



## Overwhelming response to TTF Mumbai

### **TTF Mumbai 2010 draws to a close, with over 15,000 visitors**

**Mumbai, 8<sup>th</sup> February, 2010:** The 77<sup>th</sup> edition of TTF - India's largest Travel and Tourism Fair, in Mumbai came to an end at the **MMRDA Grounds, Bandra Kurla Complex**.

Please refer the **Award List** for TTF Mumbai award winners in all categories.

TTF Mumbai witnessed an enthusiastic response. By the closing hour of the event the visitors' figure is expected to cross **15,000** including **8000** trade visitors.

The Fair was inaugurated on 6<sup>th</sup> February by **Shri Nawang Rigzin, Minister of Tourism and Culture, Govt. of Jammu & Kashmir**, in the presence of **Shri Wang Dong Hai, The Consul General of People's Republic of China in Mumbai, Shri Derek Galpin, Managing Director (China & India) of Canadian Tourism Commission, Smt. Tanveer Jehan, Secretary Tourism, Government of Jammu & Kashmir, Shri Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd.**, the organizers of TTF&OTM, and a host of dignitaries from the travel and hospitality industries from all over India and abroad.

**Hon'ble Premiere of Bermuda Dr. Ewart F. Brown visited the exhibition and interacted with the exhibitors from different countries. He also spent some time at the Bermuda Tourism stall.**

With over **600** participants from all over India (representing **29** states/union territories), and from **27** countries, TTF&OTM Mumbai became the biggest ever travel mart organized in India. The fair grew over 25% in size and number of participants over last year, clearly bucking the current industry trend. The robust growth in outbound tourism potential from India was reflected in a whopping 33% growth in the size of the outbound segment.

Turkey, Thailand, Canada and China had a big presence as Partner Countries at TTF&OTM Mumbai 2010. Egypt, Macau, Nepal, Kenya and Bhutan also participated in a big way as Feature Countries. The other overseas participants were from Bermuda, Brazil, Dubai, Ecuador, Hong Kong, Jamaica, Japan, Maldives, Mauritius, Netherlands, Peru, Philippines, Russia, Singapore, Sri Lanka, Spain, Tanzania and Vietnam.

Turkey and Thailand continued to have a big presence, while Canada, Bermuda, Maldives, Spain, Tanzania and Vietnam made an appearance for the first-time. China and Egypt and Nepal returned to TTF&OTM with big contingents.

The domestic tourism sector was equally strongly represented, with Uttarakhand, Jammu and Kashmir, Himachal Pradesh and Gujarat having a sizeable participation as Partner States. The strong presence from South India was led by Kerala and Karnataka as the Feature States. Rajasthan also participated as Feature State.

The other states represented included Andhra Pradesh, Assam, Arunachal Pradesh, Chandigarh, Chhattisgarh, Goa, Haryana, Madhya Pradesh, Maharashtra, Manipur, Mizoram, Meghalaya, Nagaland, New Delhi, Orissa, Puducherry, Punjab, Sikkim, Tamil Nadu, Tripura, Uttar Pradesh and West Bengal.

The unexplored, exotic North-East was projected as a whole for the first time in Mumbai, in the India Tourism Pavilion, with participation from all the seven sisters and Sikkim.

Jammu & Kashmir Tourism has announced 2010 as Visit Kashmir year, and is promoting the state as a year-round destination. An added attraction was the Kashmir Food festival, which served authentic delicacies from the state. A cultural troupe came all the way from J&K to perform.

The strong trend of public-private partnership in destination promotion was reflected in the large number of National/State Tourism Organizations participating with big private contingents. Leading among them were: Jammu and Kashmir with 85 private sector participants, Kerala with 78, Uttarakhand with 38, Himachal with 37, and Gujarat with 10 co-participants. Besides generic promotion of the destinations, there was a lot of actual buying and selling of tour packages, hotel rooms and transportation, as well as business deals with the travel trade visitors.

While there are some signs of recovery in the economy, travel and tourism organizations are using attractive pricing to stimulate demand. Tourists and business travelers got good bargains in travel packages and hotel rates at TTF&OTM.

TTF&OTM provided an ideal forum for tourism organizations to turn the corner and kick-start their marketing campaigns in the New Year for a good season this summer.

With inbound travel still to recover significantly, domestic and outbound tourists continue to be the mainstays for the Indian tourism industry. This is one of the reasons why the fair grew substantially in the variety and number of participants.

Most of the destinations, international as well as domestic, made an aggressive pitch for the Indian Tourist with attractive displays and eye-catching exhibits showcasing their attractions - Culture, nature, adventure, cuisine, history, antiquities, shopping, events etc.

Besides doing up their stalls attractively, participants also organized marketing and cultural presentations to add value to their participation, and give visitors a feel of their destinations.

TTF&OTM provides the Indian travel industry a platform to network and transact business with their counterparts from all over India and abroad. It also provides tourists with a one-stop opportunity to make their national and international travel and holiday plans. It helps them evaluate various options available and decide on standard or customized packages suiting their budget and individual needs and interests. One can interact face-to-face with tour operators, travel agents, hoteliers and airlines, gather information and make instant bookings in a hassle-free manner. TTF&OTM boasts of a committed visitorship of leisure and holiday travelers, corporate and business travel decision makers and travel trade members. Promoted by Fairfest Media Ltd, it is India's most successful travel mart focusing on domestic and overseas travel.

TTF&OTM is supported by the Ministry of Tourism, Government of India, Pacific Asia Travel Association (PATA), Association of Domestic Tour Operators of India and Maharashtra Tourism Development Corporation, representing the Host State.

OOH Media is the Out of Home TV partner and 92.7 Big FM is the radio partner of the fair. Trav Talk is the Official Trade Publication.

TTF&OTM is India's biggest network of travel marts focusing on domestic and overseas travel, and is celebrating its 20<sup>th</sup> Anniversary this year. Next week the TTF&OTM moves to New Delhi to complete the 2009-2010 series covering Calcutta, Hyderabad, Ahmedabad, Surat, Bangalore, Chennai, Mumbai and New Delhi.

TTF is supported by Ministry of Tourism, Government of India, Pacific Asia Travel Association (PATA) and Association of Domestic Tour Operators of India.

#### **About TTF**

Fairfest Media Ltd. pioneered TTF as India's exclusive Travel Mart way back in 1989. Today it is the oldest and the biggest travel show network, representing the maximum number of locations, participants and visitors. Over the years it has introduced an exclusive International Section, branded as OTM – Outbound Travel Mart, to address the growing numbers of International participation. Apart from the TTF&OTM, Fairfest Media has to its credit a number of other trade shows, viz Municipalika – India's leading exhibition on municipal services and urban development.

#### **For further details please contact:**

Ashok Shinde, Ashirwad, 9821374626  
June Mukherjee, Fairfest Media Ltd., 09830644944  
Sneha Agrawal, Fairfest Media Ltd., 09831805398