

TTF 2024 Highlights Bihar's Important Impetus/Role in the Travel Industry

More than 150 Exhibitors, 1800+ travel professionals, and 1000+ enthusiastic travelers gathered in Patna, showcasing the vibrant potential of Bihar's tourism market!

Patna, November 06, 2024 – The 2024 edition of the Travel & Tourism Fair (TTF) successfully concluded in Patna after two days of dynamic exchanges, business networking, and enthusiastic participation from exhibitors and visitors alike. Hosted at the Samrat Ashok Convention Centre - Gyan Bhawan, the event attracted an impressive turnout, underscoring Bihar's growing significance as a tourism hub. With a diverse showcase of travel offerings from around the world, TTF 2024 not only facilitated business opportunities but also highlighted the state's potential in the travel industry.

The event featured an impressive exhibitor showcase with over 150 participants presenting exclusive travel packages, hotel deals, and cutting-edge travel technology. Industry professionals seized the opportunity to explore collaborations across sectors such as eco-tourism, heritage, adventure, wellness, and spirituality. Visitor engagement was strong, with over 1,800 travel professionals and more than 1,000 general visitors actively participating and building valuable connections. Attendees also benefited from exclusive travel promotions for both domestic and international destinations offered by prominent exhibitors.

Strong Government Support and VIP Presence

The event was inaugurated by **Shri Nitish Kumar**, Hon'ble Chief Minister of Bihar, who emphasized the significance of tourism as a driver of economic growth for the state. The event also saw participation from key dignitaries, including **Shri Gajendra Singh Shekhawat**, Hon'ble Tourism Minister, Govt. of India, and **Shri Samrat Choudhary**, Hon'ble Dy. Chief Minister of Bihar. Their presence, along with senior officials from various state tourism boards, reflected the strong government support for the tourism sector in Bihar and the collaborative efforts to boost the state's visibility on both domestic and international platforms.

Following the Inauguration, **Shri Gajendra Singh Shekhawat** stated, *"Bihar has the potential to become the tourism capital of India. Known as the land of religion, knowledge, and science, Bihar has the potential to lead the country in the field of tourism in the coming years."* He further stated that the central government is committed to developing Bihar's tourism sector, with plans for sites like Gaya Ji, Bodh Gaya, Rajgir, and Nalanda included in the Union Budget. He noted the current trend of experience-based tourism and highlighted the government's initiatives to create jobs through programs like "Tourism Mitra" and "Tourism Didi." *"The current tourism sector of 250 billion USD will reach 500 billion USD in the next 5 years, which will greatly boost the growth prospects for India's tourism sector,"* he added.

Insightful Sessions and Industry Expertise

TTF 2024 hosted multiple thought-provoking sessions across the two days, providing valuable insights into critical themes in the tourism industry. On **Day 1**, the **'Nature and Nurture:**

Building a Responsible Eco-Tourism Model' session explored ecotourism strategies for Bihar and other regions. Esteemed panelists discussed the significance of balancing tourism growth with environmental sustainability. This session was followed by a **Destination Presentation by Maharashtra Tourism**, highlighting the state's attractions, new travel packages, and cultural offerings. The evening concluded with a **program celebrating Bihar's heritage and culture**, with a captivating **Special Musical Performance by Ms. Swati Mishra**. The performance showcased the rich cultural traditions of Bihar and drew significant attention from attendees.

Day 2 continued with a high-impact session on **'Thrills and Trails: The Potential of Adventure Tourism,'** where industry veterans explored Bihar's untapped potential in adventure tourism. The engaging discussions provided a roadmap for future growth in this niche sector.

The event closed with a **Valedictory Ceremony and Awards Function**, which recognized the outstanding contributions of exhibitors and marked the culmination of TTF 2024 in Patna, Bihar. The ceremony celebrated the success of the event and the exhibitors' role in promoting travel and tourism in India.

Launch of the 'Visit Terai' Initiative

TTF Patna 2024 hosted the launch of the 'Visit Terai' initiative, showcasing the Himalayan Terai (Foothills) as one of the richest areas in the world for biodiversity, wildlife, and culture along the India-Nepal border. This region spans over 1,000 km and is becoming increasingly accessible with improved roads and several visa-free entry points in West Bengal, Bihar, Uttar Pradesh, and Uttarakhand.

Tourists can explore notable attractions like the **Valmiki Tiger Reserve (VTR)** and the forests of **Chitwan** and **Parsa**, now easily reachable via the new **Thori (Bikhna Thori)** checkpoint. The initiative aims to promote Terai as a premier destination, boosting tourism and supporting local economies.

A Spotlight on Bihar

TTF 2024 highlighted Bihar's tourism offerings, showcasing the state's rich heritage, spiritual significance, adventure tourism, and eco-tourism opportunities. With the active participation of **16** state tourism boards, and the Ministry of Tourism, Govt. of India, the event focused on Bihar's growing appeal as a destination for both domestic and international travelers. The collaboration between different states and travel partners during the event confirmed the growing interest in the state's tourism offerings. **Bihar**, as the **Host State**, along with **Partner State Uttar Pradesh, and Feature States** such as **Odisha, Rajasthan, Maharashtra, Chhattisgarh, Telangana, Gujarat, Punjab, Goa, Delhi, Meghalaya, Jammu & Kashmir, Assam, Tripura, and Kerala**, along with key exhibitors, demonstrated the strength and diversity of India's tourism offerings.

A Platform for Business and Leisure

While Day 1 focused on business networking among travel professionals, Day 2 opened its doors to general visitors, allowing them to explore a wide range of travel destinations, tourism products, and exclusive travel deals. The event, strategically timed before the festive and

holiday season, provided travel enthusiasts with the perfect opportunity to discover new holiday destinations and secure unbeatable offers. From cultural tours and wellness retreats to adventure activities and spiritual journeys, TTF 2024 catered to a wide range of travel interests.

TTF Patna: A Platform for Future Growth

Reflecting on the success of the event, **Sanjiv Agarwal**, Chairman and CEO of Fairfest Media, expressed his appreciation: *“TTF 2024 has truly highlighted Bihar’s significant potential as a tourism destination. The event’s success further demonstrates the critical role that travel and tourism can play in showcasing the strength of Bihar’s tourism market. The overwhelming response from exhibitors, travel professionals, and general visitors has not only reinforced the importance of TTF but also created opportunities for meaningful conversations and long-term partnerships that will drive in the region and neighboring countries”.*

Looking Ahead

As **TTF 2024** concludes in Patna, it has fostered collaboration, growth, and innovation within Bihar’s tourism sector. The event has not only elevated Bihar’s status as one of the **fastest-growing tourism sectors in India** but also laid the groundwork for sustained tourism development in the years ahead. With strong government support and the momentum of future editions, Bihar is set to become a leading destination for both domestic and international tourists.

About Fairfest Media

Founded in 1989, Fairfest Media organizes India’s oldest and largest travel trade show network. TTF, held annually in cities like Kolkata, Ahmedabad, New Delhi, Patna, Mumbai, Bengaluru and Chennai, has decades of experience and has been instrumental in connecting industry professionals, driving tourism growth, and promoting innovative travel solutions across the country.