



## **PRESS RELEASE**

### **TTF Kolkata kicks in travel trade season in Eastern India**

**Kolkata, 4th July, 2017:** Travel & Tourism Fair (TTF) has been serving as a platform for the huge travel market in Eastern India, since 1989, as the oldest and one of the biggest travel trade shows in the country.

TTF Kolkata will be held from July 7-9, 2017, with a full-house show at the Netaji Indoor Stadium and Khudiram Anushilan Kendra. It will showcase over 390 sellers, including official pavilions from various states and countries. The show has grown 15% in terms of number of participants and 20% in terms of revenue, compared to last year.

TTF Kolkata is one of the busiest travel trade shows in the country. Thousands of travel trade members visit the show in the first one and a half days reserved for the trade. Equally huge number of most avid travellers throng the show in the remaining one and a half days of the show, on the weekend. TTF Kolkata has maintained a steady growth, signalling positive sentiments in the travel trade, despite the headwinds due to demonetization and uncertainties of the GST regime from July 1, 2017.

Ranked as the third wealthiest city in India (after Mumbai and Delhi), Kolkata has a unique tradition of taking domestic and outbound trips in large numbers esp. during the puja holidays.

The biggest state tourism pavilions at TTF Kolkata include West Bengal as the Host State; Uttarakhand, Himachal Pradesh, Goa, Maharashtra, Gujarat and Madhya Pradesh as Partner States. Andaman & Nicobar, Andhra Pradesh, Assam, Chhattisgarh, Daman & Diu, Dadra & Nagar Haveli, Delhi, Haryana, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Lakshadweep, Madhya Pradesh, Manipur, Meghalaya, Odisha, Puducherry, Rajasthan, Tamil Nadu, Telangana, Tripura and Uttar Pradesh are participating as Feature States.

Sri Lanka Tourism is participating in TTF Kolkata for the first time, with a huge pavilion, with a large number of hotels and operators from the country. Other countries participating at the level of their National Tourism Organisations include BANGLADESH, CHINA, INDIA, MACAO, NEPAL, SRI LANKA and THAILAND. Additionally, private sector participants from BHUTAN, CANADA, JAPAN, MYANMAR, UAE and USA have added feathers to the TTF this year.





With consistent support from the tourism departments of the host state West Bengal as well as various other states, Government of India, National Tourist Offices of several countries, thousands of private exhibitors and trade associations, TTF Kolkata continues to be one of the biggest platforms providing opportunities for the buyers and sellers from across the country to showcase their latest offerings and build long term business ties.

“TTF Kolkata is India’s oldest and one of the busiest travel trade shows in India. With the increasing importance of Outbound and Inbound potential in the East and Southeast Asia, it serves as a strategically important gateway for the industry. That is the reason it is a full-house show every year since last 27 years - a legacy that we are proud of,” remarked Sanjiv Agarwal, Chairman and CEO of the organisers Fairfest Media Ltd.

Goutam Deb, Minister, Tourism Department of the host state Government of West Bengal said: “Government of West Bengal welcome all participants in TTF-India’s leading and pioneering travel mart. I am happy to note that this initiative originated in Kolkata 27 years back. West Bengal Tourism has been closely associated with and participates in it in a big way in TTF Kolkata and at many locations over the years. With tourism being a priority sector for this Government, I am looking forward to TTF Kolkata, which I hope will have the presence of many national and international tourism stakeholders. This will surely help in promoting tourism in the region.”

**About TTF ([www.ttfotm.com](http://www.ttfotm.com))**

TTF is India’s largest travel trade show network. Since 1989, it provides an annual marketing platform and the opportunity to network with the travel trade in major cities.

The regional circuit of TTF branded shows covering 9 cities in India culminates into the grand finale- OTM held in Mumbai every year, which is India’s biggest travel trade show on the basis of number of sellers, buyers and rented area.

**About Fairfest Media Ltd, organisers of TTF ([www.fairfest.com](http://www.fairfest.com))**

Fairfest Media Ltd, founded in 1988 in Calcutta, has served more than 2,500 Exhibitors from 80 Countries through its TTF, OTM and BLTM branded shows. It is the largest travel trade show organiser in the country.

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