

# India's Biggest Travel Trade Show Network

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**12, 13 & 14 July 2024**

**BISWA BANGLA MELA PRANGAN, KOLKATA**



**THE GATEWAY TO THE EASTERN INDIA TRAVEL MARKET**



# TTF KOLKATA - INDIA'S OLDEST TRAVEL TRADE SHOW (EST. 1989)

The show, featuring exhibitors from abroad and across India, gathered under one roof, stands as the optimal platform to engage with Eastern India's entire travel market—a significant source for both domestic and international tourism in India. Kolkata, known as a melting pot for travel enthusiasts, unquestionably serves as the ideal host city for the oldest show in the TTF series. TTF Kolkata occurs in July, just before the Durga Puja holidays—the peak vacation travel season for the region.

The annual 3-day travel trade show is exclusively open to B2B attendees for the initial 1.5 days before becoming accessible to all attendees. The recently inaugurated Biswa Bangla Mela Prangan, boasting state-of-the-art facilities, significantly contributes to creating an optimal setting for networking and business meetings, catering to both exhibitors and visitors alike.

- Best platform to capture the Eastern India travel market
- Right before Durga Puja holidays
- Brand new, world-class venue - Biswa Bangla Mela Prangan



## TTF KOLKATA - CAPTURING THE EASTERN INDIA TRAVEL MARKET

Kolkata, once the capital of India, holds boundless opportunities as a market. With robust flight and rail connections to all corners of the country, it has consistently secured a place among the top two source markets for domestic travel.



400+

EXHIBITORS



14

COUNTRIES



25+

INDIAN STATES/ UTs



3000+

TRADE VISITORS



7000+

GENERAL VISITORS





## HEAR FROM OUR EXHIBITORS



"It's a pleasure to be at a buzzing event like TTF today. Walking the show, I noticed exhibitors from Indian States highlighting their destinations and that is exactly what we aspire to do at West Bengal Tourism. We have so much to offer, and we want you to bring your tourists to us and we will ensure to reciprocate the love that we are known for."

- Babul Supriyo, Hon'ble Minister-in-Charge, Tourism, Information Technology & Electronics, Government of West Bengal



"Thailand, as the Feature Country at the Travel and Tourism Fair in Kolkata 2023, values Indian tourists and their growing interest in exploring our diverse attractions. With warm hospitality, renowned Thai cuisine, and a wide range of experiences, we also focus on Soft power 5F : Food, Festival, Fight (Muay Thai), Fashion , Film. We aim to strengthen our bond and invite Indian tourists to discover an enchanting journey in the Land of Smiles, where they will be warmly welcomed and have unforgettable experiences."

- HE Ms. Acharapan Yavaprapas, Consul-General of Royal Thai Consulate in Kolkata



"TTF is a lovely platform for having business to business meetings with different sub-sectors within the tourism industry. It's that one place where you find people from all over the country, who are in the hospitality business, who are the tour operators, and all the who's who of the travel tourism community. We get to know what everyone has to offer and that's what this platform is very effectively enabling."

- Amrit Singh, IAS, Director Tourism, Punjab



"This show, like always, is grand and it's great for the industry, for the government and also for the tourists. Choosing Kolkata as the host for TTF is a very important decision as West Bengal has always been one of the top-most source markets for tourism. No other tourists explore and accept new destinations like the tourists of this state do."

- Sayak Nandi, Assistant Director, Ministry of Tourism, Govt. of India (Regional Office East)





## SESSIONS AT TTF FORUM

Spanning three days, the event hosts live meetings, networking sessions, informative panel discussions, and media interactions, bringing together industry-leading exhibitors from across India and abroad, all convening under one roof.

### AMAZING THAILAND: PART OF YOUR LIFE

Thailand underscored its dedication to welcoming Indian tourists, spotlighting its warm hospitality, renowned cuisine, and diverse array of experiences. Representatives from the Tourism Authority of Thailand expressed their commitment to crafting meaningful travel experiences for all visitors. They highlighted attractions ranging from delectable cuisine, vibrant festivals, Thai kickboxing, fashion, film, health and wellness, weddings and honeymoons, gastronomy, sports tourism, to luxury travel.

### PANEL DISCUSSION: IMPORTANCE OF KOLKATA AS A GATEWAY TO EASTERN INDIA

Leaders representing various sectors of the travel trade united to emphasize Kolkata's significance on the world map, highlighting its dual role as a vital source market and an enticing destination.



"I'm truly amazed by this show! It's been beautifully planned and executed. The sheer number of exhibitors and visitors is extraordinary - I'm pleasantly surprised. Platforms like this are crucial, even for consumers, to grasp how effortlessly they can travel, both within India and abroad. West Bengal, being a huge market, has a population that adores traveling."

- H. Pulla, General Manager (OPS),  
Airport Authority of India, Netaji Subhas Chandra Bose International Airport





# SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

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## Partner Countries



## Partner States

## Partner States



## Feature Countries



## Focus States



## Feature States



## Feature States

## Featured Exhibitor



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## PARTICIPATION **PACKAGE** (Rate/sq.m.)

2024		Rate (INR*/USD*)	Corner (INR*/USD*)	Peninsular (INR*/USD*)	Island (INR*/USD*)
<b>TTF Kolkata</b>	12, 13, 14 July 2024	Rs. 35000 / US\$ 430	Rs. 38500 / US\$ 475	Rs. 42000 / US\$ 520	Rs. 45500 / US\$ 560

Standard Shell Scheme (9 sq.m.) comes with Spotlights, Display Panels, Chairs & Table, Plug Points.

Add 50% of Standard Rate for Mezzanine Space, if any.

\* Payment is due at the time of booking with GST extra @ 18%.

## BOOK NOW

Please fill the enclosed **Space Booking Form** and email to [contact@fairfest.in](mailto:contact@fairfest.in) or send to Fairfest Media Ltd., 74/2, AJC Bose Road, Tirupati Plaza, 4C, 4th Floor, Kolkata 700 016, India.

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