



TTF Bengaluru 2026 Strengthens Travel Trade Partnerships Across South India

Brought Together Over 150 Exhibitors, 2,900+ Travel Trade Buyers, and 1,400+ Visitors at South India's Leading Travel Trade Show.

TTF Bengaluru 2026 concluded successfully on the **15th March, 2026 at Tripura Vasini, Palace Grounds**, strengthening its position as one of South India's most important platforms for the travel and tourism industry. The three-day event brought together tourism boards, travel companies, hospitality brands, and travel technology providers from across India and international destinations, facilitating valuable business interactions and industry networking.

The event was inaugurated in the presence of **Mr. H.K. Patil, Hon'ble Minister for Law, Parliamentary Affairs, Legislation and Tourism, Government of Karnataka**. Speaking on the occasion, **Mr. Patil said**, *"This exhibition is very important because many tourism offerings that are otherwise not in our exposure are showcased here, allowing everyone to understand what is available in different destinations."*

The occasion was also graced by **Dr. Thrilok Chandra K.V., IAS, Secretary, Tourism, Government of Karnataka, Vikasa Soudha**, who said, *"TTF is a very good platform for exchange of views and for tour operators and tourism companies to present their offerings. It also gives states a strong opportunity to showcase their tourism products and experiences to the wider market."*

Other distinguished dignitaries present at the inauguration included **Mr. Prashant Shankhinamath, IFS, Managing Director, Jungle Lodges & Resorts Limited**, and **Mr. D. Venkatesan, Regional Director (South), Ministry of Tourism, Government of India**.

The event featured **Karnataka Tourism as the Host State** and **Goa Tourism as the Partner State**, with **Telangana Tourism, Gujarat Tourism, and the Ministry of Tourism, Government of India (Incredible India)** participating as **Featured Partners**. Their presence provided visitors and travel professionals an opportunity to explore diverse tourism offerings, including heritage tourism, nature and wildlife experiences, spiritual circuits, coastal destinations, and emerging niche travel segments. The show also received strong support from leading travel and tourism associations, including **OTOAI**,

ETAA, TAAI, TAFI, ADTOI, SIGTOA, SKAL International - Bangalore, TTAA, TOAT, Karnataka Tourism Society, TAAC, TTTHA, SIMA, ABTO, KSTOA, TOAI, TTAT, IATTE, TAAK, STAT, MTA, TIA, and NIMA, reflecting strong industry participation and collaboration.

This year's edition featured **150+ exhibitors representing 15+ Indian states and 6 countries**, showcasing a diverse range of tourism offerings, including destinations, hospitality services, tour operators, travel technology providers, and niche tourism experiences. The exhibition floor presented a vibrant mix of international destinations, state tourism departments, private travel companies, and hospitality brands, offering visitors a comprehensive view of the latest travel products and opportunities across domestic and international markets.

The event attracted **over 2,900 travel trade buyers**, including travel agents, tour operators, corporate travel planners, and MICE professionals, who engaged in business meetings, networking sessions, and partnership discussions with exhibitors.

In addition, the show welcomed **more than 1,400 general visitors**, providing travellers with an opportunity to interact directly with tourism boards, hotels, and travel companies, compare holiday options, and discover new destinations. The strong turnout reflected the industry's continued enthusiasm for exploring new markets, strengthening partnerships, and tapping into emerging travel trends.

The event also hosted Valedictory Awards, recognising exhibitors and tourism organisations for their outstanding showcases and contributions to the travel and tourism industry. (See attached list of award recipients.)

Commenting on the successful response to the show, **Sanjiv Agarwal, Chairman & CEO, Fairfest Media**, said, *"South India continues to be a key driver of India's travel growth, and TTF Bengaluru 2026 once again demonstrated the region's strong appetite for travel partnerships and collaborations. The event has provided tourism boards and travel brands with a valuable platform to engage with the region's vibrant travel trade community while exploring meaningful business opportunities."*

The opening phase of the show focused on business-to-business interactions, where exhibitors engaged with travel agents, tour operators, corporate travel planners, and MICE buyers through meetings and networking sessions. The exhibition later welcomed the public, allowing travellers the opportunity to explore destinations, interact directly with tourism boards and travel companies, and evaluate a wide range of holiday experiences.

Over the years, **TTF Bengaluru** has evolved into a key marketplace where destinations, travel brands, and industry stakeholders connect to build partnerships, expand distribution networks, and identify emerging travel trends. By integrating trade networking with consumer engagement, the show continues to bridge the gap between the travel industry and India's rapidly growing traveller base.

Host State



Partner State



Feature States



अतुल्य! भारत
Incredible India

Supported by



Supported by

