

TTF Bengaluru 2025 Marks a Successful Conclusion, Boosting South India's Tourism Sector



15th February 2025 - TTF Bengaluru 2025 successfully concluded at Tripuravasini, Palace Grounds, reinforcing its position as a key platform for the travel industry in South India. Held on 13, 14 & 15 February, the event brought together 150+ national and international exhibitors, 1,800+ trade buyers, and 2,100+ general visitors, facilitating meaningful networking and driving new partnerships. TTF Bengaluru once again demonstrated its significance as the gateway to South India's booming travel market, offering exhibitors three power-packed days of meetings and buyers access to a diverse range of destinations, travel deals, and packages.

This year's edition was inaugurated by **Smt. Salma K Fahim**, IAS, Secretary to Government, Tourism Department, Government of Karnataka, and **Shri. Dr. Rajendra KV**, IAS, Director, Department of Tourism, Government of Karnataka, and the Managing Director of Karnataka State Tourism Development Corporation. Their presence underscored the event's importance in strengthening Karnataka's tourism sector and its broader impact on the region's travel industry.

A Successful Platform for Travel Stakeholders in South India

With Bengaluru's reputation as the "Silicon Valley of India" and a prime hub for corporate travel, destination weddings, and high-spending travellers, TTF Bengaluru 2025 opened new avenues for travel industry players beyond Mumbai, Delhi, and Gujarat. South India is a rapidly growing

travel market with a high concentration of outbound and domestic travellers, making Bengaluru a strategic location for TTF. The event enabled tourism stakeholders to tap into South India's expanding travel market, fostering growth and innovation across the sector.



TTF Bengaluru featured exhibitors, including Tourism Boards, travel companies, hospitality brands, airlines, and travel tech providers. The event featured an impressive lineup of national and international tourism boards such as the **Nepal Tourism Board, India Tourism, Goa Tourism, Karnataka Tourism, Meghalaya Tourism, Telangana Tourism, Gujarat Tourism, Tamil Nadu Tourism, and Jharkhand Tourism**. Additionally, private exhibitors such as **Briar Tea Bungalows, Southern Travels, Kolahoi Green Hotel & Resorts, Timbertales Hotels & Resorts, SOTC Travel, SR Jungle Resort, and Indian Circuit Holidays** showcased their offerings, contributing to a dynamic and diverse marketplace.

A Hub for High-Quality Networking and Business

The first one and a half days of TTF Bengaluru were exclusively open to B2B trade visitors, providing exhibitors with direct access to travel agents, tour operators, MICE planners, corporate travel managers, and wedding planners. This dedicated period boosted high-value networking and deal-making, positioning TTF Bengaluru as an essential event for those looking to expand their business in South India's flourishing travel sector.

A One-Stop Travel Showcase for Travel Enthusiasts

The final one and a half days welcomed general visitors, allowing travellers to explore a wide range of domestic and international destinations, compare travel options, and secure the best flight packaged and holiday deals. Attendees had the opportunity to interact with tourism boards, travel companies, and hospitality brands, making informed travel decisions and gaining exclusive access to discounts and packages.

Recognizing Outstanding Exhibitors



TTF Bengaluru 2025 honoured exhibitors for their creativity and innovation with a special awards ceremony. Karnataka Tourism won the **Best Decoration Award - Large Pavilion (100 sqm and above)** for its impressive showcase. The **Best Decoration Award - Medium Pavilion (50-99 sqm)** was shared by Nepal Tourism Board, Tamil Nadu Tourism, and Telangana Tourism, while Delhi Tourism and Timber Trails were recognized in the **Best Decoration Award - Booth (Less than 50 sqm)** category. Goa Tourism and Let's See Tours and Travels received the **Most Innovative Product Award**, highlighting their unique contributions to the travel industry. These awards emphasized TTF Bengaluru's role as a leading platform for industry recognition and advancement.

Looking ahead, the next edition in the TTF series is **TTF Chennai 2025**, scheduled to take place on 21, 22 & 23 March, at the Chennai Trade Centre.

ABOUT TTF

The TTF series is India's oldest and largest travel trade show network, providing effective marketing 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, helping exhibitors 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 TTF-branded travel shows in 8 Indian cities, 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.

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