

# India's biggest travel trade show network

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14, 15 & 16 July 2023

BISWA BANGLA MELA PRANGAN, KOLKATA



GATEWAY TO THE EASTERN INDIA TRAVEL MARKET

# TTF KOLKATA - INDIA'S OLDEST TRAVEL TRADE SHOW (EST. 1989)

The show with exhibitors from all over India and abroad, all under one roof, is the best platform to reach out to the entire Eastern India travel market - one of India's major travel source markets for domestic as well as international tourism. Kolkata, being the melting pot of travel-loving individuals, is undoubtedly the ultimate city to host the oldest show in the TTF series. TTF Kolkata takes place in the month of July, right before the Durga Puja holidays - the busiest vacation travel season for the region.

Every year, the 3-day travel trade show remains open to B2B only for the first 1.5 days and open to all thereafter. The state-of-the-art, brand new Biswa Bangla Mela Prangan, itself plays a big role in providing the best setting for networking and business meetings to exhibitors and visitors.

- Best platform to capture the Eastern India travel market ■ Right before Durga Puja holidays
- Brand new, world-class venue - Biswa Bangla Mela Prangan



## KOLKATA - THE EASTERN HUB OF INDIA

According to recent reports, Netaji Subhash Chandra Bose International Airport, Kolkata is the 5th busiest airport in the country. Between FY 2020-21 and FY 2021-22, the airport has seen a jump of 42.8% in passenger traffic. New flights launched for Southeast Asia and the Gulf regions have only added to this percentage.

In terms of GDP, West Bengal is the 6th richest Indian State, which directly reflects through the domestic and outbound tourist flow from the state.

## TTF KOLKATA - CAPTURING THE EASTERN INDIA TRAVEL MARKET

Kolkata, the Erstwhile Capital of India, has unlimited opportunity as a market and with good flight and rail connections to all parts of the country, it has consistently ranked amongst the top two source markets for domestic travel.



440+

EXHIBITORS



14

COUNTRIES



25+

INDIAN STATES/UTs



3000+

TRADE VISITORS



7000+

GENERAL VISITORS



# HEAR FROM OUR EXHIBITORS



"I am very happy that Thailand is taking part in TTF Kolkata. I think TTF is extremely important for the Indian tourism industry; it reflects how important the Indian tourism market is and that Indian tourism is reviving very quickly post the pandemic. The timing, right before the Durga Puja, is one of the major reasons why we were interested in participating at the show."

- **Vachirachai Sirisumpan, Director, Tourism Authority of Thailand, New Delhi**



"This year, being at the show feels really positive - we all needed this push post the pandemic. We have got more than 40 stakeholders from Gujarat and the response has been great. The new venue is amazing, the timing as always is great - so, whenever TTF happens, we say that the tourism season sets in. TTF never disappoints."

- **Anujit Mukherjee, Deputy Manager, Tourism Corp. of Gujarat Ltd.**



"It's a great opportunity to meet and interact with trade partners. We are quite happy with the response at the show. We have been participating at TTF for more than ten years now, and we find it extremely helpful."

- **Yuvraj Padole, Deputy Director, Event, Marketing & Film Tourism, Madhya Pradesh Tourism Board**



"It's a great opportunity for all the stakeholders and state tourism boards to showcase their destinations and products, and we are really grateful to TTF for organising such a great show. This year the venue, Biswa Bangla Mela Prangan, has indeed added to the show's value; and the huge footfall is a testament to the resilience of the entire travel and tourism industry post the pandemic. The timing of the show surely plays a crucial part."

- **Sayak Nandi, Assistant Director, Ministry of Tourism, Govt. of India (Regional Office East)**



## PARTICIPATION **PACKAGE** (Rate/sq.m.)

2023		Rate (INR*/USD*)	Corner (INR*/USD*)	Peninsular (INR*/USD*)	Island (INR*/USD*)
<b>TTF Kolkata</b>	14, 15, 16 July 2023	Rs. 30000 / US\$ 430	Rs. 33000 / US\$ 475	Rs. 36000 / US\$ 520	Rs. 39000 / US\$ 560

Standard Shell Scheme (9 sq.m.) comes with Spotlights, Display Panels, Chairs & Table, Plug Points.

Add 50% of Standard Rate for Mezzanine Space, if any.

\* Payment is due at the time of booking with GST extra @ 18%.

## BOOK NOW

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