

TTF Chennai 2025 Concludes as the Biggest Tourism Event in South India!

Industry Leaders Gather for a Landmark Edition, Strengthening Tamil Nadu's Position as a Leading Travel Destination



23 March 2025 – TTF Chennai 2025 concluded on a high note, marking a significant milestone for the travel industry in Southern India. This year's edition was particularly special as it was co-located with the Tamil Nadu Travel Mart (TNTM), making it the biggest tourism event ever held in the region.

Over three days, the event brought together **250+ exhibitors from 12 Indian states and four countries including Nepal, Myanmar, Brunei, and Korea**. State tourism boards, including **Andhra Pradesh Tourism, Delhi Tourism, India Tourism, Jharkhand Tourism, Kerala Tourism, Tamil Nadu Tourism, Telangana Tourism, and Uttarakhand Tourism**, among others, were present. Around **50 hosted buyers and 5,000+ visitors** attended, engaging in productive networking, forging strategic partnerships, and exploring business opportunities in the travel sector.

Tamil Nadu's importance as a tourism source market and destination

For more than **25 years**, TTF Chennai has been an essential platform for travel trade professionals, and this year's collaboration with **Tamil Nadu Tourism** significantly amplified its impact. The event provided over **100 stakeholders from Tamil Nadu** with an opportunity to showcase their offerings and engage with industry professionals at a fraction of the cost compared to similar marts organised by other states.



The support of Tamil Nadu Tourism was instrumental in making this edition a success. The presence of distinguished dignitaries reaffirmed the state's commitment to strengthening its tourism sector. For the inauguration ceremony, we were honoured to have **Thiru. R. Rajendran**, Honourable Minister for Tourism, Sugar, Sugarcane Excise, and Sugarcane Development, Government of Tamil Nadu, as the Chief Guest. Guests of Honour included **Thiru. Dr. K. Manivasan**, I.A.S., Additional Chief Secretary to Government, Tourism, Culture, and Religious Endowments Department, Government of Tamil Nadu; **Tmt. Shilpa Prabhakar Satish**, I.A.S., Commissioner, Commissionerate of Tourism, Government of Tamil Nadu; and **D. Venkatesan**, Regional Director (South), Ministry of Tourism, Government of India.

“It is great seeing a large participation at the event. Hotels, tour operators, travel agents, and destinations from all over the country and abroad have come to TTF Chennai and Tamil Nadu Travel Mart. Tamil Nadu is committed towards sustainable and responsible tourism development and this is a great platform for us.” said **Thiru. R. Rajendran**, Honourable Minister for Tourism, Government of Tamil Nadu

*“It was a **very good decision to co-locate TTF Chennai with Tamil Nadu Travel Mart** as both buyers and sellers from various states and within Tamil Nadu are all present in the same location. We have had great participation and a large number of walk-ins due to this partnership. This model is something that we can use in the future as well,”* said **Tmt. Shilpa Prabhakar Satish**, Commissionerate of Tourism, Government of Tamil Nadu.

Showcasing Top Travel Brands and Destinations

TTF Chennai 2025 + Tamil Nadu Travel Mart provides an unmatched opportunity for **tourism boards, hospitality brands, travel companies, and emerging destinations** to present their offerings, establish partnerships, and expand their reach in South India's rapidly growing travel market. Attendees engaged with **domestic and international travel suppliers**, including **hotels, airlines, DMCs, and tourism boards**, through exclusive networking sessions and a diverse showcase of travel products and services.

Leading private exhibitors such as **Kesarbagh Palace, Myanmar Airways, Royal Brunei, SOTC, Southern Travels, Stic Travels, Timbertales Luxury Resort, and United Travels** were among the many participants showcasing their latest travel offerings.

*“We are thrilled with the success of **TTF Chennai 2025 + Tamil Nadu Travel Mart**. This event has highlighted the immense potential of Tamil Nadu as a tourism hub. We sincerely thank Tamil Nadu Tourism and all our exhibitors, partners, and visitors for their support. With greater preparation time, it can be scaled to an even bigger level,”* said **Rajiv Agarwal, Managing Director and CFO of Fairfest Media Ltd.**, the organisers of TTF.



Bringing Businesses and Travellers Together

For the **first one-and-a-half days**, the event was **exclusively open to B2B trade visitors**, including **travel agents, tour operators, MICE planners, corporate travel managers, and wedding planners**. This ensured a high-quality networking environment, allowing exhibitors and buyers to establish valuable business connections.

On the **final one-and-a-half days**, **TTF Chennai welcomed general visitors**, allowing them to explore a wide range of **domestic and international travel options**, compare offerings, and secure exclusive travel deals.

TTF continues to be **India's oldest and largest travel trade show network**, covering **eight key travel markets** - Kolkata, Ahmedabad, Delhi, Hyderabad, Patna, Mumbai, Bengaluru, and Chennai. Fairfest Media also organises **OTM, Asia's Leading Travel Show**, in Mumbai, **BLTM, India's Leading Show on Business + Leisure Travel**, and **MICE**, in New Delhi.

Recognizing Excellence

The valedictory awards at TTF Chennai 2025 celebrated the outstanding efforts of exhibitors, acknowledging innovation, sustainability, and exceptional presentations. From creative pavilion designs to unique travel offerings, the awards highlighted the best in the industry.

Award Winners:

- **Best Decoration** – Big Pavilion: Nepal Tourism Board, Tamil Nadu Tourism, Uttarakhand Tourism, Kerala Tourism
- **Best Decoration** – Medium Pavilion: Andhra Pradesh Tourism, Telangana Tourism, Delhi Tourism
- **Group Participation Award:** India Tourism
- **Most Exclusive Product:** Tamil Nadu Wilderness Experiences Corporation, Alps N Banks
- **Best Value Leisure Products:** IRCTC, Kesarbagh Resort, SOTC Travel Limited, Wild Planet Resort, Southern Travel
- **Most Exclusive Leisure Product:** Timbertales Hotels & Resorts
- **Most Sustainable Destination:** Jharkhand Tourism
- **Most Innovative Product:** Unimoni India
- **Most Innovative Travel Distribution:** Tyroam
- **Most Promising New Destination:** Royal Brunei Airlines

These awards highlighted the diverse and dynamic offerings at TTF Chennai, celebrating our partners' contributions and achievements.



Upcoming Events in the TTF Series

Following the success of TTF Chennai, the upcoming TTF events in 2025 will continue to drive growth in the Indian travel industry. The schedule is as follows:

- **TTF Kolkata** – July 10, 11, 12
- **TTF Patna** – July 19 & 20
- **TTF Ahmedabad** – July 31 & August 1, 2
- **TTF Mumbai** – August 11, 12, 13
- **BLTM** – September 11, 12, 13
- **TTF Hyderabad** – September 19 & 20

We thank all our partners, exhibitors, and attendees for their continued support and look forward to delivering exceptional platforms that drive growth and opportunities in the travel industry.

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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