

India's biggest travel show, Travel and Tourism Fair (TTF) draws 10,000 footfall in Ahmedabad

Ahmedabad, 2nd August 2009: The 73rd edition of TTF - India's largest Travel and Tourism Fair, which opened in Ahmedabad on 31st July came to an end with more than ever crowd.

The 3-day fair held at the newly-built, fully air-conditioned Gujarat University Exhibition Hall from 31st July to 2nd August, is the biggest-ever in the city, with over 250 participants from all over India including representation from 20 Indian States and 8 countries.

Tourism Ministers of Gujarat, West Bengal, Uttarakhand and Orissa graced the fair and concurrent road shows only to praise the outstanding role played by TTF in promoting Tourism at large.

Besides being the largest-ever in Ahmedabad both in terms of the number of participants, and the area covered (20% more than last year), it also had a bigger international presence and participation from more Indian states.

With inbound travel affected by the present global market conditions, domestic and outbound tourists have become all the more important for the Indian tourism industry. This is one of the reasons why the fair has grown substantially in size, variety and number of participants as compared to last year, despite the prevailing economic scenario.

TTF Ahmedabad was organized with the support of Ministry of Tourism, Government of India, Pacific Asia Travel Association (PATA) and Association of Domestic Tour Operators of India.

Reflecting the growing importance and popularity of outbound travel among Gujaratis, this year TTF Ahmedabad had participation from 8 countries. Mexico, Egypt, Indonesia, Dubai and Thailand are the Feature countries. The other countries represented were Bhutan, Sri Lanka, and Switzerland.

Uttarakhand, Himachal Pradesh and Andhra Pradesh participated in a big way as Partner States, while the Feature States were Rajasthan, Orissa, Jammu and Kashmir, West Bengal, Karnataka and Kerala. The other states which participated officially included Bihar, Chandigarh, Chattisgarh, Delhi, Goa, Madhya Pradesh, Maharashtra, Punjab, and Uttar Pradesh. Tamil Nadu was represented through private participants. TTF Ahmedabad also had a number of participants from Gujarat, the Host State.

Participation from more states, and the increased international presence are indicators of the continued and growing importance of Ahmedabad as perhaps one of the biggest tourism markets in India.

TTF provided the travel-loving citizens of Ahmedabad, Gandhinagar, and their hinterland, a one-stop opportunity to make their travel plans, providing an option to gather information on various national and international destinations, package tours, accommodation, and transportation options. It also helped them discuss and finalize customized plans tailored to suit their budget and individual needs and interests. TTF boasts of a committed visitorship of leisure and holiday travelers, corporate and business travel decision makers and travel trade members.

Apart from helping the state and national tourism boards to market their destinations to the prospective tourists from Gujarat, TTF provided a forum for the travel trade in the State to interact with their

counterparts from all over India and some from abroad. Rajasthan, West Bengal, Orissa and Uttarakhand organized very well attended road shows during TTF 2009.

A cultural troupe from Uttarakhand performed at TTF on all the days, giving visitors a glimpse and taste of what awaits them in the Himalayan state.

After Ahmedabad, TTF moves next weekend to Surat, the city of diamonds and textiles. TTF Surat is being organized at the Pandit Dindayal Upadhyay Indoor Stadium.

About Fairfest Media

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.

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