires to win over a millennial traveller. 20% of growth in tourism can be seen if the personalisation is enhanced and used more effectively.

A session on destination weddings was conducted by WeddingSutra at OTM 2018. The major focus of discussion at this session was the emerging destinations for weddings. Here, panellists voiced their opinion that unlike earlier, today people are ready to postpone an auspicious date for a wedding but choose to stick to their favourite destination.

Another change that has taken around wedding travel, especially among Indian travellers is that wedding ceremonies are usually a close-knit affair with only the presence of near and dear ones at a destination of their choice. However, a big fat reception is organised back home.

Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd. averred, "OTM 2018 has been very diversified this year, along with establishing its lead in the market. We have seen growth and consolidation of our lead as the largest travel fair in every other parameter including area of exhibition halls rented, number of sellers and buyers. What's more satisfactory to us is that everyone could conclude business on a positive note."

Established in 1989, Fairfest Media is the pioneer in India in the domain of travel trade exhibitions. Its leading product - OTM is now Asia Pacific's largest travel show on the basis of countries represented, as well as the number of sellers and buyers.



## COUNTRIES REPRESENTED

- 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

## STATES / UTs REPRESENTED

- ANDAMAN AND NICOBAR
- ANDHRA PRADESH
- ARUNACHAL PRADESH
- ASSAM
- CHANDIGARH
- DADRA & NAGAR HAVELI
- DELHI
- GOA
- GUJARAT
- HARYANA
- HIMACHAL PRADESH
- JAMMU & KASHMIR
- JHARKHAND
- KARNATAKA
- KERALA
- MADHYA PRADESH
- MAHARASHTRA
- ODISHA
- PUDUCHERRY
- PUNJAB
- RAJASTHAN
- SIKKIM
- TAMIL NADU
- TRIPURA
- UTTAR PRADESH
- UTTARAKHAND
- WEST BENGAL

### EVENT DATA

Number of **Exhibitors**

**1,000+**

**Country** Representations

**50+**

**State/UT** Representations

**25+**

### BUYER STATISTICS

Attendance Total	Hosted Buyers	Travel Trade Buyers	Corporate Buyers
<b>800+</b>	<b>400+</b>	<b>200+</b>	<b>100+</b>

### TRADE VISITOR STATISTICS

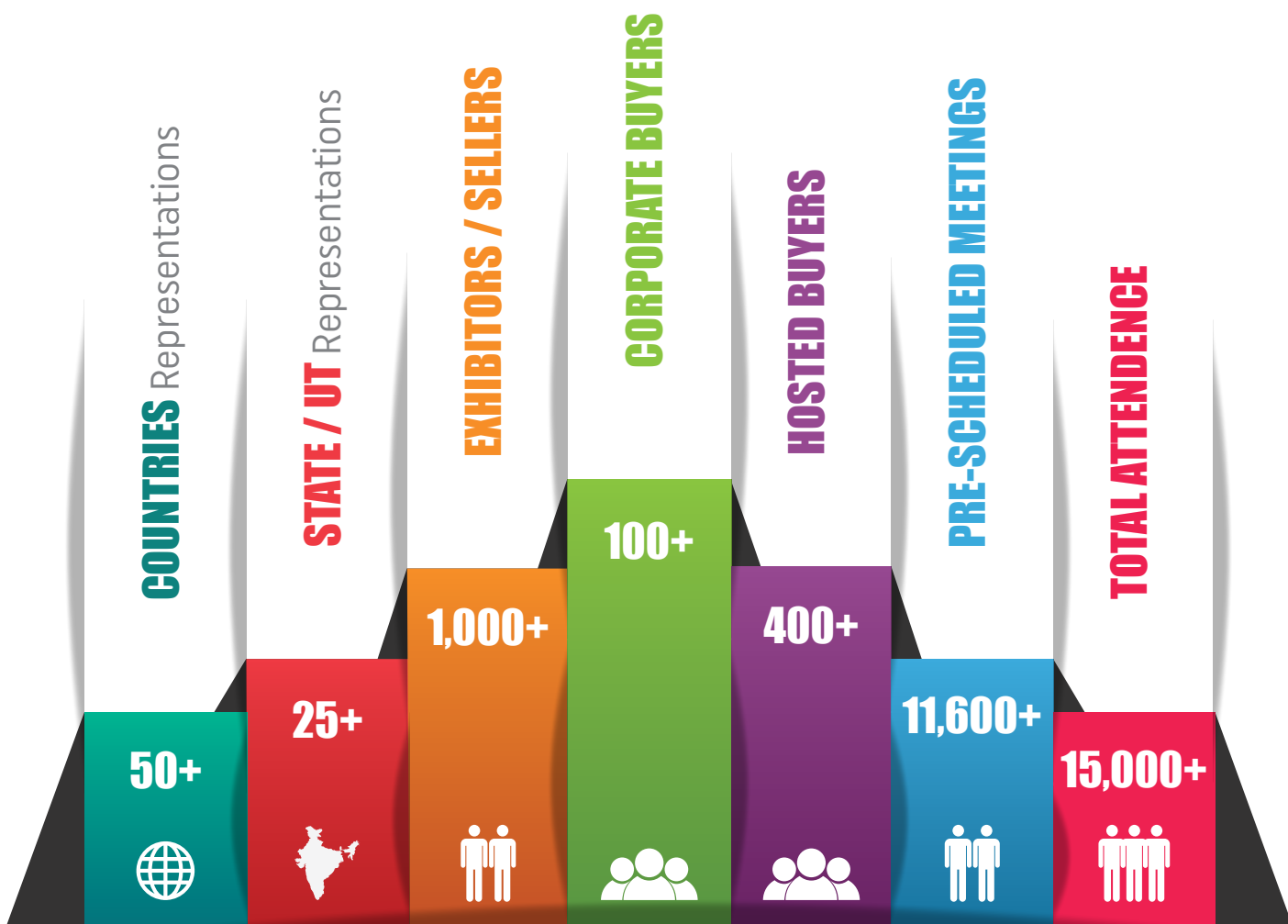
Total **Attendance** **15,000+**







# KEY STATISTICS





# PHOTO GALLERY







*We are very happy to be a part of OTM 2018 as it is the biggest travel trade show of Asia Pacific. OTM 2018 gave us a right platform to showcase our tourism products to the right set of audience. The B2B meeting were very productive and we hope that we carry out business with the network we have built in OTM.*

**Nuray Topuz**

Cultural and Tourism Expert- City Planner  
Ministry of Culture and Tourism, Republic of Turkey



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**Soraya Homchuen**

Director, Tourism Authority of Thailand, Mumbai



*This was our first time at OTM and in these days, we have seen lots of potential buyers here at OTM 2018. A lot of people came to our stall to enquire about Palestine which gave us the confidence to come to OTM with a bigger pavilion next year. I think in terms of organising OTM is definitely one of the biggest travel trade show and very professional.*

**Majed Ishaq**

Marketing Department-Ministry of Tourism & Antiquities  
State of Palestine



*OTM 2018 was one of the best travel trade shows we have ever been to. There are a lot of takeaways from this year's OTM. We also got a chance to meet the Indian Tourism Minister KJ Alphons who visited our booth. We had excellent B2B meetings and networked with lots of industry stakeholders in OTM 2018. We are very optimistic to turn our leads into business.*

**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. We had a good B2B meeting with buyers who had both decision making as well as great purchasing power. Kenya will continue to be at OTM and other shows organised by Fairfest Media. The organising was world class, we kept on receiving support from the organisers all the time.*

**Betty Ichan**

Regional Marketing Manager, Kenya Tourism Board







*OTM 2018 was one of the largest travel trade show and an excellent platform for networking with various stakeholders of the industry. In order to pool in the quality Indian travel agents and tour operator, we chose OTM and it indeed fulfil our requirement. We have seen the vibrant booths of other destinations as well which helped us in knowing and sharing the strategies used by these players.*

**Md. Ziaul Haque Howlader**

Manager (PR & SP), Bangladesh Parjatan Corporation



*We debuted the 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. Thank you to the organising team for a great event and we are definitely looking forward to the next edition of OTM.*

**Michael Michailidis**

Head of Market Research Department  
Greek National Tourism Organisation



*Our experience at OTM this year was fantastic. We always believe that OTM is our partner. We started our year by participating in OTM and hope that we have a great business ahead. OTM was a great opportunity as it helped us in knowing the Indian travellers' trends and what are their expectations from an outbound destination. We want to congratulate the organisers on such a successful show.*

**Ismail A Hamid Amer**

Egyptian Tourism Counselor in Mumbai  
Regional Director for Far East and Pacific Countries



*For Cyprus Tourism, it was the third time at OTM this year and local suppliers from the destination also participated at this edition. At OTM 2018 we also announced incentives for attracting film tourism from India. OTM has served as the apt platform to lure the Indian film producers. I wish organisers keep up the good work.*

**Demetrios A Theophylactou**

High Commissioner, Cyprus High Commission



*At OTM 2018, Rwanda as a destination successfully marketed its travel products to the highly qualified buyers. The destination representatives were also able to engage in conversation with a large number of travel operators and agents from across India. In these three days, we have seen good number of people come to our stall and enquire about travelling to Rwanda. OTM has indeed helped us built a great network and our participation will surely boost travel to Rwanda from India.*

**Ernest Rwamucyo**

High Commissioner of Rwanda to India







*We were delighted to be a part of OTM 2018. The Maldives tourism board along with our 15 partners have attended OTM to promote the destination. The buyers too here at OTM were very good and we have established a good network with them as well. We would like to thank the organising team for an excellent platform to connect the gaps.*

**Fathimath Afra**  
Deputy Chief Marketing Officer  
Maldives Marketing & PR Corporation



*OTM 2018 was very busy for us. We had 10 local partners from Korea who participated with us and they received enquiries from the buyers on all the three days of OTM. At this year's OTM we have met new as well as potential buyers who showed great interest in our destination. We really appreciate the hard work of the organisers in pulling off such a fantastic show.*

**Sandeep Datta**  
Marketing Manager, Korea Tourism Organization



*OTM is a very effective platform and has undoubtedly helped us understand the travel needs of the Indian market as well as the requirements of the travel trade. OTM also helps us as a destination to publicise our products to varied stakeholders of the tourism industry in India.*

**Tian Xin, Director**  
China National Tourist Office, New Delhi



*Being at OTM 2018 was a great experience. The quality of buyers was outstanding and they showed keen interest in visiting Bhutan. OTM is always a great platform for all the destinations to showcase their travel products and deals with the diverse travel operators and other stakeholders of the tourism industry in India.*

**Rinzin Jamtsho**  
Chief Tourism Officer  
Infrastructure & Product Development, Tourism Council of Bhutan



*This was our third time at OTM and OTM 2018 was really class apart. It was great year as we keep on getting enquires from the buyers and people were really enthusiastic to know more about Croatia and Zagreb. I think that our participation at OTM 2018 will help people know more about the destination.*

**Danijel Petrovic**  
Expert Assistant-Promotion Department  
Zagreb Tourist Board







*This was our debut at OTM Mumbai. We introduced some new destinations and the response we received has been very encouraging. The buzz about OTM is really strong as it was evident from the presence of a number of countries. We're happy to be associated and are surely looking forward to future participation.*

**Sheikh Mohammed**  
Manager, ACF Tourism



*OTM is one of the important events for us because of the unmatched quality of B2B meetings taking place here. OTM 2018 was one the best shows conducted so far. I congratulate the organising team on such a grand show and we will be looking forward in attending other events organised by Fairfest Media.*

**Nabin Pokharel**  
Officiating Director-Tourism Marketing & Promotion  
Nepal Tourism Board



*Our experience at OTM 2018 was phenomenal. The buyer's mix was excellent and they were really interested in our destination. OTM 2018 was very well organised all thanks to organising the team for such a fantastic effort. We hope that our participation at OTM 2018 will help in boosting the tourism in Russia. I visited OTM last year and I can see a sea of change this year. Keep it up!*

**Katerina Belyakova**  
Partner, Russ Information Centre LLP



*This year as well the buyers were very qualitative and came down from deep-pocketed high potential cities in India. OTM has been very result-oriented for us and we are seeing high return on investment from the show which is the most important takeaway. The event has helped us in showcasing the diverse tourism products Fiji has to offer and also assisted us in reaching out to the potential buyers. The suppliers from Fiji too, appreciated OTM.*

**Vaijyanthi Kari**  
India Representative, Tourism Fiji



*OTM 2018 was full of opportunities, we got new contacts and leads and I am sure that we will bank upon them in the coming future. OTM 2018 helped us in meeting our marketing requirements and reach out to a number of people under the same roof. OTM 2018 was professionally organised event and is surely world class. I congratulate the organisers on such a grand event.*

**Anand G. Bhatt**  
Director, The Enjoy City



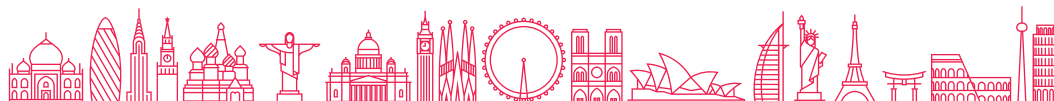


# PHOTO GALLERY





# PHOTO GALLERY





## CORPORATE BUYER ORGANISATIONS

7Vachan  
Abans Group  
Acclaim Systems (India) Pvt Ltd  
Aegon Life Insurance  
Aircel Limited  
Alembic Pharmaceuticals  
Allcargo Logistics  
ANR Weddings And Events  
BDR Pharmaceuticals  
Celebrations  
Cim Global India Pvt Ltd  
Corporateflyers Pvt Ltd  
Cox & Kings India Ltd  
Crowley Accord Marine Management Pvt Ltd  
DCB Bank  
DDB Mudra Pvt Ltd  
Deloitte India  
Dreamz Events N Ideas  
EBEX- Essel Group  
Ericsson India Private Limited  
Essel Finance  
Eurokids International Private Limited  
Eventzinspired  
Exotic Wedding Planner  
Gammon Infrastructure Projects Ltd  
Gangwal Chemicals Pvt Ltd  
Gionee  
Global Cynergies LLC

HDFC Standard Life Insurance Company  
Imperial Tours  
Intellect Life Sciences  
JTB India Pvt Ltd  
Magma Fincorp Limited  
Marigold Events And Conferences Pvt Ltd  
QAI Global  
Rainbow 9 Events  
Rajkumar Hirani Films  
Reliance Communications Ltd  
Reliance Industries  
Samsara Capital  
Scotch & Water Innovations Pvt. Ltd.  
Seven Vows - A Planned Chaos  
Sterling Hospitals  
Suzlon Energy Ltd  
Tata Communications Ltd  
Tata Technologies Ltd  
Tech Mahindra  
Tenova India Pvt Ltd  
TERI  
The Wedding Soul  
Ultratech Cement Ltd  
Vilona Entertainment Pvt Ltd  
Wedwise  
Welspun Group  
Wockhardt Ltd  
Youdian Business Solutions Pvt Ltd  
Zycus Infotech Pvt Ltd



# Travel Blogger Speed-Networking Session



In today's time, blogs are among those mediums which are referred to the most by travellers who want to explore new destinations. Seeing the wide reach of blogs and last year's success of blogger speed networking session, OTM this time too organised a session

for exhibitors and travel bloggers who can meet and plan to work with each other in the future for the betterment of both parties. Bloggers networking session this year was much more successful than last year as 52 bloggers participated at OTM compared

to 45 in 2017. This shows the growing significance and influence of blogs in the travel sector today. Like last year, this time too this session was conducted by Rishabh & Nirali Shah of Gypscouple, one of India's leading travel bloggers.



**“** This was my first time at OTM and I think it was a great show that organisers have put in together. There were many exciting sessions that took place here at OTM like the 'Travel Technology Track', it showed that even travel is opening up to use technology in a big way. OTM 2018 had valuable participants and I got to meet travel industry giants under one roof.

**Sukhmani Singh**  
Co-Founder, Tripshelf



**“** This was my first time at OTM and I found all the B2B meeting very productive and networked with the players of the trade. The pool of participants at OTM was excellent. Here were NTOs from far off countries like Croatia to our next door neighbours Nepal. OTM is a perfect platform to build contacts as it features majorly all the tourism boards.

**Shweta Singhal**  
Travel Blogger  
Zest In A Tote



**“** The experience is always good at the OTM because it has humongous mix of participants from around the globe. It was great to meet the people from the travel trade and network with them. Organising team has been very supportive to us and helped us in organising the session. Being the only networking sessions for the travel bloggers and influencers in the country, we feel OTM is unparalleled in its reach.

**Rishabh Shah**  
Founder, Gypscouple



**“** This was my first time at OTM and I was excited to attend the show. I was honoured to be the part of the bloggers session and OTM gave me a great opportunity to explore and network with top giants of travel trade industry. I want to congratulate the organisers, Fairfest Media, on such a great execution.

**Sayanti Banerjee**  
Blogger, TheWOWDetector



**“** Attending OTM has been a good way to start 2018. I met a lot of representatives from different destinations around the globe. The pool of participant was very diverse as there were NTOs, STBs, Hoteliers, DMCs and top players under the same roof. I had a great time at OTM.

**Shenaz Treasurywala**  
Actor & Travel Blogger





# Buyer-Seller Speed Networking reaps success at OTM

The Buyer-Seller Speed Networking session, designed to facilitate onsite meeting appointments among the buyers and sellers, was a huge hit.

More than 800 qualified buyers from all over India were handpicked for special hosting privileges. In addition to buyers from across India, international buyers from countries like Qatar, Singapore, and Malaysia were also flown in.

OTM is the only travel show in the country to have the participation from corporate buyers on such a grand scale.

Keeping in mind the business prospects, an easy-to-use online meeting diary to fix appointment between buyers and sellers was scheduled this year as well. More than 11,000+ meetings were scheduled through the online meeting diary.

The participants made full use of the networking opportunities prior to and during the travel show. Not only did it save the time of the participants but also assisted them in reaching out to the right travel brands.





*“ This is my first time at OTM and by far it is truly the largest travel show I've attended. The entire show was very well organised with respect to the exhibitor mix, onsite buyer-seller meeting sessions and the different presentations which gave insights about the global travel market. It was good to see so many countries showcasing their unique travel products. Overall, it has been very productive at OTM 2018. We look forward to the next edition for sure. ”*

**Manya Adlakha**  
Owner & Founder, Seven Vows



*“ This was my first time at OTM and I must say it was at par with other international travel trade shows. It was a great place to meet all suppliers under one roof which is what makes OTM unique. I liked the exhibitor mix the most and I'm eager to come back next year as well. ”*

**Dhruv Saxena**  
Assistant Manager Travel, Gionee



*“ I have been participating in OTM for the last two years and my experience has been wonderful. The benefit of pre-scheduling the meetings has enabled us to save time and meet all the prospective sellers good for networking. The concept of OTM where buyer-seller is talking business one on one as well as having a wide range of exhibitor mix makes OTM unique. ”*

**Smeet Akruvalla**  
Owner, Curated Travels by Smeet



*“ OTM gives us a great platform to meet all tourism boards globally. Since we are into the representation business of travel and tourism, OTM 2018 proved to be very beneficial for us. From day one, the entire event was power-packed with informative business sessions and workshops which helped us to understand the prevailing market scenarios better. The entire event pulled off OTM very brilliantly! ”*

**Nishant Gulliya**  
Founder & Director, QriusConnect



*“ OTM 2018 was very well organised and had quality presence of exhibitors. The online meeting diary and sessions presented by corporates were well-executed and served as an ideal platform for business networking. I have attended events organised by Fairfest Media and they are the best in what they do. ”*

**Datta Sukre**  
Associate, Tata Technologies Ltd.



*“ Since the last three years I have been associated with OTM. I have attended other shows organised by Fairfest Media and OTM stands true to what is preached- largest travel show in the Asia Pacific! The buyer-seller session was smartly executed which helped me network with major tour operators. The presence of new countries benefited in exploring new destinations. I look forward to participate in the upcoming editions as well. ”*

**Kaushik Sinha**  
Vice President & Admin, Magma Fincorp



*“ I'm really happy to attend OTM 2018 as I could connect with some great travel brands and tour operators. It's been an enriching platform for B2B players where one can meet the best in the market. Thanks to the team of Fairfest Media for handling the entire show so effortlessly. I hope to continue my association with this event in the future as well. ”*

**Ankit Vashist**  
Managing Director, 100Percent Travels



*“ My experience at OTM 2018 has been power-packed! Day one was very hectic yet eventful. With the feature of onsite buyer-seller networking, I could conclude at least 20 meetings that too on time. Fairfest Media did a great job in organising such an event where one could meet variety of sellers - national as well as international all under one roof. All the best to them for future events! ”*

**Amit Singla**  
CEO, Scotch & Water Innovations







*“OTM 2018 has been a wonderful experience! The coverage is so wide, the footfall is so high, and the enthusiasm is so enticing. The sellers were very knowledgeable and their products are at par with the travel demands of customers. I was delighted having met the countries I wanted to network with. The online buyer-seller meeting was a good add-on to the entire event. Great effort by the organising team. Good luck!”*

**Prairna Khuller**  
Director, Eventzinspired



*“It has been a great experience to be a part of this year's OTM. The quality of sellers this time has been really good and so have been the display of all the country pavilions. The business sessions organised by Fairfest Media were very productive and so were the panel discussions. Overall, we fully made the most of our time at the exhibition. I wish goodluck for future events!”*

**Aji Kuriakose**  
General Manager, Magic Tours



*“India has witnessed tremendous growth in the travel sector and is going to boom further in the coming years. OTM 2018 was very innovatively executed. The buyer-seller meeting was commendable. OTM fulfilled my very basic purpose of coming- I networked with the best in the market. It was great to meet the experts from the travel industry directly which establishes a better connection. I wish success to the entire team of Fairfest Media.”*

**Rahul Panch**  
CEO, Fun Expedia



*“It has been an amazing experience at OTM 2018. The onsite buyer-seller meeting helped me to connect with the best lot of sellers in the market. It was very hassle-free and I could utilise the timespan efficiently. The event was very meticulously planned as every session was exactly on time. I would definitely love to visit again next year! Great job done by Fairfest Media for running the entire event so well!”*

**Priti Shah**  
CEO, Travelicious



*“Our experience at OTM this year has been remarkable and we did lots of meetings with new suppliers. This time we focused on North-East India and many other international markets as well. The buyer-seller session was very fruitful. We also learned a lot through different business session that were organised. Overall, Fairfest Media delivered a power-packed show. Congratulations!”*

**Sujith Soman**  
Executive Director, COMINDIA



*“This was my fourth visit to OTM and we made the most of it thoroughly. We are always looking for better opportunities in the travel domain, especially MICE which makes OTM the best platform for us. The buyer-seller networking was much better than my expectations. I think the online meeting diary feature was well executed. Congratulations for organising OTM so well!”*

**Sunil Agarwal**  
Consultant, Yashoda Tours & Travels



*“OTM 2018 has been amazing as I got to connect with new suppliers. The participation of so many countries across the globe indeed helped us network as per our expectations. The organising team has done a fantastic job of bringing the entire tourism sector under one roof. I wish them good luck and looking forward to OTM 2019!”*

**Hemand Pachpute**  
Director, Leisure & Travel



*“I've been participating since last four years and OTM has evolved considerably. OTM has been a really great event since we got to meet sellers from 50+ different countries from around the world, making this an enriching and informative event. The stalls were very appealing and we conducted really good business. I look forward to be there at the next edition of OTM too.”*

**Saurabh Kumar**  
Managing Director, S G Holiday





“OTM 2018 has been very large-scale event with more than 1000+ sellers from across the globe! It was good to see new DMCs participating which enabled us to conduct good business with destinations we are likely to be associated with. Fairfest Media did a great job in organising such a massive event so remarkably. Best of luck for future events.”

**Anshika Chhabra**

Broadcast and Social Media Manager  
Expedition to India



“It's been a great response to have participated at OTM for the first time. The energy has been enthralling. The entire show has been organised at par with international standards. I interacted with an array of suppliers. The add-ons of presentations and panel discussions really added glory to the show. I had also utilised the online meeting diary feature thoroughly. Congratulations for executing the event so well!”

**Kaushal Gandhi**

Partnership & Contracting Manager, FABgetaways



“As a buyer, OTM 2018 rightfully served my purpose of business and networking. I was able to interact with sellers from domestic and international segments which has been very productive. Fairfest Media did a great job in presenting us with this platform to explore new verticals within tourism.”

The onsite buyer-seller session benefited us a lot. We would love to associate in the future as well.

**Jitendra Sharma**

Director, All Rights Holidays



“I am glad that I attended OTM. It is a very famous and well-marketed event which serves the purpose of entire travel sector. It is well-segmented and has something for everyone! The knowledge sessions were really very impactful. The buyer-seller meet proved to be very effective for business. It's been more than a decade that I've been associated with Fairfest Media and it's remarkable to witness its massive evolution throughout the years.”

**Jugal Ray**

Founder Director, JassNow Hospitality Services



“It's been an amazing experience at OTM 2018. The organising team of Fairfest Media was very cordial and took care of all our requirements. OTM was managed very gracefully. The business sessions and presentations by different tourism boards were very insightful. The inauguration speech by the Tourism Minister was also very encouraging. Hence we are now optimistic about the booming prospects in the tourism industry. Keep up with the good work Fairfest Media!”

**Ghanshyam Karnani**

Proprietor, Darsh Holidays



“This is my fifth visit to OTM and must say the entire event was very efficiently organised. The business sessions enabled us to make good contacts and we are very happy to have met so many sellers from different countries under one roof. This time, through debates and presentations, North East India was given more emphasis. It created a lot of awareness and we would like to explore the destination even more now. All the best to Fairfest Media for future events. We would definitely attend next year!”

**Prashant Patel**

CEO & Founder, Ultimate Travel



“Starting the year by attending OTM 2018 has been overwhelming. It was my first time at OTM and I'm amazed by the quality of exhibitors and the stalls showcased. The seminars which were organised were very interactive and we gained valuable insights. Overall, Fairfest Media did a great job from planning, executing and rightfully concluding on a successful note. I wish good luck to them for future events!”

**Amit Kadam**

Sales Manager, Shree Aaradhya Group



“It's been an amazing experience to have attended OTM this year. This is my third visit and I would like to compliment the quality of Indian sellers which was at par with the international sellers. Through this platform I interacted with various potential new suppliers. The overall response at OTM has been tremendous and is growing by leaps and bounds year on year.”

**Rohit Jagani**

Proprietor, Sonu Holidays





# Cine Tourism - Film Tourism Consortium



Jointly facilitated by OTM and Film Tourism Consortium and supported by Producers Guild of India, MPA (India), Yashraj Films, Dharma Productions, and South Film Federation/Marathi Film Federation, the Cine Tourism session was an interactive session where film

producers came together to discuss about destinations they were looking at for their upcoming movies. Dignitaries at this panel discussion brought to notice about the rules and laws of the country and the reasons why film producers find it easier to shoot a film

abroad than in India.

Jaykumar Rawal, Minister of Tourism, Government of Maharashtra thanked the panelists for bringing up the concerns at OTM 2018 and assured the producers that by OTM 2019, the said issues will get resolved.

## PANELLISTS

### K J ALPHONS

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

### JAYKUMAR RAWAL

Tourism Minister, Government of Maharashtra

### KULMEET MAKKAR

CEO, Producers Guild of India

### UDAY SINGH

MD, MPA (India)

### AASHISH SINGH

VP, Yashraj Films

### MARIJKE DESOUZA

Executive Producer, Dharma Productions

### SANJIV AGARWAL

Editor & Publisher, Travel News Digest

### KANCHAN ADHIKARI

Producer & Director, Marathi Films

### Moderator

### ABHIJEET PATIL

Chairman, Globe Hoppers



*"I have seen OTM growing over the years and this year it was the largest and grandest edition. OTM 2018 was one of the most professional shows I have ever been to. Right from the sellers to the buyers, OTM meant business. I congratulate the organisers on such a grand event."*

**Abhijeet Patil**

Chairman, Globe Hoppers



*"My compliments to the organisers of OTM. It was a great initiative as they have got the film fraternity and tourism industry service providers all under the same roof. I have been associated with OTM for a couple of years and would love to attend the upcoming shows as well."*

**Kulmeet Makkar**

CEO

The Film and Television Producer Guild of India



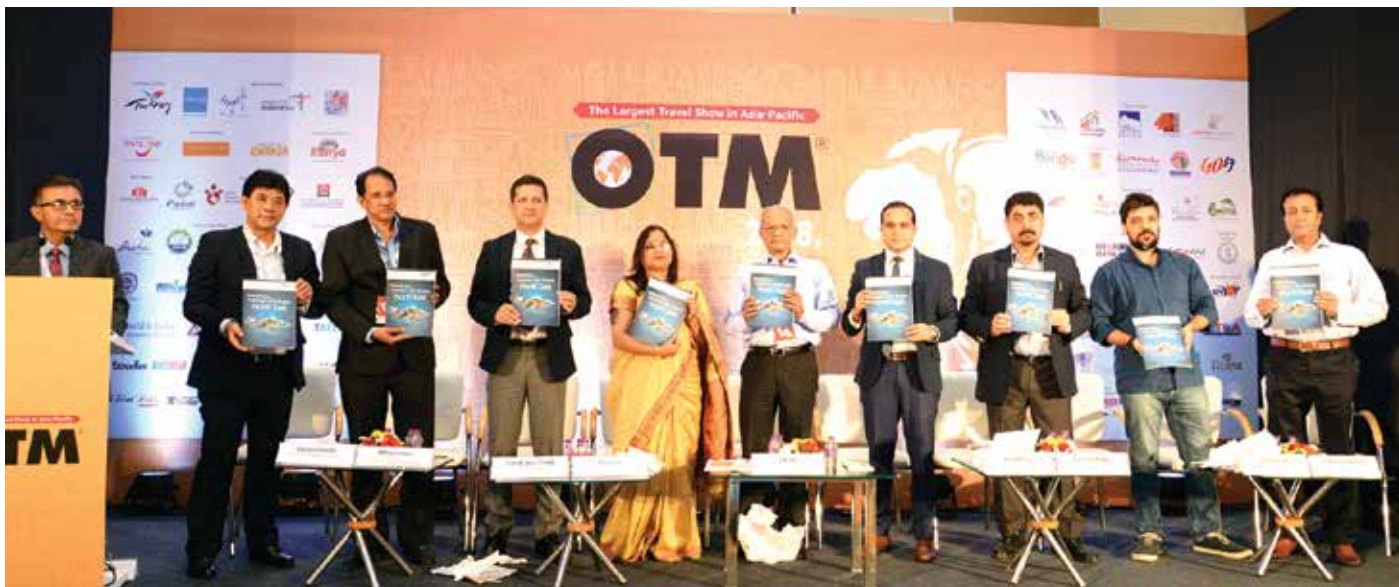
*"I have attended the previous OTMs and I think OTM is an excellent platform to meet all the NTOs and STBs under the same roof. This year I have been able to network with new people and I am really glad to see that it is growing year on year. The participants here were an excellent mix of both national as well as international sellers giving the buyers a better pool to choose from."*

**Aashish Singh**

Vice President- Production, Yash Raj Films



# Promoting Tourism to North East by DoNER



Jointly organised by North Eastern Council, Ministry of DoNER and North East Tourism Development Council (NETDC), Yes Bank was the Knowledge Partner at this session. It saw a presentation on the eight breathtakingly beautiful, scenic, landscapes of the North East - Arunachal

Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, followed by an official release of the Report on Film Tourism in the North East.

The panel discussion was graced by government officials of DoNER and members of the

film fraternity. After viewing the presentation, film fraternity members expressed their desire to come and shoot in North East. They also brought up various issues and obstacles regarding permissions and infrastructure that restrain them from shooting in the North East regions.

## PANELLISTS

### GAUTAM CHITNEY

North East Tourism Development Council (NETDC)

### NEELA LAD

Regional Director (West), India Tourism Mumbai Office

### CK DAS, IAS (Retd)

Member, North East Council

### SUBHRO CHAUDHARY

Film/ TV Producer

### PARTH DHOLAKIA

Executive Producer, Dharma Productions

### KULMEET MAKKAR

CEO, Producers Guild of India

### ABHIJEET PATIL

Chairman, Globe Hoppers

### KAUSAR JAMIL HILALY

AGS, Assam Tourism Development Corporation

### Moderator

### NITIN MENON

Yes Bank Ltd



“OTM 2018 had a balanced mix of participants from outbound and inbound. Driving an enhanced response from the travel show, OTM has assisted us in creating awareness on destinations in the North East. Through OTM, the North Eastern travel destinations in India initiated a dialogue with the Indian film producers.”

### Neela Lad

Regional Director (West), India Tourism Mumbai Office



“OTM 2018 was a fantastic platform for all the exhibitors as well as the buyers to meet and network under the same roof. There are lots of insights I have gained from OTM and definitely, it will help me in the long run. It was for the first time that film and state representatives came together to discuss the future of film tourism in India and how to turn it into a reality. All this could only happen because of OTM.”

### CK Das, IAS (Retd)

Member, North East Council





# Travel Technology Track



## PANELLISTS

### ANKUSH NIJHAWAN

MD – Travel Boutique Online

### SESH SESHADRI

General Manager, Lonely Planet India

### SANJIV AGARWAL

Editor & Publisher, Travel News Digest

### Moderator

### DAKSH SHARMA

Co-founder, TravHQ/Iffort

An initiative by TravHQ and OTM, Travel Technology Track was a knowledge sharing platform to showcase innovative technologies in the travel segment. A panel discussion on decoding Indian traveller was the first session under Travel Technology Track where customer experience was one aspect which was observed as being missing today. The outlook for 2018 was mentioned as to focus majorly on customer experience and this is the segment where technology has a great role to play.

The session also brought to notice that we still have a long way to go as far as technology is concerned. The panellists urged to take the technology path which is going

to be the way forward.

This panel discussion was followed by presentations from EASA, Tripshelf, Troliday, Toureeze and Tralgy. The founders of these companies showcased their USPs and how their inventions have helped travellers and travel agents so far. These companies were also looking to partner with people in the trade and thus got an opportunity at OTM for the same.

It was attended by the who's who of the travel industry including travel bloggers. There were workshops conducted wherein it was shown how one can start a travel website or a travel blog of their own – the design aspect of it with the help of technology.



## BLOGGERS

### ROXANNE BAMBOAT

### KAUSHAL KARKHANIS

### DIVYAKSHI GUPTA

### AJAY AWATANEY

### Moderator

### DAKSH SHARMA

Co-founder, TravHQ/Iffort



# Millennials are the next frontier by Phocuswright



This panel discussion – Millennials are the next frontier by Phocuswright observed that one cannot understand a millennial (travellers below 35 years) completely as their wants and desires keep changing time and again. Hence it is difficult to be 100% ready for a millennial traveller.

During the session what came to notice was that millennials value experience more than

the price. Millennials are the driving aspect of experiencing a destination. The industry needs to personalise as per their desires to win over a millennial traveller. 20% growth in tourism is seen if the personalisation works.

Due to the trend of millennials travelling frequently, there is a shift from banner advertisements to digital, content-led advertisements. Panelists agreed that a video or a visual

mode of advertising works best in their favour when it comes to millennial travellers.

The panel also addressed few challenges when it comes to millennials like instant or last-minute booking. Today, hotels are designed keeping in mind the requirements of the millennials as they value experience over anything else.

## PANELLISTS

**ANKIT TANDON**  
COO, OYO Townhouse

**NIKHIL GANJU**  
Country Manager - India,  
TripAdvisor

**ALPA JANI**  
Acting Hub-Head, MEISEA,  
South Africa Tourism

**ANAND KANDADAI**  
Executive Vice President &  
Head - Clearip Local

**Moderator**  
**CHETAN KAPOOR**  
Research Analyst, Asia Pacific,  
Phocuswright Inc.



*“ I had an excellent time at the session. Though I didn't have any booth this time, I spoke to the representatives of a lot of tourism boards here and all of them had a positive feedback for the show. I would like to congratulate Fairfest Media on such an excellent show.*

**Alpa Jani**  
Acting Hub-Head  
MEISEA, South Africa Tourism



*“ OTM 2018 had quite an energetic crowd with lots of new destinations to interact and build a network with. The panel discussion was very insightful and I have learnt a lot of things about the millennial travellers and I am happy to share my insights with other people around. OTM 2018 was a good job done. Good luck to Fairfest Media with upcoming ventures.*

**Ankit Tandon**  
COO  
OYO Townhouse



*“ OTM 2018 was a great trade show, it's inspiring to see some emerging destinations trying to make a mark in the Indian market. I equally think it is important to have educational sessions and OTM did a great job in organising such sessions.*

**Chetan Kapoor**  
Research Analyst  
Asia Pacific, Phocuswright Inc.





# WeddingSutra Engage



Destination weddings are currently in trend and so looking at this huge market and big opportunity, a session on destination weddings was a part of OTM 2018, conducted by WeddingSutra. The major topic at this session was emerging destinations for weddings.

At the discussion, panelists brought to notice that unlike earlier, today people are

ready to change an auspicious date for a wedding and choose to stick to their favourite destination.

Another change that has taken over weddings, especially in India is that, wedding ceremonies are usually a close-knit affair with only the presence of near and dear ones at a destination of their choice. And back home a big fat reception is organised.

As far as the upcoming wedding destinations are concerned, panelists were of the view that Middle East will be the most preferred destination in the coming years. In the Middle East it would be mainly Bahrain and Doha. As South East Asia has been very common for destination weddings, Middle East would be a fresh, new place. With Qatar offering visa on arrivals, Doha is likely to see more number of weddings.

## PANELLISTS

### AARTI MANOCHA

Milestones to Memories

### NEMISH SANGHVI

WE Hospitality

### SHANKAR GANESH

Nyka Events

### BIRJU GARIBA

Platinum World Group

### EKTA SAIGAL LULLA

ESL Events

### SUKU VERGHESE

Associate Vice President - Sales, MICE India, Taj Hotels Palaces Resorts Safaris

### Moderator

### PARTHIP THYAGARAJAN

CEO, WeddingSutra.com



*“ We had a very interesting panel discussion on weddings and I thank OTM for organising this discussion because it is very important for all the NTOs and other stakeholders of the tourism industry to get an insight on the Indian wedding market. The organisers, Fairfest Media, has done an excellent job and I wish them all the best for upcoming events.*

**Birju Gariba**  
Platinum World Group



*“ OTM is one of the key events on our calendar and we are really impressed by the humongous scale of the travel show and the buyers mix. We are happy to see OTM pioneering in tapping niche travel segments of wedding and film tourism.*

**Suku Verghese**  
Associate Vice President - Sales  
MICE India, Taj Hotels Palaces Resorts Safaris



# Destination Launches by Cox & Kings

The Knowledge Partner for OTM 2018, Cox & Kings recently celebrated the completion of 260 years of operations and launched Finland with the Baltic States and Indo China.

## Finland with Baltic States (Estonia, Lithuania, Latvia)

This session saw the Embassy of Lithuania give a brief statistics about the country followed by a presentation given by CNK Estonia CEO –Finland Tourism Board and Turkish Airlines. The highlights of the presentation was the various tourist attractions of these unexplored destinations along with a brief on the history, culture, food, festivals, population, seasons etc. of these countries. Turkish Airlines representative gave information on air connectivity to these places from Mumbai and Delhi and also briefed on the facilities provided by the airlines. Cox & Kings utilised, this platform – OTM to launch packages to these destinations for Indian travellers. The details of the packages were presented by Jatinder Paul Singh, COO – Sales & Distribution, Leisure Travel, Cox & Kings.

## Indo China

Indo China comprises Vietnam, Laos and Cambodia. The Embassy of Vietnam addressed the session and gave a brief on the statistics of Vietnam. A video too was presented on destination Vietnam. This session saw presentation by CNK Indo China about the Indo China destinations, its highlights and unique points. The entire presentation gave an overview of the major cities, population, famous tourist spots, hotels, food, culture, history, safety & security, flight options etc. Cox & Kings launched Indo China packages and the details of the packages were presented by Jatinder Paul Singh.





# PHOTO GALLERY



# OTM 2018 PARTICIPANT AWARDS

## ➤ **GROUP PARTICIPATION AWARD**

HIMACHAL PRADESH TOURISM  
JAMMU & KASHMIR TOURISM  
TOURISM CORPORATION OF GUJARAT  
TOURISM COUNCIL OF BHUTAN

## ➤ **BEST PRINT PROMOTIONAL MATERIAL AWARD**

AIR INDIA

## ➤ **MOST POPULAR FILMING DESTINATION AWARD**

MAHARASHTRA TOURISM DEVELOPMENT CORPORATION

## ➤ **MOST PROMISING NEW DESTINATION AWARD - INTERNATIONAL**

PALESTINE MINISTRY OF TOURISM & ANTIQUITIES  
RWANDA HIGH COMMISSION  
CROATIAN NATIONAL TOURIST BOARD  
TRAVEL DESIGNER & HORIZON MANOR (QATAR)  
ACF TOURISM (IRAN)

## ➤ **MOST PROMISING NEW DESTINATION AWARD - DOMESTIC**

ARUNACHAL PRADESH TOURISM  
THE ENJOY CITY

## ➤ **BEST INFORMATION DISSEMINATION & EDUCATION AWARD**

COX & KINGS LTD

## ➤ **BEST DECORATION AWARD – SMALL PAVILION - INTERNATIONAL**

KOREA TOURISM ORGANIZATION  
JAPAN NATIONAL TOURISM ORGANIZATION  
TANZANIA TOURIST BOARD

## ➤ **BEST DECORATION AWARD – MEDIUM PAVILION - DOMESTIC**

ANDHRA PRADESH TOURISM  
KARNATAKA TOURISM  
GOA TOURISM  
THE LEELA PALACES, HOTELS AND RESORTS  
THE INDIAN HOTELS COMPANY LIMITED (TAJ HOTELS)

## ➤ **BEST DECORATION AWARD – MEDIUM PAVILION - INTERNATIONAL**

CHINA NATIONAL TOURIST OFFICE  
NEPAL TOURISM BOARD  
BANGLADESH TOURISM BOARD  
KENYA TOURIST BOARD  
MALDIVES MARKETING & PR CORPORATION  
MACAO GOVERNMENT TOURIST OFFICE

## ➤ **BEST DECORATION AWARD – BIG PAVILION - DOMESTIC**

UTTARAKHAND TOURISM DEVELOPMENT BOARD

## ➤ **BEST DECORATION AWARD – BIG PAVILION - INTERNATIONAL**

TURKISH CULTURE & TOURISM OFFICE  
MINISTRY OF TOURISM REPUBLIC OF INDONESIA  
EGYPTIAN CONSULATE'S TOURISM OFFICE  
TOURISM AUTHORITY OF THAILAND  
GREEK NATIONAL TOURISM ORGANISATION

## ➤ **MOST PROMISING DESTINATION AWARD**

NATIONAL TOURIST UNION, RUSSIA

## ➤ **MOST PROMISING FILM PROMOTION TOURISM AWARD**

CYPRUS TOURISM

## ➤ **CERTIFICATE OF APPRECIATION**

ALL KARGIL TRAVEL TRADE ASSOCIATION





# ALBUM OF OTM 2018 PARTICIPANT AWARDS



**Rwanda High Commission, Most Promising New Destination Award - International**



**Tourism Council of Bhutan, Group Participation Award**



**Palestine Ministry of Tourism & Antiquities, Most Promising New Destination Award - International**



**Croatian National Tourism Board, Most Promising New Destination Award - International**



**Travel Designer & Horizon Manor (Qatar), Most Promising New Destination Award - International**



**Himachal Pradesh Tourism, Group Participation Award**



**Jammu & Kashmir Tourism, Group Participation Award**



**Japan National Tourism Organization, Best Decoration Award - Small Pavilion - International**



**Tanzania Tourist Board, Best Decoration Award - Small Pavilion - International**



**Goa Tourism, Best Decoration Award - Medium Pavilion - Domestic**



**Bangladesh Tourism Board, Best Decoration Award - Medium Pavilion - International**



**The Indian Hotels Company Limited (Taj Hotels), Best Decoration Award - Medium Pavilion - Domestic**



**Cox & Kings Ltd, Best Information Dissemination & Education Award**



**China National Tourist Office, Best Decoration Award - Medium Pavilion - International**



**Greek National Tourism Organisation, Best Decoration Award - Big Pavilion - International**







**The Leela Palaces Hotels and Resorts,** Best Decoration Award - Medium Pavilion - Domestic



**Kenya Tourist Board,** Best Decoration Award - Medium Pavilion - International



**Maldives Marketing & PR Corporation,** Best Decoration Award - Medium Pavilion - International



**Turkish Culture & Tourism Office,** Best Decoration Award - Big Pavilion - International



**Ministry of Tourism Republic of Indonesia,** Best Decoration Award - Big Pavilion - International



**Egyptian Consulate's Tourism Office,** Best Decoration Award - Big Pavilion - International



**Tourism Authority of Thailand,** Best Decoration Award - Big Pavilion - International



**Nepal Tourism Board,** Best Decoration Award - Medium Pavilion - International



**ACF Tourism (Iran),** Most Promising New Destination Award - International



**Uttarakhand Tourism Development Board,** Best Decoration Award - Big Pavilion - Domestic



**All Kargil Travel Trade Association,** Certificate of Appreciation



**Arunachal Pradesh Tourism,** Most Promising New Destination Award - Domestic



**Karnataka Tourism,** Best Decoration Award - Medium Pavilion - Domestic







## Some of our Partners & Supporting Organisations at OTM 2018

### Premium Partner



### Partner Countries

### Hosted Buyer Partner



### Host State



### Partner States



### Partner States



### Feature Countries



### Feature Destination



### TV Partner



### Partner City Bangkok



### Knowledge Partner



### Hospitality Partners



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