



TTF Chennai 2026 Concludes with Strong Industry Participation, Reinforcing South India’s Travel Demand

TTF Chennai 2026 concluded successfully on the 22nd March, 2026 at the **Chennai Trade Centre**, reaffirming its position as one of South India’s leading travel trade exhibitions. Organised by **Fairfest Media**, the event witnessed strong participation from the travel trade and consumers, reflecting the continued growth of Chennai’s continued growth as a key travel source market.



The inaugural ceremony was attended by key representatives from the travel and tourism industry including **Ms. J. Innocent Divya, IAS, Commissioner, Department of Tourism, Government of Tamil Nadu, and Managing Director, Tamil Nadu Tourism Development Corporation**, who said, *“Tourism is a highly diverse industry with multiple stakeholders, and platforms like this are essential to bring them together under one roof to enable partnerships and collaborations.”*

Dr. B. N. Patil, IAS, Director, Directorate of Tourism, Government of Maharashtra, added, *“This is a highly effective platform in terms of economic impact, allowing us to promote tourism assets and destinations to key source markets like Tamil Nadu and South India.”*

Mr. D. Venkatesan, Regional Director, Ministry of Tourism, Government of India, noted, *“Physical presence at trade shows remains important to engage directly with industry stakeholders, which is why we look forward to participating every year.”*

Strong Industry Participation and Diverse Showcase at TTF Chennai

TTF Chennai featured over 250 exhibitors from 12+ Indian states and 5 countries, showcasing a diverse range of destinations, travel experiences, and tourism offerings. The event recorded participation from **2500+ travel trade buyers**, including travel agents, tour operators, corporate travel planners and MICE professionals, who engaged in productive business meetings and networking sessions with exhibitors. The exhibition also attracted **1500+ general visitors**, enabling travellers to connect with tourism boards and travel brands, explore holiday offerings and gain insights into new travel experiences. The strong response highlighted the sector’s continued momentum and interest in new market opportunities.

TTF Chennai saw participation from leading tourism boards, with **Nepal Tourism** as the *Partner Country*, and **Goa Tourism** and **Kerala Tourism** as *Partner States*. **Telangana Tourism, Maharashtra Tourism, and Tamil Nadu Tourism**, along with the **Ministry of Tourism, Government of India (Incredible India)**, participated as *Featured Partners*.

International destinations, including the **UAE, Sri Lanka, Singapore, China, and Bhutan**, were also represented, alongside a strong presence of private exhibitors and travel brands, highlighting the diversity and global appeal of the exhibition.

The event was supported by leading travel and tourism associations, including **OTOAI, ETAA, TAAI, TAFI, ADTOI, IATTE, SKAL International – Chennai, ABTO, TIA, NIMA, TOAI, SIGTOA, TTTHA, SIMA, Tamil Nadu Travel Mart Society, FOTO, TAAT, TAAC, ATTOI, ETOA**, reflecting the strong industry collaboration.

“Chennai: A Strategic Gateway Fueling Tourism Growth in South India”

Chennai has firmly established itself as one of India’s key travel source markets, driven by strong demand across both outbound and domestic segments. Its well-established network of travel professionals, combined with evolving consumer preferences, continues to position the city as a strategic hub for tourism growth in South India.

Against this backdrop, TTF Chennai serves as a catalyst for industry engagement, enabling meaningful B2B interactions while offering consumers access to a wide range of travel options, thereby strengthening partnerships and enhancing destination visibility.

ABOUT TTF

The **TTF series is India's oldest and largest travel trade show network**, providing effective marketing platforms to promote tourism across **eight major travel markets in India**, including Kolkata, Ahmedabad, Hyderabad, Patna, Mumbai, Bengaluru, and Chennai.

For over three decades, TTF has served as a trusted show for the travel industry, enabling exhibitors to tap into India's booming tourism sector and allowing buyers to discover new destinations and business opportunities. Across its editions, the network has hosted **4,000+ exhibitors from over 100 countries and 36 Indian states and union territories**, linking the global travel industry with India's key source markets.

ABOUT Fairfest Media

Fairfest Media, incorporated in 1989, is a 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.

In addition to the TTF series, Fairfest Media also organises **OTM – Asia's Leading Travel Show** and **BLTM – Business + Leisure Travel and MICE Show**, making it the largest travel trade show organiser in India.