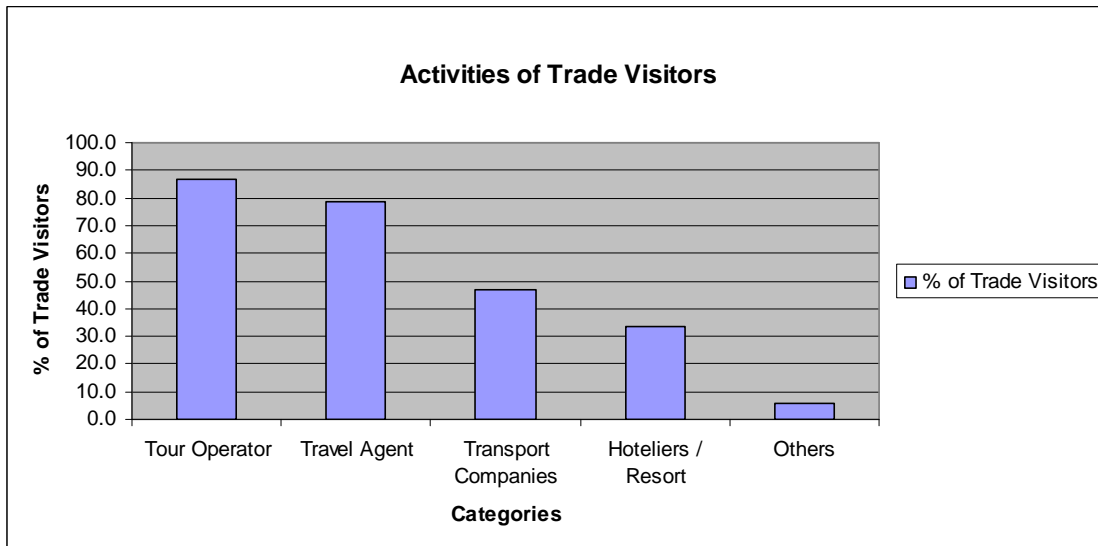
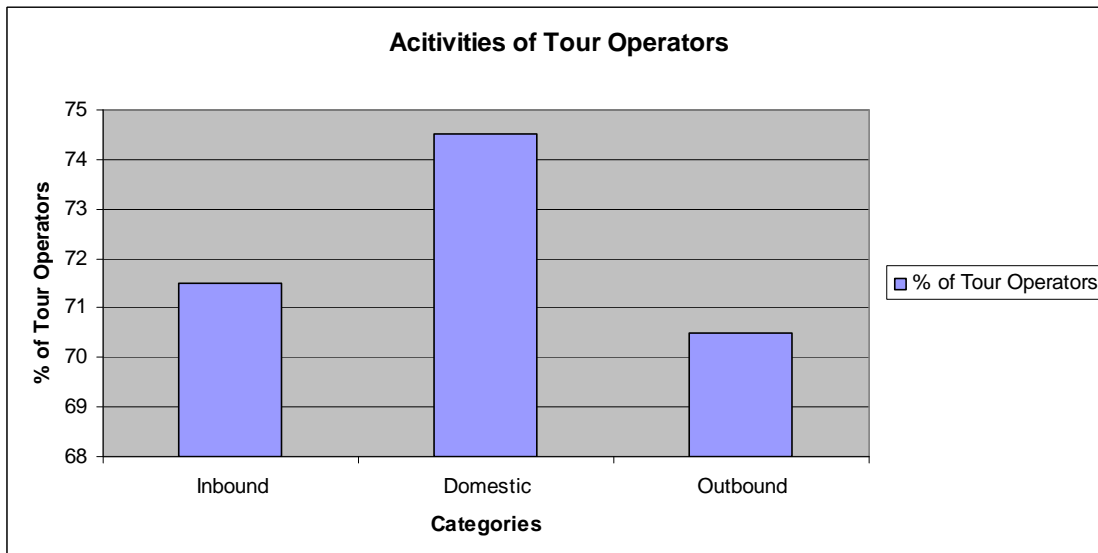


TTF Hyderabad 2009 Trade Visitors Survey Report

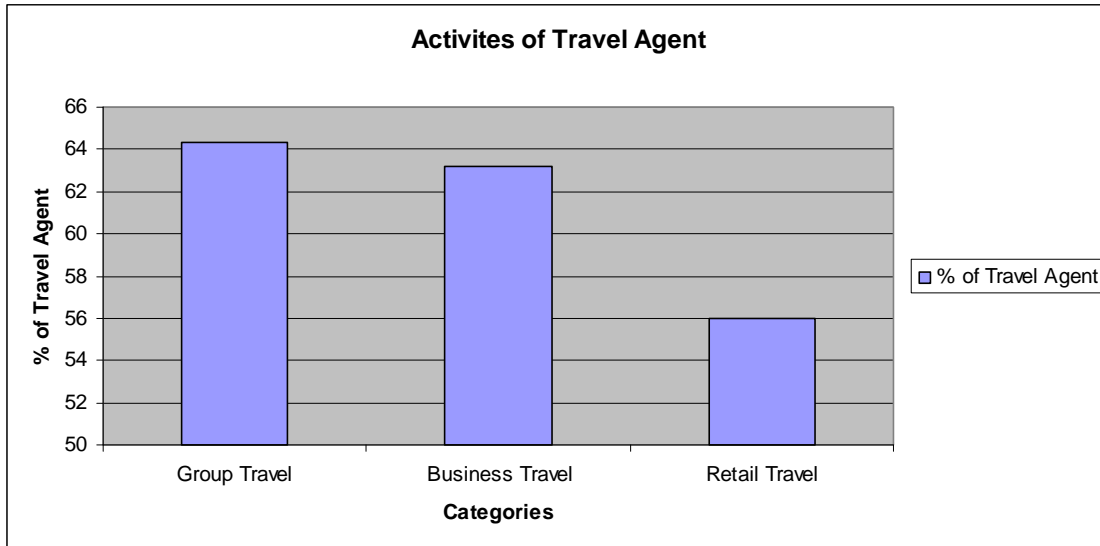
There were 407 trade visitors in TTF Hyderabad 2009. The activities of 231 trade visitors were captured. There were 86.6% Tour Operators, 78.8% Travel Agents, 46.8% Transport companies, 33.3% Hoteliers / Resorts and 5.6% belonging to other categories.



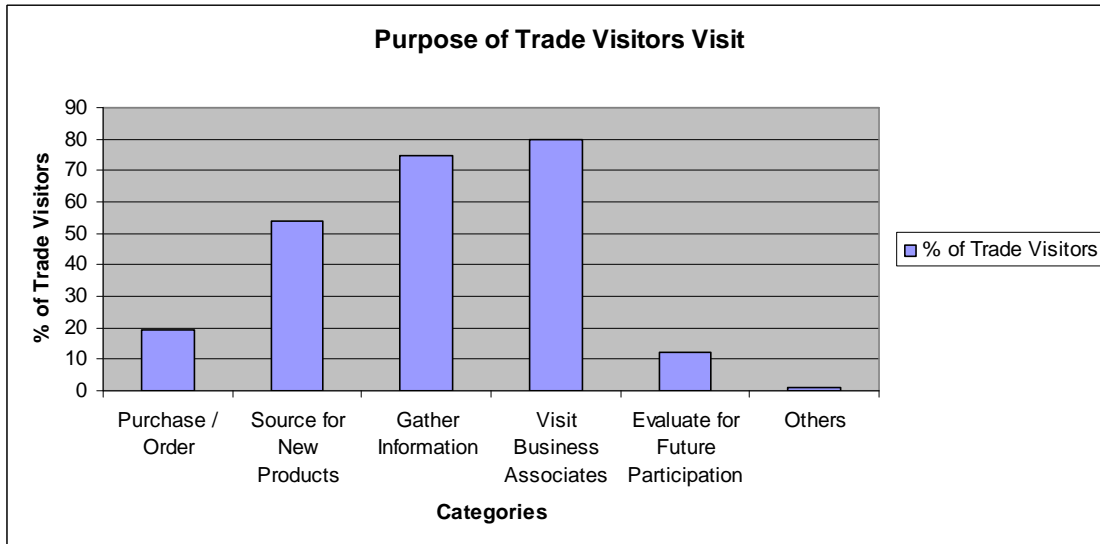
Out of the total Tour Operators, 71.5% were Inbound, 74.5% Domestic and 70.5% were Outbound Tours Operators.



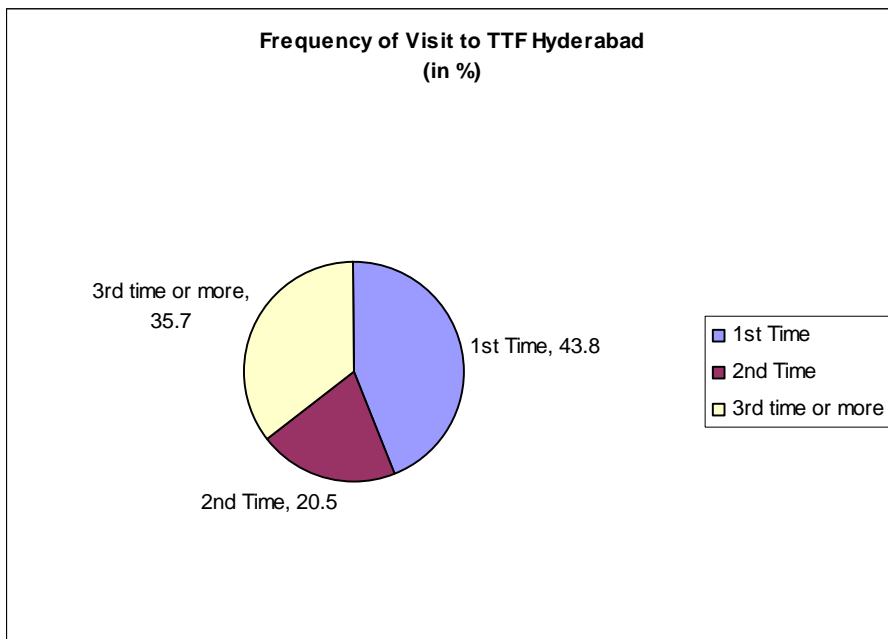
Out of the Travel Agents, it was found that 64.3% were into Group Travel, 63.2% into business travel and 56.0% into Retail Travel.



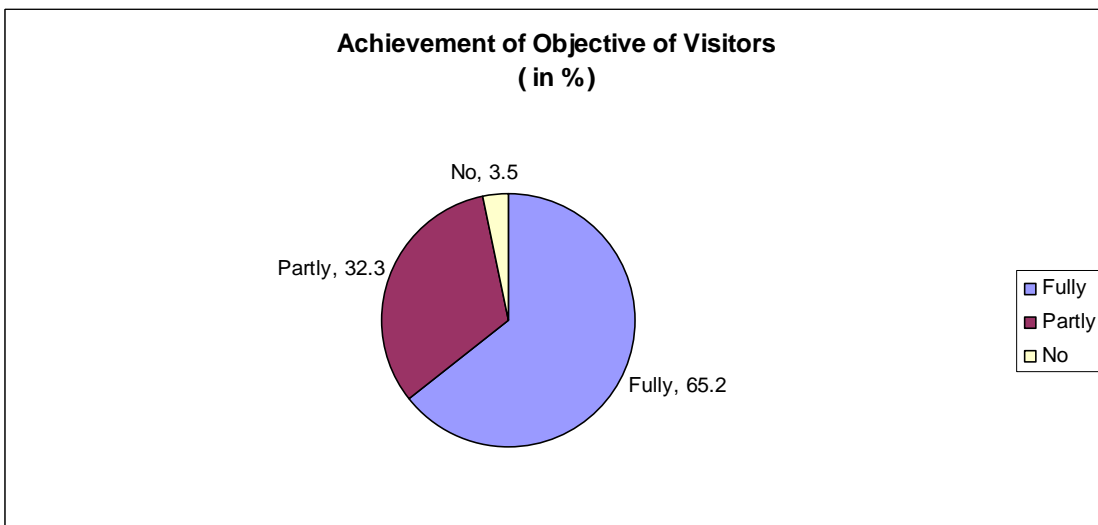
79.6% trade visitors visited with the purpose of Visiting Business Associates, 74.9% for Gathering Information, 53.9% for Sourcing New Products, 12.0% for Evaluating for Future Participation and 19.2% for Purchase / Order.



56.2% of the trade visitors were repeat visitors.



97.5% of the visitors achieved their objectives, out of which 65.2% visitors achieved fully and 32.3% partly.



98.3% (yes+may be) of trade visitors showed interest to participate and 89.3% (yes+may be) to advertise in TTF in future years.

