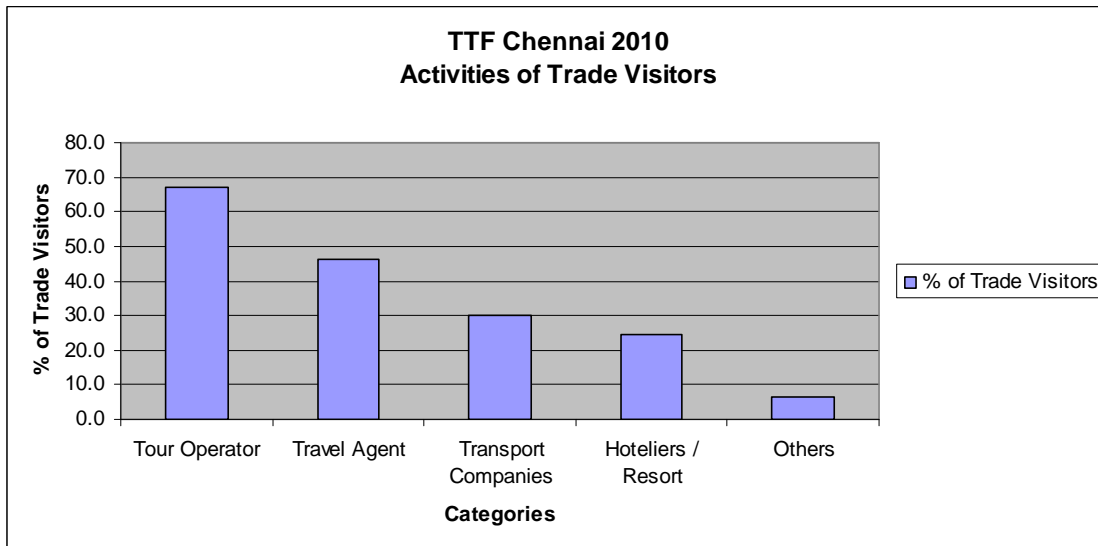
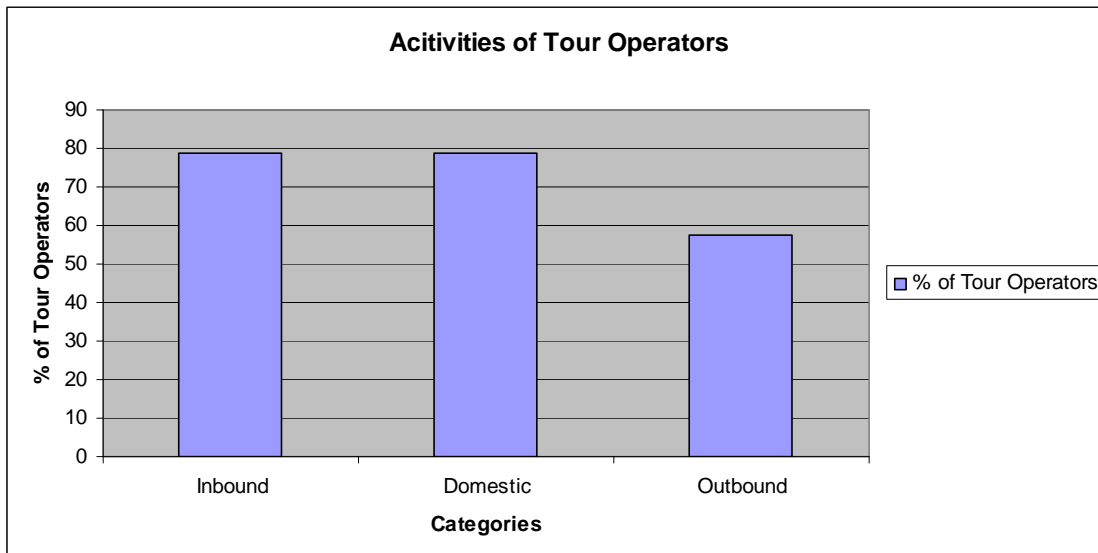


TTF Chennai 2010 Trade Visitors Survey Report

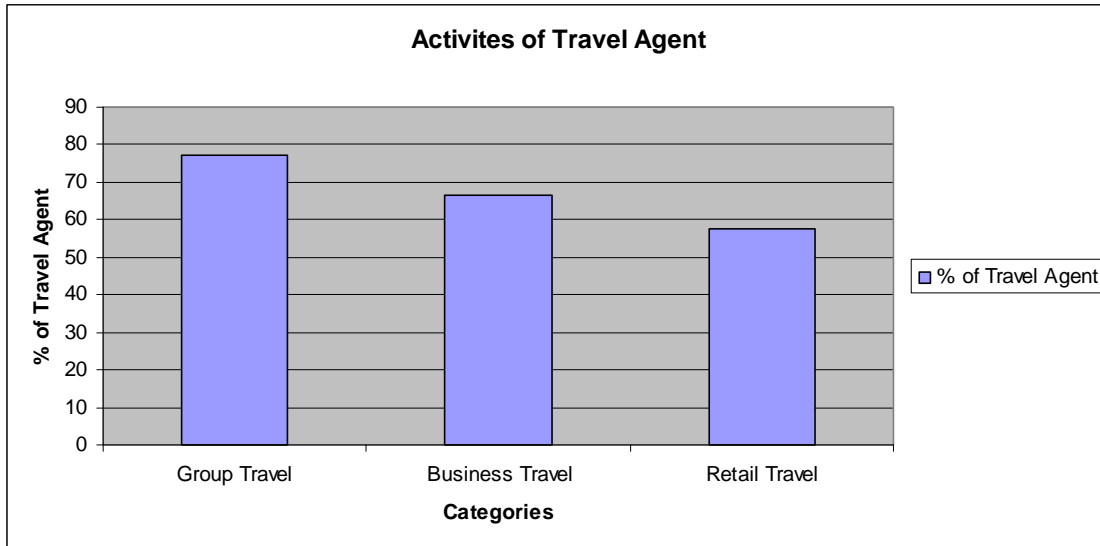
There were 1063 trade visitors in TTF Chennai 2010. The activities of 502 trade visitors were captured. There were 67.1% Tour Operators, 46.2% Travel Agents, 30.1% Transport companies, 24.3% Hoteliers / Resorts and 6.4% belonging to other categories.



Out of the total Tour Operators, Inbound and Domestic both 78.6% and Outbound Tours Operators was 70.6%.



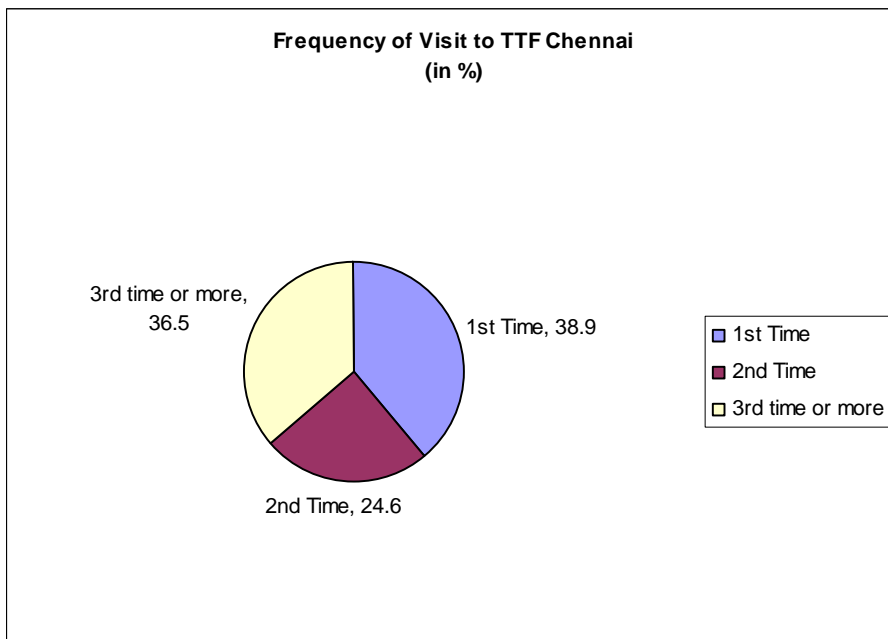
Out of the Travel Agents, it was found that 77.2% were into Group Travel, 66.4% into business travel and 57.6% into Retail Travel.



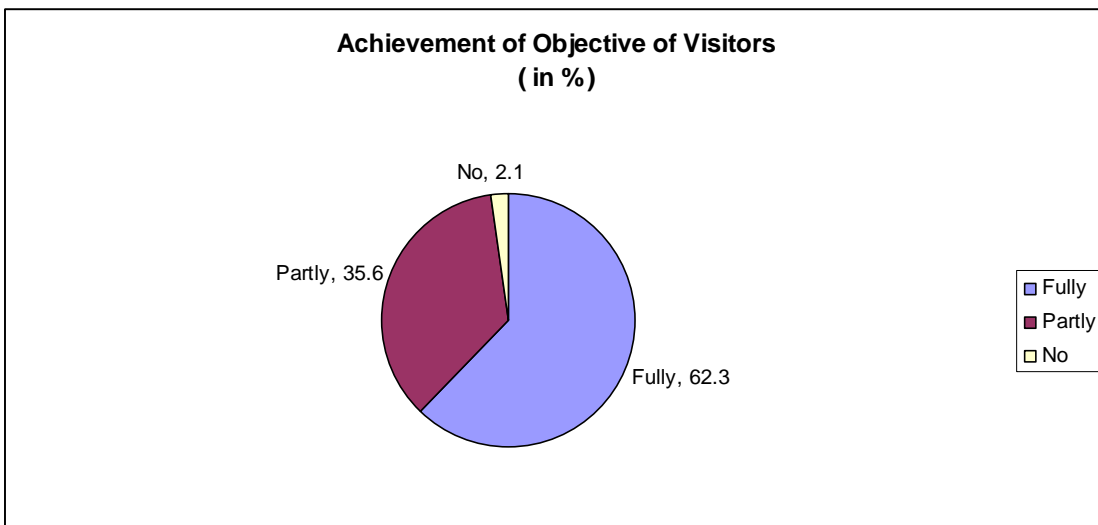
57.3% of trade visitors visited with the purpose of Gathering Information, 51.8% for Visiting Business Associates, 30.7% for Sourcing New Products, 19.4% for Evaluating for Future Participation and 11.1% for Purchase / Order.



61.1% of the trade visitors were repeat visitors.



97.9% of the visitors achieved their objectives, out of which 62.3% visitors achieved fully and 35.6% partly.



97.2% (yes+may be) of trade visitors showed interest to participate and 93.7% (yes+may be) to advertise in TTF in future years.

