



Overwhelming response to TTF Chennai

TTF Chennai draws to a close, with over 9,000 visitors

Chennai, 10th January 2010: The 75th edition of TTF - India's largest Travel and Tourism Fair, in Chennai came to an end at the Rajah Muthiah & Rani Meyyammai A/C Halls.

Among the Award winners were Kerala Tourism, Jammu & Kashmir Tourism, Bihar Tourism, Tamil Nadu Tourism, Karnataka Tourism, Tourism Corporation of Gujarat, India Tourism, Nepal Tourism Board (refer list attached for all the names and categories).

TTF Chennai witnessed an enthusiastic response and till the end of the second day 5,500 people had visited TTF Chennai. By the end of the event, this figure was expected to cross 9,000 including 1200 trade visitors.

The Fair was inaugurated on 8th January by **Thiru N. Suresh Rajan**, Hon'ble Minister for Tourism and Registration, Govt. of Tamil Nadu, in the presence of **Shri Sanjiv Agarwal**, Chairman & CEO of Fairfest Media Limited, organizer of TTF.

TTF Chennai had over 125 participants from all over India, including representation from 16 States.

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

Besides Chennai, TTF is organized annually in Mumbai, New Delhi, Kolkata, Ahmedabad, Bengaluru, Surat and Hyderabad.

TTF Chennai would be followed by TTF Bangalore on 15-17 January 2010.

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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