

## TTF Ahmedabad brings new hopes for domestic travel

*Full-house participation from 21 States augurs well for tourism sector*



The signs are clear that the travel and tourism industry is reopening cautiously, yet confidently. The Central and State Governments are doubling up measures to endorse and further boost the strong pent-up domestic leisure travel demand. Airlines have been allowed to fly at 85% capacity and aviation experts predict a return to pre-covid levels by the end of 2021.

With international borders expected to open towards the end of the year, Indian travelers are having once again an increasing number of destinations welcoming them back for their next vacation.

TTF Ahmedabad, the largest show of the TTF series travel trade show in the country, is returning for its second edition in 2021 in the vibrant travel market of Gujarat. The event sees participation from a large number of States and good private participation from Pan India, confirming the resolve of the travel & tourism industry to make a comeback, with cautious confidence. The show brings together under one roof the best of the travel industry from all over India, for reviving and restarting tourism in India.

Mr Jenu Devan, Managing Director of Gujarat Tourism said at the inauguration of the show, "We are happy that travel and tourism is preparing for a cautious restart. TTF is a significant step in that direction." Gujarat is being showcased as the Host State, with one of the largest pavilions at the TTF.

More than 240 exhibitors and representatives from 21 states are participating at TTF Ahmedabad, from 23-25 September at The Forum Convention, Club 07.

"We are extremely happy to see such a large number of States and private companies gathering to revive travel together in the important travel market of Gujarat", said Sanjiv Agarwal, Chairman & CEO, Fairfest Media, the organisers of TTF - the oldest and largest travel tradeshow network in India. "Reviving travel on which the livelihoods of a huge number of people squarely depend is an important step towards economic recovery. We are happy to have received wholehearted support from the entire industry for a show of this stature to take place again"; he added.

Gujarat is the Host State of the event and has as usual lent all the support for the event. Himachal Pradesh, Karnataka, Kerala, Uttarakhand and Uttar Pradesh are the Partner States. Bihar, Chhattisgarh, Jammu & Kashmir, Madhya Pradesh, Puducherry, Punjab and Tripura have joined the show as Feature States, alongside key private players from DMCs, hospitality sector, aviation and others. India Tourism will also be present in a big way at the show.

Besides travel trade visitors from Ahmedabad and its neighbourhood, TTF is also expecting a significant number of travel stakeholders from important proximity markets like Rajkot, Vadodara, Gandhinagar, Anand, Nadiad, Navsari, Bharuch, Valsad, Vapi, Daman, Bhavnagar, Jamnagar, Junagadh, Dwarka, Samanath, Morbi, Mehsana, Patan, Palanpur, Kadi, Kalol to attend and conduct business with the exhibitors.

The show is taking place from 11 am to 7 pm, on

all three days and will be reserved exclusively for the travel trade.

TTF Ahmedabad is one of the biggest travel trade shows to be hosted physically in the financial year 2021-22. It will be followed by TTF Mumbai on 29th, 30th September & 1st October. The shows mark the return of physical trade shows in India's top travel markets, signalling a strong sentiment of the tourism industry that has had such a rough patch, to come back to some sense of normalcy in the near future.

The Government of India has given a fresh push to reviving domestic tourism under its

Dekho Apna Desh initiative and TTF Ahmedabad promises to add to the country-wide efforts in reviving tourism. The Ministry has also revised its Market Development Assistance (MDA) scheme to incentivize and upskill the domestic travel trade fraternity. One of the biggest draws of the MDA happens to be the financial incentives chalked out for travel agents, tour operators as well as state tourism boards for participating in trade fairs.

Maldives Tourism will be organising an interaction with the travel trade in the city, just after the conclusion of TTF.

TTF Ahmedabad has the active support of travel associations like OTOAI, TAAI, TAFI, ADTOI, IATO, SKAL, IAAI, NIMA, ETAA, SATA, TOSG, GTAA, TLC, TAG, SGTCA, TAAS, ATAA, VTAA, RAAG, ABTO, IATTE.

TTF Ahmedabad confirms that travel has initiated its comeback.



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# Chardham Yatra resumes - relief for travel industry

Chardham Yatra started in Uttarakhand on Saturday 18th September. In view of the latest order of the Nainital High Court, the yatra will be conducted as per the Covid rules. On Thursday 16th, the High Court has lifted the ban on Chardham Yatra with some restrictions.

According to the order of the court, there is a cap on the daily number of devotees with 800 in Kedarnath Dham, 1000 in Badrinath Dham, 600 in Gangotri and 400 in Yamanotri Dham. The court has asked the police force to be deployed as per the requirement during the Chardham Yatra in Chamoli, Rudraprayag and Uttarkashi districts. Along with this, devotees will not be allowed to take bath in any of the pools during the journey.

It will also be mandatory for the pilgrims traveling to Chardham to show the negative report of Covid test or certificate of dual vaccine up to 72 hours before. Along with this, it will also be mandatory to get the Panchkaran done in the Devasthanam Board.

The State Chief Secretary Dr SS Sandhu has instructed all concerned departments to complete preparations for the yatra. According to the Chief Secretary, Chardham is the source of employment and livelihood



“ Uttarakhand is a land of unique culture, yoga, monuments, and rituals that are recognized all around the world for many years. We plan to highlight our unique USP's that includes our offbeat destination, adventure sports, hidden and unexplored trails, religious circuits, schemes, and initiatives to boost tourism in Uttarakhand. TTF Ahmedabad is one such opportunity for us to meet representatives from the travel community and share every information with the right masses.

**Shri Satpal Maharaj**  
Honourable Tourism Minister  
Uttarakhand

for lakhs of people in the state. It should be ensured for all the devotees coming to Chardham to wear masks, comply with the standard of physical distance and get sanitization done.

Shri Dilip Jawalkar, Secretary Tourism Uttarakhand said, Hon'ble High Court has removed the ban on Chardham Yatra keeping in mind the livelihood of local people, better management of Covid pandemic, improvement in health services, strict adherence to SOP etc. With the commencement of the Yatra, the livelihood of the residents of Uttarkashi, Chamoli and Rudraprayag districts, including thousands of travel businessmen and pilgrimage priests, will be able to get back on track.



## Various attractions are added at zero point of India-Pakistan Border, the only Border Tourism Centre in Gujarat



Under the guidance of Chief Minister Shri Vijay Rupani, Gujarat Tourism Department is developing Border Tourism under the Seema Darshan project at the zero point of the international border at Nadabet. With this innovative approach of Border Tourism, people of the nation are getting an opportunity to know the border and enjoy the experience of border tourism.

With this innovative experiment of giving the citizens a real experience to see the lifestyle of the BSF Jawans who are constantly safeguarding the Motherland; tourism in Gujarat has gained momentum. Tourists are coming in the state in big number to see the lifestyle, duties and patriotism of these army men. Besides, they are getting an opportunity to witness the thrilling work of protecting and defending the border of the country.

Considering the big number of tourists coming to Gujarat, various attractions have been added at Nadabet by the tourism department like Pared Ground, Exhibition Centre, Auditorium, Lighting, Solar Trees, Selfie Points. A Kids and Gaming Zone is also constructed for the entertainment of children.

'Ajay Prahari' Memorial has been erected in the memory of those heroic soldiers who sacrificed their lives to protect the nation. Tourists visiting the memorial can also pay homage to the martyrs. The 30-foot-high T-junction, adorned with beautiful murals, will be the focal point of the Seema Darshan complex.

In addition to that, a platform is created on the road from T-Junction to zero point and various army weapons like surface to surface missile, surface to surface air missile, T-55 Tank, Artillery Gun, Torpedo, and Mig-27 aircraft have been put on display. With this, the tourists coming for Seema Darshan will get an opportunity to know the preparedness of our army and security forces.

A viewing desk tower is also created so that the tourists visiting Nadabet can also enjoy the view of the border. Tourists can enjoy a spectacular border view from

the tower. A children's play area is created for the children where they can play various outdoor games.

A pared ground is prepared for the Retreat Ceremony. A retreat ceremony will be organized by the BSF Jawans on this Pared Ground. The sight of this retreat ceremony creates a unique sense of patriotism in every tourist visiting Nadabet.

Various facilities like Parking, Drinking water, toilet blocks, arrival plaza, sitting arrangements, shops, retaining wall etc. have been made available for the tourists. Solar trees have also been installed to illuminate Nadabet with solar energy at night.

The local employment has increased in the last 5 years due to the launch of the Seema Darshan Program.

Nadeshwari Mata temple is situated near zero point, where a large number of tourists come to visit every year. A rest house has also been constructed near Nadeshwari Mata temple.

Seema Darshan - Nadabet is located at Banaskantha district near the Indo-Pak border. The tourists can easily visit the nearby places. A well known Amba Mata temple i.e. Ambaji, Jesor Bear Sanctuary, Balaram Palace and Balaram Mahadev Temple are located in Banaskantha District. Besides, 'Rani Ki Vav' and 'Patola House' in the neighboring district of Patan are also interesting places to visit.

It is mandatory for every tourist visiting the Seema Darshan to have a government approved photo identity card.

Tourists can reach Seema Darshan - Nadabet easily by road. It is located at 262 kms from Ahmedabad, 372 kms from Vadodara, 315 kms from Rajkot, 524 kms from Surat, 371 kms from Bhavnagar and 265 kms from Bhuj. The nearest airport is Ahmedabad airport.

It is to be noted that, Seema Darshan Program at Zero Point at Nadabet was inaugurated by the Chief Minister Shri Vijay Rupani on 24th December, 2016.

## Uttar Pradesh Tourism: U.P. nahi dekha toh India nahi dekha



Mukesh Kumar Meshram, IAS, Principal Secretary Tourism, Uttar Pradesh

Uttar Pradesh is the land of some of the most ancient religions, cultures and civilizations. The state has many striking nature-hills, valleys, rivers, forests, fairs, festivals, vast plains and beautiful monuments. Viewed as one of the largest tourist destinations in India, Uttar Pradesh boasts millions of domestic and international tourists every year. Some of the cities that host the highest number of tourists are:

- Varanasi - the spiritual capital of India
- Prayagraj - the city of offerings
- Braj (Mathura and Vrindawan & Barsana) - the Land of Lord Krishna
- Lucknow - the city of nawabs
- Ayodhya - the birthplace of Lord Rama
- Agra - the land of mesmerizing monuments

Every year tourism department of Uttar Pradesh hosts many fairs and festivals to attract the tourists from all over the world. The major fairs and festivals celebrated are:

- Deepotsav, Ayodhya
- Dev Deepavali, Varanasi
- MahaShivratri, Varanasi
- Ganga Mahotsava, Varanasi
- Kumbh Mela and Magh Mela, Prayagraj
- Shri Krishanotsav, Mathura
- Rangotsav, Vrindavan

New Tourism Products & Services:

- 2 Ro pax vessels are being operated on National Waterway 1 on PPP mode.
- Ropeway Project at Ashtbhuja & Kali Khoh, Mirzapur and Chitrakoot has been completed and at Barsana (Mathura) is under progress.
- Alaknanda Cruise, Varanasi is already operational from Assi Ghat to Raj Ghat and now we have started a day long cruise service from Varanasi to Chunar Fort and back with Breakfast, Lunch and high-tea on board with live music.



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