

TTF 2024 concludes in Kolkata, breaking participation and attendance records

With the Promise of Innovation and a More Global Outlook, TTF Celebrates the Future of Travel in West Bengal & Eastern India

Kolkata, 16th July 2024: The Travel and Tourism Fair (TTF) 2024 came to a successful conclusion at the Biswa Bangla Mela Prangan, Kolkata. Over three days, the event showcased remarkable growth, international participation, and a wealth of opportunities for the travel industry.

TTF 2024 in Kolkata witnessed an impressive turnout, with over 450 exhibitors from 10 countries and representatives from 26 Indian states and union territories. The event attracted more than 4,500 travel professionals and industry leaders, alongside 5,000 general visitors. Special sessions during the event provided opportunities for networking and collaboration, emphasizing airline-agent relations and responsible tourism in West Bengal. State tourism boards and international destinations such as Sri Lanka, Bangladesh, Mauritius, and Thailand showcased diverse travel opportunities, reflecting the global appeal of the event. Visitors also enjoyed engaging activities like the Amazing Thailand Quiz and the Bihar Tourism Roadshow, which added excitement and enhanced participation.

TTF 2024 in Kolkata enjoyed strong participation from neighboring countries. **Sri Lanka** was the Partner Country this year, while **Bangladesh, Thailand, and Mauritius** were the Feature Countries. Indian states and UTs were well-represented with large pavilions from **Uttarakhand, Odisha, Rajasthan, Bihar, Goa, Uttar Pradesh, Himachal Pradesh, Karnataka, Gujarat, Kerala, and Madhya Pradesh**. Feature States such as **Assam, Tamil Nadu, Jharkhand, Sikkim, Meghalaya, Nagaland, and Mizoram** also showcased their attractions with private operators and hoteliers, underscoring the event's commitment to celebrating cultural diversity and global tourism experiences. **The Ministry of Tourism, Government of India** also had a key presence at the show, highlighting and showcasing their ongoing initiatives like the G20 summit, or 'Azadi Ka Amrit Mahotsav', 'Ek Bharat Shreshtha Bharat', 'Dekho Apna Desh' and 'Swadesh Darshan'.

Throughout its power-packed three days, TTF facilitated numerous business collaborations and connections through specialized sessions. Highlights included insightful panel discussions addressing the synergy between airlines and travel agents, such as the session titled "How to Bridge the Gap between Airlines and Agents?" attended by heads of associations from the travel trade and aviation experts. Another notable session focused on strategies for promoting responsible tourism in West Bengal, titled "Expanding the Reach of Responsible Tourism to West Bengal - Focus on Sundarbans," moderated by ICRT India Foundation (Responsible Tourism). These sessions laid the groundwork for future growth and innovation within the travel sector. Sri Lanka organised dance performances on all three days, that offered a glimpse into their vibrant culture, along with many other colourful destination presentations from various Indian States and other National Tourism Organisations.

Visitors at TTF 2024 in Kolkata enjoyed a variety of engaging activities designed to enrich their experience. Notable events included the interactive '**Amazing Thailand : Your Stories Never End**' session, organised by **The Royal Thai Consulate-General, Kolkata**, and **Tourism Authority of Thailand** on 13th July, which tested knowledge through an exciting quiz segment and promoted Thailand's attractions. The evening also featured **the Bihar Tourism Roadshow**, offering an informative destination presentation and an insightful panel discussion followed by a networking dinner to explore Bihar's cultural and natural heritage and connect with travel opportunities.

ACT (Association for Conservation & Tourism) presented Bengal Responsible Tourism Initiatives through 'Ecotourism Festivals' like the Dukpa Living Heritage Festival as part of Visit Dooars 2024, 5th North Bengal Birding Festival & 2nd Asian Bird & Butterfly Meet, and the Himalayan Orange Tourism Festival (6th edition in Kolkata). Day 2 of the show saw another insightful presentation from ACT, focusing on 'Mission Ecotourism' showcasing Asian Folk Fest from Lataguri in West Bengal, Yangang Ropeway of Sikkim, and Visit Terai 2026 - Future through cross-border tourism.

TTF hosted the Launch of the 'Visit Terai' Initiative

Himalayan Terai (Foothills) is one of the richest areas in the world in terms of biodiversity, wildlife and culture. It is situated in the India-Nepal border, across more than a 1000 kms. There is an increasing availability of good roads and dozens of hassle free entry points in the region. Indian travellers can enter visa-free through a number of entry points spread across Indian states of West Bengal, Bihar, Uttar Pradesh and Uttarakhand; it has great destinations for the discerning tourists looking for adventure, wildlife and religious attractions. For example, Valmiki Tiger Reserve (VTR), Chitwan and Parsa forests spread across thousands of square kms of contiguous area, now accessible through a newly established checkpoint at Thori (also known as Bhikhna Thori).

As the show comes to an end, the travel industry looks forward to the opportunities and partnerships forged during the event. **Mr. Sanjiv Agarwal, Chairman and CEO of Fairfest Media, remarked,** "The exceptional turnout and international participation at TTF 2024 is a great sign for the promotion of States and countries to the Eastern India market. The opportunities are endless. We anticipate continued growth and success in the coming years."

We thank all participants, exhibitors, and visitors for making TTF 2024 a resounding success.

Stay tuned for updates and highlights from the event, and we look forward to welcoming you to the upcoming editions of TTF.
