

BLTM 2026:

INDIA'S MICE MARKET DOUBLES DOWN ON A \$103 BILLION FUTURE

• YASHOBHOOMI, NEW DELHI
SEPTEMBER 2026

Vol. 504

04. 09.2026



India's MICE sector is entering a new growth phase. At BLTM 2026, more than 500 exhibitors, 300+ hosted buyers and 12,000+ scheduled meetings highlighted a market expected to grow from **US\$49.4 billion** in 2024 to **US\$103.7 billion** by 2030.

KEY NUMBERS AT BLTM 2026



500+
EXHIBITORS



18
INDIAN STATES



5
COUNTRIES



300+
HOSTED BUYERS



12,000+
PRE-SCHEDULED
MEETINGS



US\$103.7 B
MARKET SIZE
BY 2030

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SMARTER
TOMORROW.





BEYOND THE EXPO FLOOR: A STRATEGIC VISION

BLTM 2026 is more than just a meeting place; it is a mirror reflecting India's economic ascent and its appetite for global leadership in business travel.

BLTM 2026 AT A GLANCE



500+
EXHIBITORS
from 18 Indian States
and 5 countries



300+
HOSTED BUYERS
global buyers and corporate
travel decision-makers



12,000+
PRE-SCHEDULED
BUSINESS MEETINGS
to drive quality connections



US\$103.7 BILLION
PROJECTED MICE MARKET
BY 2030
up from US\$49.4 billion in 2024,
at a CAGR of 13%



**STRONG INTERNATIONAL
PARTICIPATION**
Sri Lanka (Partner Country),
Israel (Feature Country) and
Saint Petersburg (Focus Destination)



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SAINT PETERSBURG



BEYOND THE EXPO FLOOR: A STRATEGIC VISION

While the deals and networking dominate the agenda, a more profound conversation is taking place in the sessions. The focus is shifting from simply "hosting events" to "winning them." Delhi Tourism, acting as the Host State, is leveraging the platform to pitch the capital not as a transit city, but as an integrated global hub for the "concert economy" and experiential tourism.



Sh. Suneel Anchipaka, IAS, " announced a strategic push toward establishing a **dedicated convention bureau.** This is a critical move. "

As expert commentary suggests, India's MICE strategy must move from "venue-centric promotion to destination-centric promotion," requiring professional bidding capabilities akin to successful models like Hyderabad.



A MARKET MOVING FROM VOLUME TO VALUE

Industry panels at BLTM 2026, from "Competing for the Indian MICE Market: What Makes a Destination Win?" to "Future Ready Business Events," highlight a desire to move beyond volume to value.



INNOVATION
Delivering unique experiences and immersive ideas.



TECHNOLOGY
Integrating smart solutions for seamless events.



HUMAN CONNECTION
Building authentic relationships that drive loyalty.



BUSINESS OUTCOMES
Driving measurable results and long-term partnerships.

Stakeholders are seeking tangible business outcomes, recognizing the modern Indian traveler's evolving expectations.



THE VERDICT

For international destinations like Sri Lanka, Israel, Nepal, Thailand and beyond, the message is clear:

" **The Indian buyer is here, they are serious, and they have the budget to back it up.** "

As India looks to double its MICE market by 2030, the partnerships forged this week in Dwarka will likely shape the narrative of business tourism for the next decade.



ITB INDIA 2026: MUMBAI SETS THE STAGE FOR A NEW ERA IN TRAVEL



The fourth edition of ITB India proved that the subcontinent is no longer just a promising market but a definitive force reshaping global travel dynamics.



3,000+
INDUSTRY
PROFESSIONALS



400+
HIGH-QUALITY
BUYERS



100+
EXHIBITING
BRANDS



ONE DEFINITIVE
PLATFORM FOR
GLOBAL TRAVEL
BUSINESS



THE "INDIA FIRST" MOMENTUM

Under the stewardship of Darren Seah, Executive Director of Messe Berlin Asia Pacific, ITB India 2026 honed its focus on what matters most: business outcomes. The event ran concurrently with MICE Show India and Travel Tech India, creating a comprehensive ecosystem that covered the Leisure, MICE, Corporate, and Technology sectors.

Saurabh Shukla, Head of Sales, ITB India, captured the sentiment perfectly: "By facilitating targeted connections between sellers and qualified buyers within a focused and highly efficient trade environment, we create the foundation for lasting partnerships".

This was evident on the show floor, where pre-scheduled B2B matching sessions dominated the agenda, moving from high-volume speed networking to deep-dive strategic meetings.



INAUGURAL LEADERSHIP ROUNDTABLE: THE C-SUITE VERDICT

One of the most significant additions this year was the inaugural ITB India Leadership Roundtable, held in partnership with global strategy consultancy **Simon-Kucher**.

This closed-door, invite-only session on Day 1 brought together c-suite executives to map out cross-border partnerships, focusing heavily on India's role as both a destination and an influential source market.



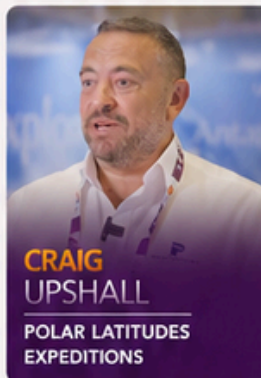
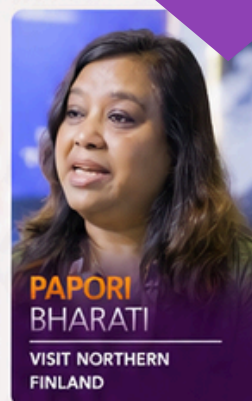
ITB INDIA 2026

CONFERENCE PROGRAMME: WHERE TECH MEETS TRADITION



The ITB India Conference 2026, spread across the **Knowledge & MICE Theatre** and the **Tech & Experience Theatre**, delivered over **1,400 minutes** of high-level educational content. The sessions were notable for their willingness to address the elephant in the room: disruption.

VOICES THAT INSPIRED



KEY TAKEAWAYS FROM THE TRACKS



TECH & EXPERIENCE THEATRE

Panels like "From Digital Adoption to Digital Advantage" explored how AI and specialized distribution software are transforming the local travel agency booking experience.

Technology was discussed not as a threat, but as a tool to achieve "Digital Advantage" in a competitive market.



KNOWLEDGE & MICE THEATRE

The MICE segment saw robust discussions on the "Business of MICE in India & South Asia." Leaders from Deloitte, Cipla, and FCM Travel India tackled the "Age of Disruption."

Leaders examined how economic pressures and employee expectations are reshaping corporate travel policies.



1,400+
MINUTES

of high-level
educational content



2
THEATRES

Knowledge & MICE
Tech & Experience



Expert-led
SESSIONS

addressing disruption,
innovation & growth



Actionable
INSIGHTS

for the future of travel
business





ITB INDIA 2026

THE VERDICT ON THE SHOW FLOOR

At ITB India 2026, the exhibition floor was where ideas turned into action and conversations turned into commitments. From faithful partnerships to new collaborations, business happened at every turn.



A GLOBAL MEET IN MUMBAI

Exhibitors spanned Southeast Asia, Europe and South America, bringing a wide spectrum of destinations and travel solutions to India.



WHO WAS ON THE FLOOR

Leading names including IHCL, MakeMyTrip, Visit Maldives Corporation and Philippine Airlines were among the many that engaged with buyers throughout the three days.



AGENTS SEEKING PARTNERS, NOT PRODUCTS

Many TAAI agents came with a clear mandate—to build relationships and source solutions,



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TRACKING



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WHERE ROYAL TRADITIONS
MEET EUROPEAN ELEGANCE

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assistance

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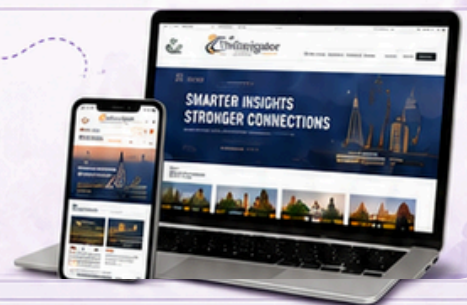
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UPCOMING EVENTS

September 2026 | Travel & Tourism Industry Calendar





GBTA
Global Business
Travel Association

**GBTA APAC
Business Travel Forum**

 **11 September 2026**
 **Pune, India**

-  Business Travel
-  Corporate Travel
-  Procurement
-  Bleisure • MICE





IATO
INDIAN ASSOCIATION
OF TOUR OPERATORS

**41st IATO
Annual Convention**

 **10–13 September 2026**
 **Visakhapatnam, India**

-  Travel Trade
-  Networking
-  Tourism
-  Andhra Pradesh





HAI
HOSPITALITY
ASSOCIATION OF INDIA

**7th HAI
Hoteliers' Conclave**

 **18 September 2026**
 **Taj Palace, New Delhi**

-  Re-engineering Hospitality
-  AI
-  Sustainability
-  F&B • Hotel Leadership





KIM
KERALA TRAVEL MART

**KTM 2026:
Kerala's B2B Bonanza**

 **24 – 27 September 2026**
 **Grand Hyatt Convention Centre
in Bolgatty, Kochi, Kerala**

40,000+ B2B Meetings

 13th Edition	 3000+ Buyers	 800+ Sellers	 25+ Countries
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As we transition from a media outlet to a dynamic industry community, we are inviting you to move from the audience to the panel. We want to feature **your perspective**, because the most valuable industry intelligence comes from professionals like you.

#feature your perspective

Here's how you can get involved:



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interview you for an upcoming feature.



Shape our coverage: Tell us the topics that keep you up at night. What are the operational challenges no one is talking about? Your questions will guide our future deep-dives.



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to propose a topic for an interview, request to be featured in our "Industry Pulse" section, or share your feedback on TheTravigator.com.

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upcoming issue

SPECIAL FOCUS CATEGORIES

1 WELLNESS RETREATS



Showcase wellness resorts promoting authentic Ayurveda, yoga, tropical nature, stress relief, personalised retreats, traditional therapies, and restorative luxury escapes.



2 INTERNATIONAL BRAND VS NATIONAL PLAYERS



Behind every hotel badge lies a strategy war. Which wins—international muscle or national smarts? Our deep dive reveals all.



3 THE DMC DIFFERENCE



Local DMCs know every backstreet secret—but can charm alone compete with global algorithms? Their scaling story is just beginning.



4 LOCAL HOTELS, GLOBAL AMBITION



For local hotels, scaling once meant selling out. Today, tech and storytelling are rewriting that rule—game very much on.



5 BLTM VS ITB INDIA: THE BIG SHOWDOWN



Two cities. Two shows. One billion-dollar question: is India's travel trade finally ready for global prime time? Our deep dive compares BLTM and ITB India.



6 MAN KI BAAT: OFF THE RECORD



Off the record, they'll tell you everything. On the record, we got even more. Man Ki Baat—where India's travel bosses drop their guard.

