

# India's biggest travel trade show network

India's Biggest Travel Show Network



## POST SHOW REPORT 2022 - 2023

A graphic with a yellow background and a teal geometric pattern on the left. The text 'INDIA'S BIGGEST TRAVEL SHOW NETWORK' is written in large, bold, blue and pink letters. Below it, the cities 'KOLKATA • HYDERABAD • AHMEDABAD • SURAT BENGALURU • CHENNAI • DELHI • MUMBAI' are listed in smaller blue text.

**INDIA'S  
BIGGEST  
TRAVEL  
SHOW  
NETWORK**

KOLKATA • HYDERABAD • AHMEDABAD • SURAT  
BENGALURU • CHENNAI • DELHI • MUMBAI

India's Biggest Travel Show Network



## 2023-2024 Show Calendar

### 2023

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**TTF Kolkata** 14, 15, 16 July

**TTF Ahmedabad/Gandhinagar** 23, 24, 25 August

**TTF Hyderabad** 09 & 10 September

**TTF Delhi & BLTM** 29 & 30 September

### 2024

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**OTM Mumbai** 08, 09 & 10 February

**TTF Bangaluru** 16, 17, 18 February

**TTF Chennai** 15, 16, 17 March



# THE INDIAN TRAVEL TOURISM MARKET

## 20% GROWTH AND COUNTING

**R**egaining its momentum post the pandemic, the travel and tourism industry is back on track - according to research by World Travel & Tourism Council (WTTC), the sector's contribution to the Indian economy would surpass the pre-pandemic levels in 2024 with an year-on-year growth of 20.7%.

In terms of tourist visits, India is seeing a consistent growth. The pandemic taught us the value of the freedom to step out of our homes. With more and more Indians prioritising travel, India received 677.63 million domestic tourist visits in 2021, an increase of 11.05% from 610.22 million in 2020, as per reports. As a whole, by 2029, the Indian tourism sector is likely to grow at 6.7% each year to reach INR 35 trillion.

Domestic travel in India is witnessing a surge like never before. As per reports, around 82% Indian millennial travellers, the largest chunk of the travelling population, are planning to take a family vacation this year, out of which, a whopping 44% is looking forward to a domestic holiday. India's overall domestic air passenger traffic nearly doubled in January 2023 as compared to the same period last year, with 125.42 lakh passengers being carried out in the month as compared to 64.08 lakh during the same period



last year, an annual and monthly growth of 95.72% each.

In the outbound section, trip count from India is estimated to touch 29 mn by 2025 and cross the \$24 bn mark by 2024. It has been recorded that India is quickly becoming a major player in the global travel industry - the outbound MICE (meetings, incentives, conferences, and exhibitions) market in India is

projected to grow at a CAGR of around 9% during the period 2023-2024.

Seeing the changing trends, it is evident that Indian travellers are planning their trip differently now. The focus is placed increasingly on sustainable and eco-tourism - a growing number of young travellers are opting for unexplored destinations within the country. Experiencing the beauty that this



country has to offer, diving deeper into the lives of the locals - all these are in turn making domestic travel the new 'cool'. Even when travelling internationally, trends show that destinations such as Rwanda, St. Petersburg and Cambodia are fast becoming favourites.

Tapping into this growing demand in the market, the TTF series is bringing some back-to-

back quality shows in 2023-2024, which promise to boost the revival of the industry. The TTF series - India's oldest and largest travel trade show network, is focused on providing the most effective marketing platforms to promote tourism in the major travel markets in India including Kolkata, Hyderabad, Ahmedabad, Delhi, Bengaluru, Chennai and Mumbai. Over the years, TTF-branded shows

have witnessed participation from 2,500+ exhibitors, 80 countries, 36 Indian states and union territories as well as saw a footfall of 20,000+ trade visitors. No wonder, TTF continues to be the ultimate forum for industry leaders and travel-lovers, year after year.

TTF is organised by Fairfest Media Ltd., India's leading travel trade show organisers, backed by 30 years of experience.



## TTF KOLKATA

**01 02 03 July 2022**

Biswa Bangla Mela Prangan



**200+**  
Exhibitors



**3000+**  
Trade Visitors



**7000+**  
General Visitors

**States/UTs Represented: 20+**

Assam, Andhra Pradesh, Gujarat, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Madhya Pradesh, Punjab, Tamil Nadu, Tripura, Uttarakhand

**Countries Represented: 3**

Maldives, Nepal, Thailand

# TTF KOLKATA 2022

## CELEBRATES THE GRAND REBOUND OF TRAVEL

**T**TF Kolkata, India's oldest travel trade show (est. 1989), staged a grand post-pandemic rebound of domestic and international travel, with over 200 participants from 3 countries and 20+ Indian States and UTs, at the Biswa Bangla Mela Prangan, the brand new 5-star venue in the heart of the city.

TTF Kolkata was inaugurated in a grand way in the presence of HE Mr. Eshor Raj Poudel - Consul General of Nepal, HE Mr. Piyapan Atipatya - Deputy Consul-General of Thailand, H.E. Ram Krishna Jaiswal - Honorary Consul of the Republic of Maldives, Khun Vachirachai Sirisumpan - Director of Tourism Authority of Thailand, New Delhi Office, Thendhup N Sherpa - Joint Secretary-Assistant Director of West Bengal Tourism, Sayak Nandi - Assistant Director of Govt. of India, Regional Tourist Office Kolkata, Pichaya Lapasthamrong - Royal Thai Consulate-General, Kolkata and Napacharapat Kulrakampusiri - Royal Thai Consulate-General, Kolkata and other travel association heads and high-level delegates from India and abroad, followed by a panel discussion on the "Outlook for travel markets for India in the very important post-pandemic phase."

TTF Kolkata saw the first-time participation of Maldives as the Partner Country, with a large delegation of tour operators and hoteliers reflecting the unabated spirit of Indian travellers that kept thronging the island nation throughout the pandemic, as it remained open with necessary precautions in place.

Repeat participation from Thailand as Feature Country and from private exhibitors from Nepal signified that short-haul destinations are becoming accessible faster to the Indian travellers, post pandemic.

Uttarakhand, Himachal Pradesh, Gujarat and Karnataka joined the show as Partner States, with the largest pavilions, followed by Tamil Nadu as Focus State. Feature States included Assam, Andhra Pradesh, Jammu & Kashmir, Madhya Pradesh, Punjab, Jharkhand and Tripura. Private sector participants from all over India also



**TTF Kolkata marks a new step in the resumption of travel trade shows without restrictions where tour operators and travellers thrived on a busy show floor**

**Sanjiv Agarwal**, Chairman & CEO, Fairfest Media Ltd.

participated at the show.

Ministry of Tourism, Govt. of India too had a key presence at the show, showcasing all their campaigns and programmes such as 'Azaadi Ka Amrit Mahotsav', 'Dekho Apna Desh', 'Ek Bharat Shreshtha Bharat'.

The show was reserved for travel trade visitors from 1<sup>st</sup> July to half day of 2<sup>nd</sup> July. The second half of 2<sup>nd</sup> July and the whole of the last day, i.e. 3<sup>rd</sup> July, was open to all.

TTF Kolkata saw exciting presentations at the TTF Forum with cultural presentations by the Ministry of Tourism, Govt. of India and Responsible Tourism initiatives presented by ACT (Association for Conservation & Tourism). Our exhibitors also delighted the crowd with mesmerising presentations and raffles - this included Visit Maldives, Tourism

Authority of Thailand, Punjab Tourism, Jammu & Kashmir Tourism, Assam Tourism and Europamundo and Akbar Holidays.

The travel trade showcased revival and restart in large numbers, with new as well as existing partners. Eager travellers attended the show to get the best deals and travel offers from all over India and abroad.

*"We are extremely happy to be hosting TTF Kolkata in this brand new venue and to receive an overwhelming response, which is a testimony of the return of travel to the glory days of in-person meetings",* said Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd., the organisers of TTF - the oldest and largest travel tradeshow network in India. *"TTF Kolkata marks a new step in the resumption of travel trade shows without restrictions where tour operators and travellers thrived on a busy show floor",* he added.

TTF had the active support of travel associations like ETAA, TAAI, TAFI, ADTOI, IATO, SKAL International Kolkata, IATTE, TAAB, TAHAT, ATSPB, EHTTOA, ABTO, NIMA and HHTDN.

TTF in Kolkata saw a fantastic response due to the apt timing right ahead of the Durga Puja vacation travel season.

## EXHIBITOR TESTIMONIALS



### VACHIRACHAI SIRISUMPAN

Director,  
Tourism Authority of Thailand, New Delhi

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.



### YUVRAJ PADOLE

Deputy Director, Event, Marketing & Film Tourism,  
Madhya Pradesh Tourism Board

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.



### ANUJIT MUKHERJEE

Deputy Manager,  
Tourism Corp. of Gujarat Ltd.

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!



### SAYAK NANDI

Assistant Director,  
Ministry of Tourism, Govt. of  
India (Regional Office East)

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.



### KARNESH SHARMA, IAS

Director, Dept. of Tourism &  
Cultural Affairs, Govt. of Punjab

TTF has organised a very good event here in Kolkata. We see a huge footfall and participation from so many states and countries - the show has played a very important role in bringing people together to interact, explore all opportunities. This was a suitable time to organise such an event when people are finally stepping out of their homes post the pandemic.

ditional  
g space



# GLIMPSES OF THE SHOW



A booth for Kodland Tourism. The top banner says 'Kodland TOURISM' and 'DISCOVER A LAND UNTOUCHED'. Below, several men are looking at brochures on a table. In the background, there are signs for 'RAIMONA NATIONAL PARK' and 'JAS NATIONAL PARK'.





## TTF HYDERABAD

**05 06 July 2022**

Hyderabad International Convention Centre (HICC)



**150+**  
Exhibitors



**1200+**  
Trade Visitors

### States/UTs Represented: 19+

Andaman & Nicobar Islands, Andhra Pradesh, Chhattisgarh, Delhi, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Meghalaya, Puducherry, Rajasthan, Sikkim, Telangana, Uttar Pradesh, West Bengal

### Countries Represented: 4

Nepal, Thailand, Turkey, UAE

# HERALDING THE GRAND REBOUND OF TRAVEL, **TTF HYDERABAD 2022** RECEIVES HIGH PRAISE AND EXCELLENT FOOTFALLS

**T** Hyderabad, the best networking platform for Central & Southern India, celebrated a grand post-pandemic rebound of domestic and international travel, with over 150 participants from 4 countries and over 19 Indian states and UTs, at the Hyderabad International Convention Centre - HICC (Novotel).

TTF Hyderabad was inaugurated in the august presence of V. Srinivas Goud, Hon'ble Minister for Tourism, Excise & Prohibition, Sports and Youth Services, Archaeology, Government of Telangana, Sandeep Kumar Sultania, IAS, Secretary Tourism, Government of Telangana, B. Manohar, Managing Director, Telangana State Tourism Dev. Corpn. and other dignitaries from India and abroad.

Gujarat, Uttar Pradesh were the Partner States with big pavilions. Chhattisgarh, Himachal Pradesh, Madhya Pradesh, Meghalaya and Puducherry were the Feature States and showcased their best at the TTF. Host states Andhra Pradesh and Telangana offered their full support. Private sector participants from all over India also joined us at the show.

The show had participation from leading outbound exhibitors like Jazeera Airways and leading hospitality chains.

TTF Hyderabad also had a sizeable participation from abroad including from Nepal, Thailand, Turkey and UAE, with a delegation of tour operators and hoteliers providing testimony to the unmatched spirit of the Indian travellers that was intact in spite of the pandemic hitting hard.

Ministry of Tourism, Govt. of India too had a key presence at the show, showcasing all their campaigns and programmes such as 'Azaadi Ka Amrit Mahotsav', 'Dekho Apna Desh', and 'Ek Bharat Shreshtha Bharat'.

The show was reserved for travel



trade visitors on both the days, i.e. 5<sup>th</sup> & 6<sup>th</sup> of July.

An engaging Skal International Hyderabad Networking Meet was conducted at the TTF Forum, in the presence of H.E. Orhan Yalman Okan - Consul General of the Republic of Turkey, H.E. Mina Hadian - Vice Consul, Consulate General of The Islamic Republic of Iran, Hyderabad, Javid Malla - Senior Adviser, Economics, Climate & Development at British Deputy High Commission Hyderabad, Sk. Manish Dayya - General Manager, Novotel HICC, Skal International members, and a large audience.

A panel discussion by TOAT (Tour Operators Association Of Telangana) was also held on the 'Tourism Trends Post Pandemic and Beyond'.

The travel trade showcased revival and restart in large numbers, with new as well as existing partners.

*"Hosting TTF Hyderabad has always been a pleasure and a boost to our*

*confidence as an industry. We have received an overwhelming response, which is a reflection of the resurrection of travel to the glory days of in-person meetings."*, said Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd., the organisers of TTF - the oldest and largest travel tradeshow network in India. *"TTF Hyderabad brought in hope and marked a very important step towards the revival of travel trade shows sans any restrictions, where tour operators thrived on a busy show floor. The happy, hopeful faces around us are in themselves the biggest encouragement."*, he added.

TTF received great support from travel associations like IATO, ETAA, TAAI, TAFI, ADTOI, NIMA, SKAL International Hyderabad, IATTE, TOA, TTAA, TOAT, TTAT, UFTC, KTS, TAAC, TTTHA, TAAK, TNTF, ABTO, FOTO, STATT, and MTA.

TTF in Hyderabad saw a fantastic response as it was organised right ahead of the Dussehra and winter vacation travel seasons. ▶

# GLIMPSES OF THE SHOW



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## TTF SURAT

02 03 04 September 2022

Pandit Dindayal Upadhyay Indoor Stadium



**100+**  
Exhibitors



**750+**  
Trade Visitors



**3100+**  
General Visitors

### States/UTs Represented: 13

Andaman & Nicobar Islands, Delhi, Goa, Gujarat, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Uttar Pradesh

### Countries Represented: 2

Nepal, UAE

# TTF SURAT SHOWCASED THE REBOUND OF TRAVEL & TOURISM IN THE POST-PANDEMIC PHASE



**T** Surat, the best networking platform for Western Indian market of Gujarat, was organised at the Pandit Dindayal Upadhyay Indoor

Stadium, Athwalines, heralding the post-pandemic rebound of domestic and international travel, with over 100 participants from 2 countries and 13 Indian states and UTs. At a time when we can see a robust comeback of travel and tourism from India, leaving behind the aftermath of the pandemic, TTF Surat proved to be a well-timed show right before the Diwali and winter vacation travel seasons ahead, providing a boost to this huge and vibrant tourism market of Gujarat.

The inauguration took place in the august presence of Hemali Kalpeshkumar Boghawala, Mayor - Surat Municipal Corporation, Banchhanidhi Pani, IAS, Municipal Commissioner - Surat Municipal Corporation, Paresh Patel, Chairman Standing Committee - Surat Municipal Corporation, and other notable dignitaries.

Himachal Pradesh, Maharashtra, Jammu & Kashmir and Punjab showcased their best as Feature States. Host state - Gujarat also displayed all its

attractions, and offered its unparalleled support to the show. Private sector participants from all over India, from many states also participated in the show.

Like always, Ministry of Tourism, Govt. of India Tourism too had a key presence at the show, showcasing all their campaigns and programmes such as 'Azaadi Ka Amrit Mahotsav', 'Dekho Apna Desh', 'Ek Bharat Shreshtha Bharat'.

The show saw participation from exhibitors from several states like Andaman & Nicobar Islands, Delhi, Goa, Karnataka, Kerala, Madhya Pradesh, Uttar Pradesh and Rajasthan, and leading outbound exhibitors and hospitality chains.

TTF Surat had participation from abroad as well, including from Nepal and UAE. Most of the states participated with delegations of tour operators and hoteliers, in appreciation of the unabated spirit of Indian travellers that kept thronging these destinations throughout the pandemic, as they remained open with necessary precautions in place.

The show was reserved for travel trade visitors on the first day, and was open for all on the next two days.

*"In this post-pandemic phase, it was heartening to see the great response at TTF Surat, although the vibrant market of Gujarat has always been a major platform to bring the travel trade together. The number of exhibitors on the show floor and of hosted buyers as well as of visitors motivated us even more to carry out even bigger shows under the TTF franchise.",* said Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd., the organisers of TTF. *"TTF Surat received great support from the Host State, the travel industry at large and our association partners who all came together gearing up for the revival of travel and tourism.",* he added.

TTF had the active support of national and regional travel associations like OTOAI, TAAI, ADTOI, ETAA, IATTE, ABTO, TUC, NIMA, TOA, SKAL International, SITE, TAG, TOSG, TLC, GTAA, SGTCA, TAAS, ATAA, RAAG, VTAA, UTEN and TAAPI.

The travel trade fraternity was present in large numbers, with new as well as existing travel trade players. A huge footfall of travel enthusiasts seeking the biggest deals and the best travel offers from all over India, also visited the show.

# GLIMPSES OF THE SHOW



# GLIMPSES OF THE SHOW





## TTF AHMEDABAD

06 | 07 | 08 September 2022

Gujarat University Exhibition Hall



**700+**  
Exhibitors



**7000+**  
Trade Visitors

### States/UTs Represented: 22

Andaman & Nicobar Islands, Assam, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttarakhand, Uttar Pradesh, West Bengal

### Countries Represented: 3

Nepal, Turkey, UAE

# TTF AHMEDABAD GETS BUMPER RESPONSE

**T**TF Ahmedabad, the biggest travel trade show since the pandemic, concluded on a high note, with a massive turnout of travel trade from Gujarat and Western India. This, together with the record 700+ exhibitors from 3 countries and 22 states, made this the biggest-ever TTF Ahmedabad.

The show announced loud and clear the post-pandemic rebound of domestic and international travel.

TTF has always recognised the Gujarat market for the value it brings to the industry - this year, it reinforced that the state is at once one of the most valuable tourism markets as well as destinations. According to reports, the contribution of tourism to the GDP of Gujarat was estimated to be around 10.2% of the state's total gross domestic product in the year 2022, up from about 5% in 2015. Ahmedabad in particular has a significant contribution toward this growth.

The show had the participation of states like Goa, Himachal Pradesh, Karnataka, Kerala, Rajasthan, Uttarakhand, Madhya Pradesh, Odisha and Uttar Pradesh as Partner States. Assam, Jammu & Kashmir, Punjab, Tamil Nadu, Telangana, Andaman & Nicobar Islands and Tripura were also seen displaying their best as Feature States. Gujarat, the Host state showcased all its attractions, and offered its unparalleled support to the show. Private sector participants from all over India, from many states were also present at the show.

The show also had private exhibitors from several other states like Delhi, Haryana, Maharashtra, Sikkim and West Bengal, comprising travel agents, tour operators, hospitality chains, DMCs, attractions etc.

TTF Ahmedabad had participation from abroad as well, including from Nepal, Turkey and UAE. The states participated with delegations of tour operators and hoteliers, in appreciation of the unparalleled spirit of Indian travellers that kept thronging these destinations throughout the pandemic, as they remained open with necessary



precautions in place.

Ministry of Tourism, Govt. of India too had a key presence at the show, showcasing all their campaigns and programmes such as 'Azaadi Ka Amrit Mahotsav', 'Dekho Apna Desh', 'Ek Bharat Shreshtha Bharat'.

The show was reserved for travel trade visitors for all three days.

*"Gujarat has had great influence and contribution in the rebound of travel and tourism in this post-pandemic phase, and we were more than happy to be hosting TTF Ahmedabad in this vibrant market. It was extremely encouraging to say the least. The massive participation from exhibitors and the overall response from visitors was only proof that the industry is recovering with utmost vigour and is headed in the right direction."*, said Sanjiv Agarwal, Chairman & CEO, Fairfest

Media Ltd., the organisers of TTF. *"TTF Ahmedabad, which is our biggest show of the TTF series, received great support from the Host State, the travel industry at large and our association partners who are together gearing up for the revival of travel and tourism."*, he added.

TTF had the active support of travel associations like OTOAI, TAAI, TAFI, ADTOI, ETAA, IATTE, ABTO, NIMA, TOA, SKAL INTERNATIONAL, SITE, TUC, TAG, TOSG, TLC, SATA, GTAA, SGTCA, TAAS, ATAA, RAAG, VTAA, UTEN, TAAPI, AATO, HHTDN and EHTTOA.

More than 7000 trade visitors thronged the show - a testimony to the significance of TTF in reviving the industry after two years of pandemic-related restrictions. The rush seen on the floor was overwhelming and augured well for the industry as a whole.

## EXHIBITOR TESTIMONIALS



### **DR. R SIGIT WITJAKSONO**

**Director of Tourism Marketing for South & Central Asia, Middle East, Africa, Ministry of Tourism, Republic of Indonesia**

We witnessed three very busy days at the show which was quite fascinating. We also had a destination presentation where we showcased the newest destinations. Our co-participants present here with us had very good interactions with potential buyers.



### **DR. M. MATHIVENTHAN**

**Former Minister of Tourism, Govt. of Tamil Nadu**

Gujarat market occupies a big portion of the tourism industry in India, and so TTF Ahmedabad is very important. It's a very big gathering; under one roof, you have so many participants, so many agencies and operators. I consider this to be a very important mart as a part of the tourism industry.



### **HAREET SHUKLA, IAS**

**Secretary Tourism, Govt. of Gujarat**

I think it's a very well-organised event. It gives a very unique opportunity to state governments to promote their tourist destinations, and also bring together the private sector who get to network among themselves. It's a win-win for all who are operating in this area. I really want to compliment TTF for organising this event and all the best for the future!



### **SONIA YADAV, RAS**

**Additional Director, Dept. of Tourism, Govt. of Rajasthan**

It has been a wonderful opportunity. All the stakeholders, related to the travel and tourism industry, are here. I see a huge participation. These B2B shows definitely give a boost and help in reviving the tourism sector.



### **KARNESH SHARMA, IAS**

**Director, Dept. of Tourism & Cultural Affairs, Govt. of Punjab**

We see such a big crowd and so many people participating from different parts of the country; so definitely TTF Ahmedabad is a good opportunity. Response over the three days has been very good. I think this event will surely increase tourism numbers in our state of Punjab. TTF is playing a very big role in the revival of tourism in the country.



# GLIMPSES OF THE SHOW





## TTF BENGALURU

**17 18 19 February 2023**

Palace Grounds, Tripuravasini



**120+**  
Exhibitors



**1600+**  
Trade Visitors



**2400+**  
General Visitors

### States/UTs Represented: 16

Andaman and Nicobar Islands, Delhi, Goa, Gujarat, Himachal Pradesh, Haryana, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Uttarakhand, Uttar Pradesh, West Bengal

### Countries Represented: 5

Nepal, Thailand, Turkey, United Kingdom, Vietnam

# TTF BENGALURU 2023 STOOD TESTAMENT TO THE TRAVEL & TOURISM INDUSTRY BEING ON A STRONG UPWARD CURVE

**T**TF Bengaluru, focussed on the ever-growing Southern India travel market, saw participation from over 120 participants from 5 countries and 16 Indian states and UTs. The show took place at the Palace Grounds, Tripuravasini.

It was inaugurated by Kapil Mohan, IAS, Additional Chief Secretary Tourism, Government of Karnataka, Dr. V Ram Prasath Manohar, Director, Karnataka Tourism, Mohamed Farouk, Regional Director (South) Indiatourism, travel association heads and other high dignitaries from the travel & tourism industry.

Bengaluru being India's silicon valley and one of the biggest travel markets in South India, was the perfect place to stage a show of this stature - more than 4,000 travel trade visitors and travel enthusiasts thronged the show floor over the three days; bearing testament that it was a perfectly timed show right before the summer vacation travel season.

Karnataka Tourism, the Host State of TTF Bengaluru, extended its full support to the show. The tourism board, along with its co-participants, received a great number of enquiries and conducted fruitful business meetings.

Other states like Kerala, Madhya Pradesh and Odisha also showcased their attractions, and participated with a large number of their private hoteliers and tour operators. Private sector participants from all over India from many states were also present at the show. TTF Bengaluru had a big contingent from Partner Country Nepal as well, who were participating along with many of their stakeholders.

The show had private exhibitors from several other countries as well, like Thailand, Turkey, United Kingdom and Vietnam, and from states namely Andaman and Nicobar Islands, Delhi, Goa, Gujarat, Himachal Pradesh, Haryana, Jammu & Kashmir, Maharashtra, Rajasthan, Uttarakhand,



Uttar Pradesh and West Bengal, comprising of travel agents, tour operators, hospitality chains, DMCs, attractions etc.

Like every year, the Ministry of Tourism, Govt. of India had a key presence at the show, highlighting their ongoing initiatives like the recently held G20 summit, or 'Azadi Ka Amrit Mahotsav', 'Ek Bharat Shreshtha Bharat', 'Dekho Apna Desh' and 'Swadesh Darshan'. Talking about the show's significance for the industry, Mohamed Farouk, Regional Director (South), Indiatourism commented, "TTF is an important event in our calendar. Here we get really good industry participation, and we see travel trade do a lot of business networking. We are glad to be part of this event".

TTF Bengaluru was strongly supported by the region's leading travel industry bodies like the Karnataka Tourism Society, and Skal International Bengaluru, whose members attended a special networking session in large numbers. TTF Bengaluru was also supported by the local chapters of

national travel associations like TAAI, TAFI, ETAA etc.

TTF Bengaluru was reserved for the travel trade on the first day and the first half of the second day and was open for all thereafter. Apart from being the centre point for networking for the travel trade industry, the show also provided the right platform for general visitors and travel-lovers to explore hundreds of destinations and travel options, and get the best deals and packages for the upcoming summer vacations, all under one roof.

"The response we saw over the three days clearly shows that travel and tourism has come back with full swing after a couple of years of a very tough phase; and we are confident that there is no looking back from here", said Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd., the organisers of TTF.

A clear indicator that the industry is now on a strong upward curve, this edition was 50% bigger than the one held in 2022 and saw a bumper response from travel trade members and travel enthusiasts alike.

## EXHIBITOR TESTIMONIALS



**KAPIL MOHAN, IAS**  
Additional Chief Secretary,  
Department of Tourism, Govt. of Karnataka

Post Covid, we are seeing tremendous growth in tourism, both domestically and internationally. I am very glad that this fair is taking place in Bengaluru; through this, we are able to promote our state not only as a tourist destination but also as a destination fit for MICE activities and weddings. Karnataka is undertaking quite a few tourism projects as laid down in the new budget, and this is one of the best platforms to showcase all those to everyone.



**MOHAMED FAROUK**  
Regional Director (South), Indiatourism

The Ministry of Tourism takes part in different travel trade shows and TTF is one important event in our calendar. Here, we get really good industry participation, so we are glad to be part of this event. The show being organised in Bengaluru is even more relevant as this city is the hub of tourism for Karnataka as well as for the country.



**SANTOSH KUMAR GHIMIRE**  
Manager - Research Planning &  
Monitoring Dept., Nepal Tourism Board

We got a good response at the show. TTF Bengaluru is important as it covers the Southern half of India and it's a good platform for our travel trade partners to showcase their products. It's a great platform for building connections.



**ANKUR SHARMA**  
Vice President - Product &  
Operations, EbixCash | Via.com

Participating at TTF is a great experience as an exhibitor. TTF acts as a backbone for our company because we have started all our major businesses at this show - this is the home ground for us. Thanks a lot to the TTF team for inviting us and all the best! We will surely continue our association with this platform in the future.



**SUREJ K HASSAN**  
Senior Vice President,  
Revenue Management &  
Distribution, Sterling

Here we are able to meet a lot of travel agents and showcase our products to them. Sterling is expanding year on year and thus it is very important for everyone to get to know about us, something we achieve by being a part of this show. We have closed a lot of contracts at the show. Keep up the good work! It helps the fraternity to come together and believe in a prosperous year ahead.



# GLIMPSES OF THE SHOW





## TTF CHENNAI

**24 25 26 February 2023**

Chennai Trade Centre



**150+**  
Exhibitors



**1300+**  
Trade Visitors



**2700+**  
General Visitors

### States/UTs Represented: 15

Andaman and Nicobar Islands, Delhi, Goa, Gujarat, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Maharashtra, Odisha, Rajasthan, Tamil Nadu, Uttarakhand, Uttar Pradesh, West Bengal

### Countries Represented: 4

Nepal, Thailand, Turkey, United Kingdom

# TTF CHENNAI 2023 GROWS 50% BIGGER, SHOWS TRAVEL & TOURISM INDUSTRY IN FULL RECOVERY

**T**TF Chennai, focussed on the Southern India travel markets, saw a great number of visitors and fruitful business on the show floor. The show took place at the Chennai Trade Centre, showcasing a great travel rebound with over 150 participants from 4 countries and 15 Indian states.

It was inaugurated by Dr. B. Chandra Mohan, IAS, Principal Secretary to Government, Tourism, Culture & Religious Endowment Dept. & Chairman, Tamil Nadu Tourism Development Corporation, travel association heads and other high dignitaries from the travel & tourism industry.

Chennai being one of the four metropolitan cities in India, is the hub of domestic and outbound travel from South India. With time, TTF Chennai is emerging as the largest regional travel trade show in Southern India - more than 4,000 travel trade visitors and travel-lovers thronged the show floor over the three days; bearing testament that it was a perfectly timed show right before the summer vacation travel season.

Tamil Nadu Tourism, the Host State of TTF Chennai, extended its full support to the show. The tourism board, along with its co-participants, received a great number of enquiries and conducted fruitful business meetings. Talking about the show's significance for the industry, the show's Chief Guest, Dr. B. Chandra Mohan, IAS, Principal Secretary to Government, Tourism, Culture & Religious Endowment Dept. & Chairman, Tamil Nadu Tourism Development Corporation commented, "TTF brings together B2B players from various parts of India. This edition is definitely bigger than last year. This is a great show and a key business event, not only bringing tourists to Tamil Nadu, but it is also a bridge between outbound and inbound tourist destinations. Well done TTF team!"

Other states like Gujarat, Karnataka, Kerala, Odisha, Uttarakhand and Uttar Pradesh also showcased their



attractions, and participated with a large number of their private hoteliers and tour operators. Private sector participants from all over India, from many states were also present at the show. TTF Chennai had a big contingent from Partner Country, Nepal as well, who were participating along with many of their stakeholders.

The show had private exhibitors from several other countries as well, like Thailand, Turkey and the United Kingdom, and from states namely Andaman and Nicobar Islands, Delhi, Goa, Himachal Pradesh, Jammu & Kashmir, Maharashtra, Rajasthan and West Bengal, comprising of travel agents, tour operators, hospitality chains, DMCs, attractions etc.

Like in all other shows of the TTF series, the Ministry of Tourism, Govt. of India had a key presence at the show, highlighting their ongoing initiatives like the recently held G20 summit, or 'Azadi Ka Amrit Mahotsav', 'Ek Bharat Shreshtha Bharat', 'Dekho Apna Desh'

and 'Swadesh Darshan'.

TTF Chennai was reserved for the travel trade on the first day and the first half of the second day and was open for all thereafter.

"The response at the show clearly shows that the travel and tourism industry is gearing up for a busy summer! As per industry reports, domestic tourism is doing even better than pre-pandemic times, and we are confident of a two-figure growth in the coming months", said Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd., the organisers of TTF.

TTF Chennai was strongly supported by the region's leading travel industry bodies like the Skal International Chennai, South India MICE Association (SIMA), Tamil Nadu Tourism Federation (TNTF), whose members attended a special networking session in large numbers. TTF Chennai was also supported by the local chapters of national travel associations like TAAI, TAFI, ETAA etc.

## EXHIBITOR TESTIMONIALS



### **DR. B. CHANDRA MOHAN, IAS**

**Principal Secretary to Government, Tourism, Culture & Religious Endowment Dept. & Chairman, Tamil Nadu Tourism Development Corporation**

TTF brings together B2B players from various parts of India. This edition is definitely bigger than last year. This is a great show and a key business event, not only bringing tourists to Tamil Nadu, but it is also a bridge between outbound and inbound tourist destinations. Well done TTF team!



### **SRIJANA NEPALI**

**Officer,  
Nepal Tourism Board**

It feels wonderful to be here at TTF. The participation we see here is really encouraging, especially after the tough times of Covid. For the Nepal Tourism Board, TTF is one of the most important networking platforms because of its quality of buyers and the facilities extended to us.



### **NIKITA KATHIRIYA**

**Public Relations & Marketing Official,  
Gujarat State Tourism Department**

I am very happy to see this huge crowd at the show this year; we have received good response throughout these three days. TTF is very important for Gujarat Tourism as it is giving us easy access to the market of South India. Our tourist data has increased in crores in the last two years as we are back participating in shows like TTF, OTM; these shows are connecting us again with the industry and travel enthusiasts post the pandemic.



### **RABINDRA KUMAR DALAI**

**Asst. Director,  
Odisha Tourism**

The arrangements at this show are very good. TTF Chennai is very important for Odisha Tourism to promote itself in the Southern Indian market; we are definitely coming back to the upcoming TTF shows.



### **B. G. INDIRAMMA**

**General Manager, Finance,  
Karnataka State Tourism  
Development Corporation**

TTF is a very important platform for B2B and B2C networking - it's a huge platform for all the stakeholders to showcase and sell their products. It also acts as a great information centre for the travel trade buyers as well as the general visitors.



### **RAKHI BHALLA**

**Indian Market Representative,  
Plaza DMC Turkey**

The exhibition of TTF is very nice. We are getting many inquiries which I am sure will translate into business. At shows like this, people come to know what more the destinations have to offer, especially after the Covid when people are again showing great interest in travelling. We look forward to attending each and every TTF show. Congratulations and all the very best to your team!



### **GURMEET RANDHAWA**

**General Manager,  
Radisson Golf Resort Pahalgam**

We have been participating in most of the TTF shows and we are planning to attend the upcoming one in Kolkata as well. This platform is indeed important because it provides awareness, something that is most important to people who are looking for elite destinations like Kashmir which is fairly untouched and a dream destination for all. Here you see all stakeholders from the industry coming under one roof, meeting with lots of people. This is helping all of us a lot.

# GLIMPSES OF THE SHOW



# SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

## Premium Partner Country



## Partner Countries

## Partner Countries



## Destination Partners

## Focus Destination

## Feature Countries



## Host State

## Partner States



## Partner States

## Feature States



## Feature States

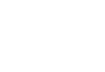
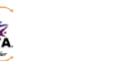
## Featured Exhibitors



## Featured Exhibitors



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