

## TTF Kolkata 2025 Concludes on a High with Impressive Growth

### Sets the stage for Durga Puja festive holiday season



**Kolkata, 12th July 2025:** Eastern India's biggest travel trade show, TTF Kolkata, concluded on a high note at the Biswa Bangla Mela Prangan, celebrating three days of vibrant business networking, destination showcases, and meaningful travel industry connections.

Held from 10<sup>th</sup> to 12<sup>th</sup> July, the exclusively B2B event brought together an impressive lineup of **500+ exhibitors** from **25+ Indian states** and **14+ Countries** and attracted over **7,000+ trade visitors** from across the Eastern region.

The show was inaugurated by the Chief Guest, **Shri Omar Abdullah, Hon'ble Chief Minister of Jammu & Kashmir** - *"I would like to thank TTF for making Jammu and Kashmir the focus of today's opening ceremony. We are here with a message of hope and renewal, inviting everyone, especially our friends from West Bengal, to visit and experience the transformation unfolding across the region. Tourism is making a strong comeback in both Jammu and Kashmir, with increased bookings and renewed interest in destinations like Pahalgam, Gulmarg, Sonmarg, and Vaishno Devi. We warmly welcome you to see it for yourselves and promise to make your visit memorable and fulfilling."*



Throughout the three days, TTF Kolkata served as a vibrant hub of collaboration and innovation, from national tourism organisations (NTOs) like the **Tourism Authority of Thailand** to State Tourism Boards of **Uttarakhand, Odisha, J & K, Rajasthan, Goa, Uttar Pradesh, Punjab, Sikkim, Karnataka, Assam, Tamil Nadu, Chhattisgarh, Delhi, Meghalaya, Tripura, Nagaland** as well as **India Tourism**.

Notable private participants included **Ramoji Film City, Cruise Carrot, Radisson Hotel Group, Wyndham Hotels & Resorts, Mahindra Holidays, Fly 24hrs, Praveg Limited, CGH Earth, Hotel Sonar Bangla**, and many others who showcased their latest offerings to the trade.

The first day featured captivating destination presentations, beginning with Sikkim Tourism, which showcased the state's natural beauty, adventure experiences, and eco-tourism appeal. Chhattisgarh Tourism followed with a compelling session on its unique heritage circuits and tribal tourism initiatives. The day wrapped up with the ACT Program, marked by the launch of the June issue of Chautare, a journal on sustainable travel.





Day 2 of TTF Kolkata was packed with engaging sessions and vibrant participation. It began with a destination presentation by Jammu & Kashmir Tourism, highlighting its appeal for leisure, pilgrimage, and MICE travel. The “Amazing Thailand” session followed, offering updates and a lively quiz for trade visitors. A panel discussion on Sports & Adventure Tourism explored the growth potential of this emerging segment with insights from industry experts. The day concluded with a moving short film by Anandamath, showcasing responsible tourism efforts in West Bengal’s Jalpaiguri District.

**Mr. Sanjiv Agarwal, Chairman and CEO of Fairfest Media, remarked,** *“This year’s edition marked a significant milestone as we transitioned to an exclusive B2B format, and the results have been remarkable. The strong participation from tourism boards across India, along with a robust showcase by private exhibitors, reaffirmed TTF’s role as Eastern India’s most trusted platform for quality networking and strategic partnerships in the region. We look forward to building on this momentum in the editions to come.”*

The final day of TTF Kolkata was marked by celebration and recognition. The much-anticipated **Valedictory & Awards Function** took centre stage and opened with a small cultural presentation by Odisha Tourism, honouring exhibitors, tourism boards, and stakeholders who demonstrated innovation, creativity, and impact throughout the show.

## Looking ahead:

TTF Kolkata has set a new benchmark for growth driven by tourism and B2B travel in Eastern India. We look forward to welcoming you to the upcoming editions of TTF, including **TTF Ahmedabad** on 31 July, 1 & 2 August; **TTF Mumbai** on 11, 12 & 13 August; **BLTM** on 11, 12 & 13 September in Delhi; and **TTF Hyderabad** on 19 & 20 September. Stay tuned for more updates and highlights from the event.

## 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.

