

TND e-daily • TTF MUMBAI Day 3

TTF Mumbai sets the tone for the return of physical trade shows

Exhibitors and Visitors were unanimous - meetings are the need of the hour for travel to bounceback



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Welcome to the Velavadar Grey Wolf, Striped Hyena, Bushchat,
Imperial Eagle, Amur Falcon, Quail,
Sandgrouse, Pallid Harrier and **Blackbuck Sanctuary.**



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Uttarakhand aims to emerge as new Bollywood Hub



Interacting with the film fraternity on Friday **Tourism Minister of Uttarakhand Shri Satpal Maharaj** said that many attractive facilities are being provided under Uttarakhand film policy. We are continuously working to facilitate and develop more and more infrastructure for producers and directors interested in coming to our state for their film projects. The Uttarakhand Tourism Development Board (UTDB) has participated in the International Travel & Tourism Fair happening in Worli, Mumbai from 29th September to 1st October. The reason behind participating in this fair is to promote Uttarakhand as an ideal location for shooting for films and for tourists to experience the 'Devbhoomi'.

Around 33 production houses were present to meet the Minister of Tourism. Some of the renowned production houses that came for meeting with the Minister are Dharma Production, Mahesh Kothare, Netflix, Amazon Prime, Balaji Telefilms, Bhansali production, Endemol Shine India, Jio Studio, Salman Khan Ventures, Mx Player, Rajshree Production. This meeting aimed to promote Uttarakhand as an ideal destination for film shooting. Recently a Man vs. Wild was shot in Uttarakhand where honourable Prime Minister Shri Narendra Modi Ji was seen with Bear Grylls. The super hit movies that were shot in the past to this beautiful state are Madhumati, Bheegi Raat, Kati Patang, Lakshya, Kedarnath, Student of the Year, Batti Gul Meter Chalu and so on. Some of the tourist attractions of Uttarakhand are Corbett National Park, Char



Dham, Rishikesh, Ranikhet and pilgrimage locations like Kedarnath, Badrinath, Gangotri and Yamunotri are seeing a surge of interest.

The state government is looking at developing new locations in Uttarakhand for explorers and the film fraternity. As a state, it is the continuing effort of UTDB to make the experience of shooting in Uttarakhand a smooth and seamless process, and towards the same, they have welcome suggestions and inputs from the film fraternity. The delegation has invited production houses to visit Uttarakhand, explore different locations of the beautiful state and avail the facilities of the film policies government is offering and shoot their films in Uttarakhand. The first policy took shape in 2015 and since then the same has been reviewed



and developed with time. There are astonishing stories of people and villages in Uttarakhand on which UTDB want production houses to do research & shoot biographies. The government is giving concessions to the production houses that come for film shoots and wanted to know what more can be done for them to promote Uttarakhand as an ideal location for shooting not just for Bollywood but also for Hollywood. A tourism department is also represented by Shri Vivek Singh Chauhan, Additional Director, Shri S S Samant and Shri K S Chauhan from Information Department.

Secretary of Tourism & Information, Shri Dilip Jawalkar, said, "Uttarakhand has immense potential for film shooting. We are always open for producers and directors to come and visit especially the unexplored destination of Uttarakhand. The state has also introduced single-window permission for production houses."

Exhibitor Testimonial: Harsh Mittal, Manager - Marketing, Punjab Heritage and Tourism Promotion Board

On the importance of physical shows like TTF in the reopening of the travel and tourism industry

"Just like one cannot travel sitting at home, similarly one cannot connect with the travel fraternity sitting at home. Digital space has opened new avenues and ways for information, but it can't be a substitute for such physical travel shows. Govt. Tourism Bodies, Private Tour & Travel Operators, Hoteliers find these physical show formats very beneficial as at a single platform one gets to see various products & destinations under a single roof."

On the future for the travel industry in India

"Post pandemic in India, the travel scenario has drastically changed. Now we are hearing words like Staycations, Dekho Apna Desh, the Countryside etc.. People are wanting to explore new destinations in India, wanting to try new itineraries, looking for offbeat experiences and most importantly wanting to travel more. After lockdown was removed by many states, tourists have gathered in extremely large numbers at many famous tourist destinations, and it has felt like a bounceback of Indian Tourism after covid hit."



On the objective of participating in TTF Mumbai

"Punjab Tourism has a drastically new approach to present itself on the National Platform with other states. We're not just the pioneers of Spiritual Tourism in North India, but we have got more flavours. Yes, The Golden Temple, Amritsar is the crown on our head, but we got many other experiences as well for our travellers. We keep a vision to make a space for ourselves in the TOP 5 states in the country, and also change the shape of The Golden Triangle, adding as 4th destination, Amritsar, to it."

On the response from the travel trade at TTF Mumbai

"The response at TTF Mumbai was beyond what was expected. In this 3 days journey, we've met thousands of B2B prospects. The visitors have given us a great response for our new offerings. Our co-exhibitors have collected several good business leads from here. All in all our presence at the TTF series was very fruitful, and we look forward to attending more of such events."

TTF Mumbai 2021 Awards - The Winners

BEST DECORATION AWARD – BIG PAVILION

UTTARAKHAND TOURISM DEVELOPMENT BOARD
TOURISM CORPORATION OF GUJARAT LTD
MALDIVES MARKETING AND PR CORPORATION

BEST DECORATION AWARD – MEDIUM PAVILION

MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION

BEST DECORATION AWARD – SMALL BOOTH

THE KABO LUXURY BOUTIQUE HOTEL

MOST INNOVATIVE PRODUCT AWARD

PUNJAB HERITAGE AND TOURISM PROMOTION BOARD

GROUP PARTICIPATION AWARD

INDIA TOURISM
KERALA TOURISM
UTEN

MOST PROMISING NEW DESTINATION AWARD

KANJ HOTELS & RESORTS
EMPYREAN SKYVIEW PROJECTS PVT LTD

MOST EXCLUSIVE LEISURE PRODUCT AWARD

FORT DHARIYAWAD HERITAGE HOTEL
HOTEL DOWNTOWN
SPECTRUM HOTEL & RESIDENCIES
HOTEL CITY INN - VARANASI

BEST PRINT PROMOTIONAL MATERIAL AWARD

TATSARAASA RESORT & SPA

BEST VALUE LEISURE PRODUCT AWARD

REZMYTRIP.COM
QUALITY HOLIDAYS & TRAVELS - MYSORE

MOST INNOVATIVE PRODUCT AWARD

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SEE YOU AT OUR 2022 SHOWS !

TTF Chennai	21, 22, 23 January
TTF Bengaluru	4, 5, 6 February
OTM Mumbai	9, 10, 11 February
BLTM Delhi	14, 15 February

For more information: www.ttfotm.com