

# India's Only Travel Mart focused on Overseas Travel

**OTM**<sup>®</sup>  
Outbound Travel Mart

**2010**

**Mumbai** : February 6, 7, 8  
Bandra-Kurla Complex

**New Delhi** : February 11, 12, 13  
Ashok Hotel



Concurrent with :

**TTF**<sup>™</sup>  
India's Biggest  
Travel & Tourism Fair

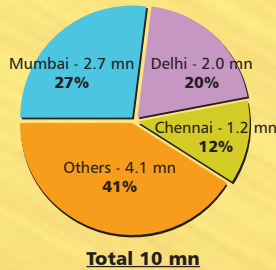
Endorsed by :

**PATA**<sup>®</sup>  
Pacific Asia Travel Association



**OTM is India's leading travel show with clear focus on outbound travel. It provides an annual opportunity for organisations from around the world to showcase their products to a large cross-section of travel trade and consumers, in all major outbound markets in India.**

## India Outbound Travel Market



**A market of over 10 million people travelling overseas and growing at 17% each year**

**Why the Indian Outbound Travel Market will continue to grow**

**Strong Economy :** India is the second fastest growing economy in the world, with a GDP growth rate of 9.4% for the fiscal year 2006-2007. There is an ever growing class of millionaires who can afford to travel abroad.

**No Advisories :** Unlike many countries, Indian Government does not issue travel advisories frequently.

**Increasing Flights :** Flights are increasing significantly between major cities of India and other countries, especially in the European, American, SE Asian & Middle East regions.

**Better Return on Investment :** The huge market size, untapped potential and relatively stable currencies of India ensure better returns on each marketing dollar spent in India.



### Countries Represented at OTM in the past

- Argentina
- Australia
- Austria
- Azerbaijan
- Bangladesh
- Bhutan
- Brazil
- British Virgin Islands
- Cambodia
- Canada
- Chile
- China
- Czech Republic
- Dominican Republic
- Dubai
- Ecuador
- Egypt
- Finland
- Greece
- Hong Kong
- Indonesia
- Italy
- Jamaica
- Japan
- Kazakhstan
- Kenya
- Korea
- Macau
- Malaysia
- Maldives
- Mauritius
- Mexico
- Nepal
- Netherlands
- New Zealand
- Norway
- Peru
- Philippines
- Poland
- Russia
- Singapore
- South Africa
- Spain
- Sri Lanka
- Switzerland
- Taiwan
- Tanzania
- Thailand
- Tunisia
- Turkey
- UK
- USA
- Uzbekistan
- Vietnam

**Now OTM gets even better and more focused.**

*In keeping with the needs of outbound and International participants, OTM will now be more focused on Trade Visitors.*



## Exhibitor Profile

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

## Visitor Profile

A well-balanced Visitorship of :  
Travel Trade Members • Corporate and Business Travel Decision Makers • Leisure and Holiday Travellers (FIT & Groups)



## Participation Package

**USD 395\* / sq m**

Add **10%** for **Corner**,  
**20%** for **Peninsula** and  
**30%** for **Island locations**.

Add **25%** surcharge for **extra upper floor area** if any.  
**Note :** Includes Shell space with Display Panels, Furniture, Electricals, Fascia and Carpet.

\* Service Tax & Educational Cess extra @ 10.30%\*\*  
\*\* Subject to change

## Book Now

To book your vantage space at **OTM** please fill up the enclosed Fast Action Order Form and mail to **Fairfest Media Ltd.**, 25 C/1 Belvedere Road, Alipur Calcutta 700 027 India, or fax to (91) (33) 2479 0019, or log on to [www.tftotm.com](http://www.tftotm.com) & click on 'Order Form' to submit your order.

## Travel & Tourism Fair (TTF)

**OTM** is organised concurrently with **TTF** - India's oldest largest and most reputed travel show. With more than **1500 Exhibitors** from **54 countries** and **36 Indian States**, and a combined visitorship of **186,000**, **TTF&OTM** is the largest network of Travel Shows in India.

## One is not enough

To cover a continent-size market like India, promotion in one location is just not enough. **OTM Mumbai + New Delhi** effectively covers two biggest outbound travel markets in India in one go. The **TTF** network at other locations provides access to other major tourist markets in India.

**TTF Hyderabad** : 3, 4, 5 July '09

**TTF Calcutta** : 11, 12, 13 July '09

**TTF Ahmedabad** : 31 July 1, 2 Aug '09

**TTF Surat** : 7, 8, 9 Aug '09

**TTF Chennai** : 8, 9, 10 Jan '10

**TTF Bangalore** : 15, 16, 17 Jan '10



**OTM** is brought to you by Fairfest Media Limited, one of the oldest and most reputed independent trade fair organisers in India. As a prospective participant in **OTM** you can be assured of the quality of service backed by our proven experience and performance. For more details on our other events please visit [www.fairfest.com](http://www.fairfest.com)



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