

TTF Hyderabad 2025 Wraps Up with Gratitude and Great Memories.

Telangana underscores its strategic commitment to becoming a premier tourism destination with the announcements. Announces the upcoming Bathukamma Festival celebrations.

Hyderabad 20th September -TTF Hyderabad 2025 successfully concluded after two dynamic and engaging days at the Hyderabad International Convention Centre (HICC), showcasing vibrant networking opportunities, facilitating significant business deals, and unveiling new growth prospects for the travel and tourism sector.



The event was officially inaugurated by **Shri Jupally Krishna Rao**, Hon'ble Minister of Prohibition & Excise, Tourism & Culture, and Archaeology, Government of Telangana, alongside **Smt Valluru Kranthi**, IAS, Director of Telangana Tourism and Managing Director of Telangana Tourism Development Corporation Limited, with the presence of prominent industry leaders and media representatives, setting a strong and promising tone for the event.

As the proud Host State, Telangana leveraged TTF Hyderabad as a pivotal platform for the special soft launch of the Bathukamma Festival. This launch heralded the commencement of the vibrant festivities scheduled across Telangana from September 21st to 30th, culminating in the official inauguration at the historic 1000 Pillars Temple in Warangal. This initiative underscored TTF Hyderabad's pivotal role in Southern India's travel trade ecosystem, further establishing the event as the premier platform for meaningful networking and successful business transactions.

The exhibition floor was abuzz with the participation of over 150 exhibitors, including tourism boards, hotels, destination management companies (DMCs), and private sector players representing more than **10 Indian States & UTs**, and participants from **5+ Countries**. The event attracted **4000+** travel trade professionals, serving as a collaborative hub for exclusive travel trade deals and innovative offerings tailored for the Indian market.



TTF Hyderabad brought together a diverse array of state tourism boards, including **Telangana (Host State), Goa, Karnataka, Jammu & Kashmir, Gujarat, Tamil Nadu, Chhattisgarh, Meghalaya**, and many others.

Key private exhibitors featured leading names such as **Mahindra Holidays and Resorts India Limited, Cruise Carrot, City One Tourism & Travel, Dynasty Holidays Pvt Ltd, Indian Railway Catering And Tourism Corporation Ltd (IRCTC), Destination India, Quality Inn Rama-Ayodhya, Hotel Arch Plaza, Serene Seas Goa, Estrela Do Mar Beach Resort, Marigold Regency Hotels Pvt Ltd, Purple Palms Resort and Spa Coorg, Wild Planet Resort, U2 Travels, Kyra Wellness, Virya Wildlife Tours, and Trip Forever Tourism**, among others.



An interactive panel discussion hosted by Skai International Hyderabad on “Redefining Sustainable, Smart, and Seamless Travel” added depth to the event’s knowledge-sharing sessions. Additionally, a destination presentation by the Jammu & Kashmir Tourism Board was a highlight, captivating the audience.



The final day culminated in the Valedictory & Awards Function, graced by Chief Guest **Shri Jayesh Ranjan**, IAS, Special Chief Secretary, Youth Advancement, Tourism & Culture (YATC), Government of Telangana. His presence lent prestige to the occasion, where outstanding contributions and excellence in tourism participation were recognised and celebrated. The ceremony celebrated the creativity, innovation, and impact demonstrated by exhibitors, tourism boards, and stakeholders, further affirming the growing momentum of the TTF series and its expanding influence on regional tourism development.

Shri Jayesh Ranjan outlined the Telangana Government’s continued commitment to advancing tourism in the state. He informed us that several initiatives of Telangana Tourism would be announced on World Tourism Day on 27th September. He provided a preview of an upcoming initiative under the "Customised Tourism" scheme, a unique model in which the government will take complete responsibility for a tourist’s journey, covering transportation, accommodation, meals, clothing, and more without involving any intermediary agencies. This direct, government-managed approach is designed to offer visitors a seamless, immersive experience while exploring the diverse and lesser-known destinations of Telangana. A formal announcement will be made on 27th September, including comprehensive details.

Commenting on the event’s success, **Mr Sanjiv Agarwal**, Chairman & CEO of Fairfest Media Ltd, said, “TTF Hyderabad continues to reaffirm its status as South India’s premier travel trade platform. The overwhelming response this year has not only driven robust business networking but also spotlighted the rich cultural and tourism potential of Telangana and beyond.”

ABOUT TTF

The TTF series is India's oldest and largest travel trade show network, offering premier marketing and networking platforms to promote tourism in 8 major travel markets across India, including Kolkata, Ahmedabad, Delhi, Hyderabad, Patna, Mumbai, Bengaluru, and Chennai. For over three decades, TTF has served as a trusted marketplace for the travel industry, enabling exhibitors to tap into India’s booming tourism sector and enabling buyers to explore new destinations and business opportunities. Each edition

attracts a diverse mix of exhibitors, including tourism boards, travel companies, hotels, airlines, and travel tech providers.

ABOUT FAIRFEST

Fairfest Media Ltd, incorporated in 1989, is the leading travel trade show organiser in Asia and India. Each year, it brings together a global network of exhibitors, buyers, and travel industry professionals to connect, showcase innovations, and generate business opportunities. Fairfest Media also organises OTM in Mumbai, The Leading Travel Show in Asia, and BLTM in Delhi, India's Leading Show on Business + Leisure Travel & MICE, making it the largest travel trade show organiser in India. As a key player in the industry, Fairfest continues to shape the future of travel in the world's fastest-growing market.

