



Overwhelming response to TTF Bangalore

TTF Bangalore 2010 draws to a close, with over 11,000 visitors

Bangalore, 17th January 2010: The 76th edition of TTF - India's largest Travel and Tourism Fair, in Bangalore came to an end at the **Sree Kanteerava Indoor Stadium**.

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

TTF Bangalore witnessed an enthusiastic response. By the end of the event, the visitors' figure is expected to cross 11,000 including 1500 trade visitors.

The Fair was inaugurated on 15th January by **Shri Malladi Krishna Rao, Hon'ble Minister for Revenue, Excise, Fisheries, Tourism, Civil Aviation, Sports and Youth Affairs, Government of Puducherry** and **Shri K. Viswanatha Reddy, I.A.S, Director, Department of Tourism, Government of Karnataka** in the presence of **Shri Rajiv Agarwal, Managing Director, Fairfest Media Ltd** (Organizer of TTF)

Sri Sultan Ahmed, Hon'ble Minister of State for Tourism, Government of India visited TTF Bangalore on the very first day. He took his time out to visit all the booths and pavilions and interact with the trade participants. **An impressed Sri Ahmed told the media, "This is a learning experience how travel and tourism should be promoted. I congratulate TTF for completing 20 glorious years."**

Among other dignitaries who graced TTF Bangalore were **Shri Vim Dhungel, Hon'ble Tourism Minister of Sikkim, Shri V B Kumar, IAS, Director, Department of Tourism, Government of Punjab, Shri Ven Subramaniam, representing Government of Bermuda** and **Shri Dicky Fabrian, Acting Consul General of Indonesia**.

TTF Bangalore had over 180 participants from all over India, including representation from 18 States and 9 countries.

TTF Bangalore was widely covered in local, regional and national print and electronic media, including TravTalk, official Trade Publication, Big FM, the Radio Partner and OOH Media, Out of Home TV Partner.

Besides Bangalore, TTF is organized annually in Mumbai, New Delhi, Kolkata, Ahmedabad, Chennai, Surat and Hyderabad. After Bangalore, TTF will be held in Mumbai and New Delhi next month and in Hyderabad, Kolkata, Ahmedabad and Surat in the latter half of the year.

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.

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