



Press Release

India's biggest travel show, Travel and Tourism Fair (TTF) draws to a close in Hyderabad

Hyderabad, 25th July 2010: The curtains came down on Sunday on the Hyderabad edition of the Travel & Tourism Fair (TTF), India's biggest travel event. Shri Jayesh Ranjan, Secretary Tourism, Government of Andhra Pradesh presided over the Valedictory and Awards function at Expotel Hotel.

The fair recorded an enthusiastic turnout and the number of visitors was around 8,000. This included over 700 trade visitors, up significantly from around 500 last year. First day of the show was reserved for travel trade to provide focused networking opportunity.

Among the stalls which attracted attention were: Andhra Pradesh Tourism, welcoming visitors through the Warrangal Gate; the Gujarat Pavilion, vibrating with the Garba dance performances; the artistic Karnataka Pavilion; Punjab Tourism's colorful displays; the simple but elegant displays by the exhibitors from Japan, China, Nepal, Sikkim, Jammu and Kashmir etc.

The other states/UTs in TTF Hyderabad were Bihar, Himachal Pradesh, Kerala, Lakshwadeep, Madhya Pradesh, Maharashtra and Orissa.

The Ministry of Tourism's Pavilion also attracted visitors looking for information on destinations all over India.

TTF Hyderabad had over 125 exhibitors from 18 Indian states/UTs and 4 countries.

Shri Jayesh Ranjan gave away the TTF Hyderabad Awards. Among the winners were:

HIMACHAL PRADESH TOURISM, ANDHRA PRADESH TOURISM, INDIA TOURISM, SHINSU TRAVEL INDIA PVT LTD, SHANGHAI EVER BRIGHT TOWN INT'L TRAVEL SERVICE CO LTD, ITZ CASH LTD, TOURISM CORPORATION OF GUJARAT LTD, KARNATAKA TOURISM and PUNJAB HERITAGE & TOURISM PROMOTION BOARD.

TTF provided Hyderabad residents with a one-stop opportunity to make their national and international travel plans. It also helped them evaluate various options available and decide on customized plans suiting their budget. Visitors browsed through a vast assortment of information on various travel destinations and options to pick from. With face-to-face

interaction with tour operators, travel agents, hoteliers and other travel service providers, they could gather information and made instant bookings in a hassle-free manner.

Free Entry to the 3 day event and a surprise gift for every visiting family made them leave smiling.

TTF Hyderabad was supported by the Ministry of Tourism, Government of India, and Andhra Pradesh Tourism – The Host State.

TTF, promoted by Fairfest Media Ltd, is India's most successful network of travel marts, focusing on domestic and overseas travel.

From Hyderabad, TTF now moves to Kolkata (31st July – 2nd August), followed by Ahmedabad (20th August – 22nd August) and Surat (27th August – 29th August).

In the first quarter of 2011, TTF travels to Chennai and Bangalore (January 2011), and Mumbai and New Delhi (February 2011), completing the largest network of travel marts in India.

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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