



**AHMEDABAD**

India's Biggest Travel Show Network

**TTF**®

TRAVEL & TOURISM FAIR

**07, 08 & 09 AUGUST 2024**

Mahatma Mandir, Gandhinagar, Gujarat

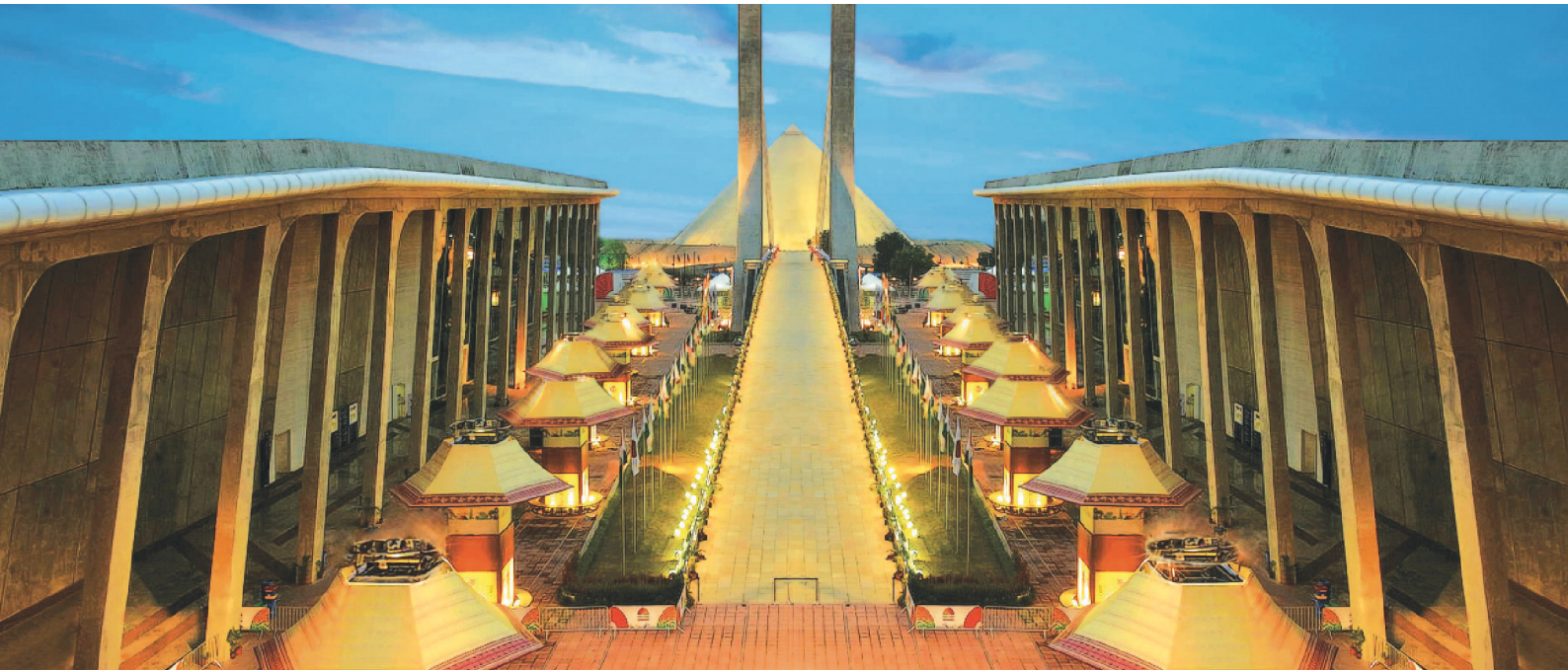
THE GATEWAY TO THE WESTERN INDIA TRAVEL MARKET

# TTF AHMEDABAD - THE BIGGEST SHOW OF THE TTF SERIES

The exhibition unites participants from across India and internationally within a single venue. As the largest event in the TTF series, it serves as an unparalleled platform to engage with the extensive travel market in and around Gujarat, a key source market for both domestic and international tourism in India. Gujarat stands among the nation's wealthiest states, with significant industries such as tourism, agriculture, automobile, pharmaceuticals, import-export, and manufacturing. Ahmedabad, with its exceptional connectivity to the rest of the country and the world, stands out as the best city to host an event of this magnitude. Scheduled in August, just preceding Diwali and the winter vacation period, the exhibition aligns with one of the busiest travel seasons in India.

Annually, the 3-day travel trade show offers an optimal setting for networking and business meetings for both exhibitors and visitors, situated in the heart of Gujarat. TTF Ahmedabad stands as an exclusive B2B show, catering specifically to travel trade visitors throughout all three days.

- Acts as the gateway to the vibrant tourism market of Gujarat
- Strategically organised just before Diwali and winter vacations
- Draws exhibitors from across India and abroad



## TTF AHMEDABAD - CAPTURING THE VIBRANT GUJARAT TRAVEL MARKET

Exhibitors at TTF Ahmedabad have unparalleled opportunities to tap into the ever-growing travel demand of globetrotting Gujaratis. Whether it's destinations closer to home or across the world, Gujaratis are renowned for their passion for travel. Statistics reveal that, at any given time, approximately 30-40% of the overall tourists from India hail from Gujarat.



900+  
EXHIBITORS



03  
COUNTRIES



22+  
INDIAN STATES/ UTs



10,000+  
TRADE VISITORS





## HEAR FROM OUR EXHIBITORS



"Tourism is an industry that has a multiplier effect on the economy. TTF 2023 is a unique platform that promotes travel and tourism and contributes significantly to the Indian and global economy. It aligns perfectly with our vision of promoting tourism within Gujarat and across India."

- Mulubhai Bera, Tourism Minister, Government of Gujarat



"I think this is a very well-organised event, and it gives a very unique opportunity to state governments to promote their destinations and it also brings together the private sector. This enables everyone to network among themselves and it's a win-win for all. I want to congratulate Fairfest Media for organising this event. All the best for the future!"

- Hareet Shukla, IAS, Principal Secretary Tourism, Govt. of Gujarat



"Response at the show was really good. We have 19 co-exhibitors with us and they all are incredibly happy with the business that they did here. We are seeing a great turnaround of visitors, footfall is really good. This show contributes a lot to domestic tourism."

- Sonia Yadav, RAS, Additional Director, Department of Tourism, Government of Rajasthan



"This was our first time participating in TTF. This is excellent! The team has received very good responses, where we had around 1500 visitors at our stall. So, definitely we are going to participate next year as well!"

- Manoj Samuel, CEO & Director, Riya Travel



"We had a wonderful experience this year! I think TTF Ahmedabad is really important for businesses like ours which are planning to grow in the Gujarat market. This new venue is also very helpful as it can accommodate more exhibitors, and as a result, we see a greater visitor footfall."

- Mrunalini Willis, Vice President, Customer Acquisition - Hotel Sales, Sterling





## 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.

### HIGH-TEA & NETWORKING SESSION: **RAJASTHAN TOURISM**

The discussions at this session highlighted the state's innovative strategies for tourism growth, elaborating on the expansion plans for hotels and tourist facilities in both the established and the emerging destinations within Rajasthan.

### DESTINATION PRESENTATION: **BIHAR TOURISM**

The presentation outlined that the annual tourist footfall to the state has exceeded 2 crore and that the government is committed to attracting more tourists to Bihar by promoting wayside amenities and newer tourist facilities. The state also planned for a new homestay policy.



"TTF has always been a platform where every big operator wants to participate, and we have got tremendous response this year as well. TTF is reliable, people wait for your shows, and it was important for Vietjet to take part in this show, to meet buyers directly, face-to-face."

- Hemant Chutke, Sales Manager, Vietjet Air.com



# SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

## Host State



## Partner States

## Partner States



## Feature States



## Featured Exhibitors



## Supported by

## Official Publication

## Organised by



OTM, TTF and BLTM are brought to you by Fairfest Media Ltd., the oldest and leading travel trade show organisers in India. As a participant, you can be assured of the quality of service backed by decades of experience and industry leadership.







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

2024	Rate (INR*/USD*)	Corner (INR*/USD*)	Peninsular (INR*/USD*)	Island (INR*/USD*)
TTF Ahmedabad/Gandhinagar - 7-9 Aug	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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