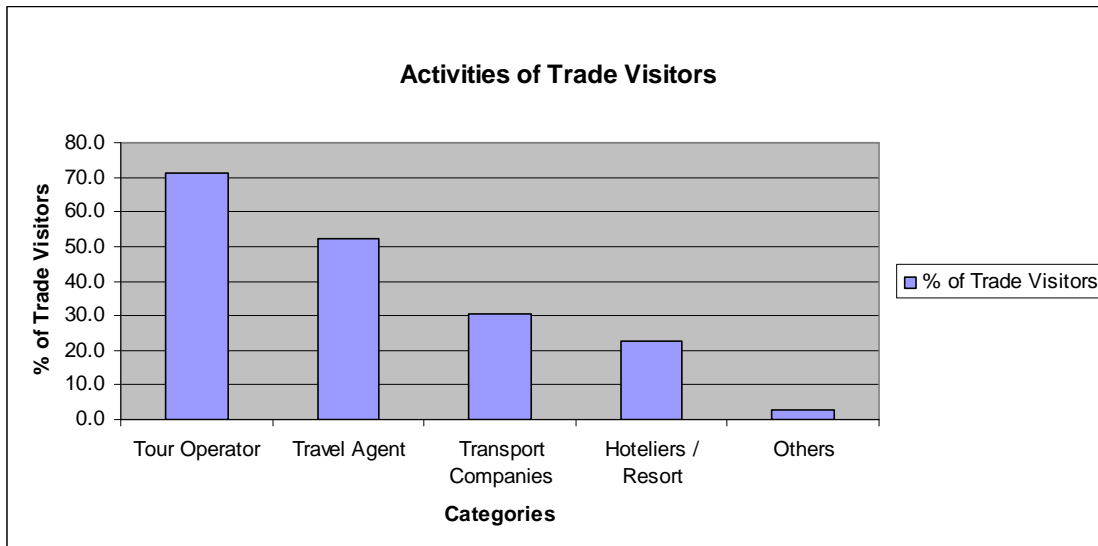
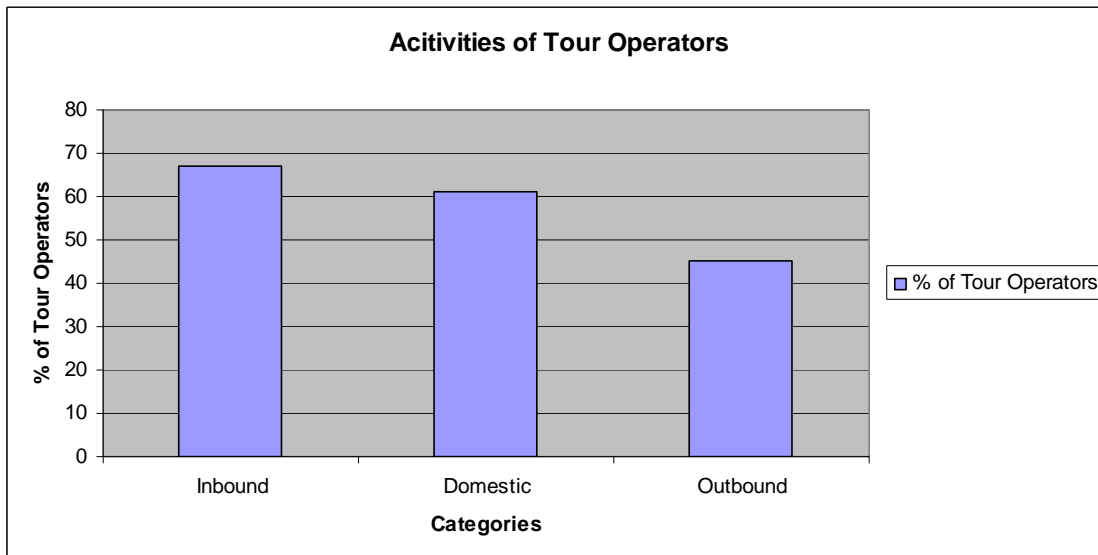


## TTF&OTM Mumbai 2010 Trade Visitors Survey Report

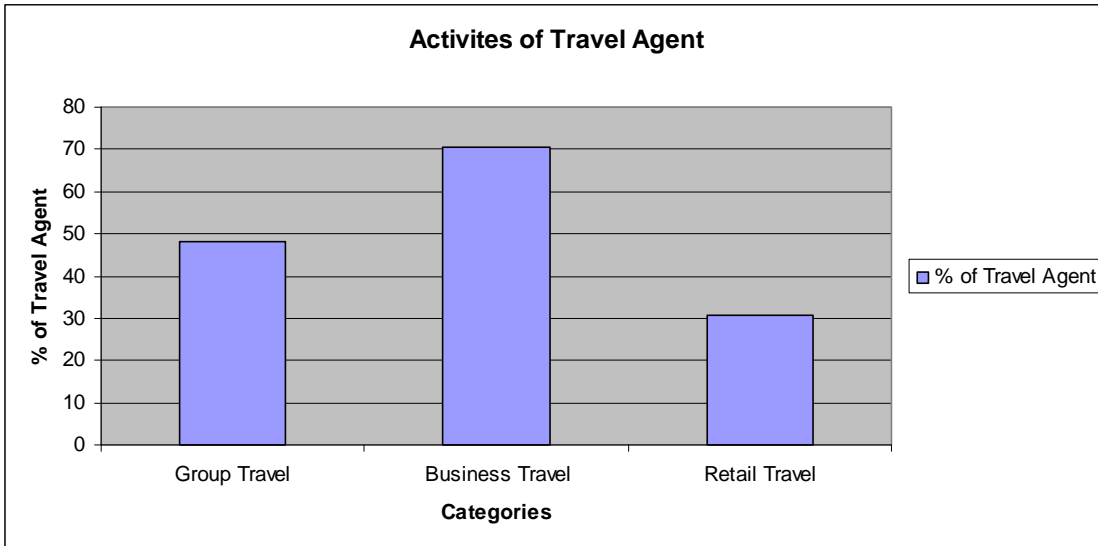
There were 5200 trade visitors in TTF&OTM Mumbai 2010. The activities of 794 (only day 2 and 3) trade visitors were captured. There were 71.2% Tour Operators, 52.4% Travel Agents, 30.7% Transport companies, 22.5% Hoteliers / Resorts and 3% belonging to other categories.



Out of the total Tour Operators, 67.1% were Inbound, 61.1% were Domestic and 45.3% Outbound Tours Operators.



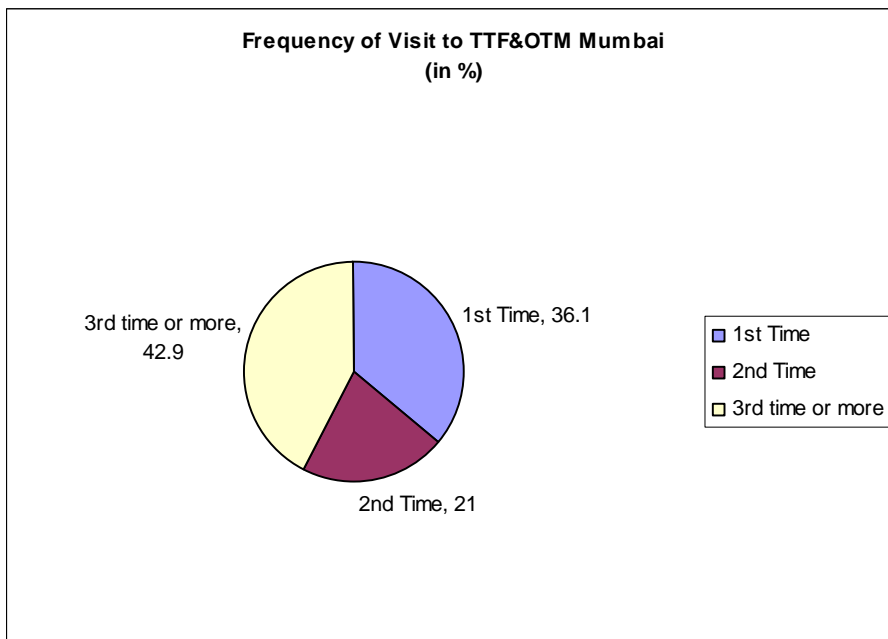
Out of the Travel Agents, it was found that 48% were into Group Travel, 70.6% into business travel and 30.9% into Retail Travel.



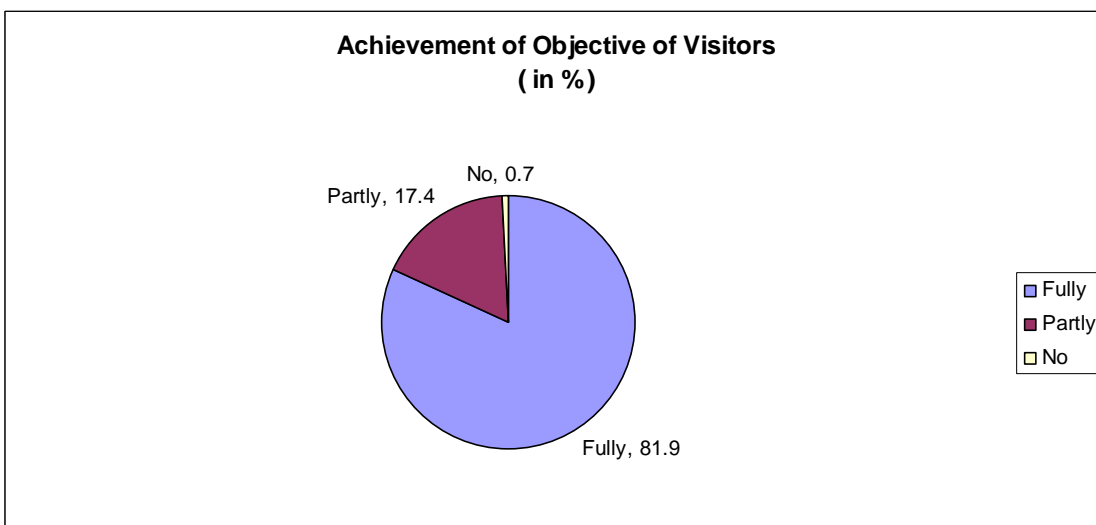
51.1% of trade visitors visited with the purpose of Visiting Business Associates , 53.2% for Gathering Information, 37.3% for Sourcing New Products, 17.4% for Purchase / Order and 19.2% for Evaluating for Future Participation.



63.9% of the trade visitors were repeat visitors.



99.3% of the visitors achieved their objectives, out of which 81.9% visitors achieved fully and 17.4% partly.



94.6% (yes+may be) of trade visitors showed interest to participate and 91.2% (yes+may be) to advertise in TTF&OTM in future years.

