



## Overwhelming response to TTF Kolkata

**In its 20<sup>th</sup> year, TTF Kolkata draws to a close, with 26,000 visitors,  
20% more than last year**

**Kolkata, 13<sup>th</sup> July 2009:** The 72<sup>nd</sup> edition of TTF - India's largest Travel and Tourism Fair, in Kolkata came to an end at the Netaji Indoor Stadium and Khudiram Anushilan Kendra. The Valedictory and Awards Function was graced by the Chief Guest Shri T.V.N. Rao, IFS, Managing Director, West Bengal Tourism Development Corporation, in presence of Shri Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd.

Among the Award winners were India Tourism, Uttarakhand , Kerala , Jammu & Kashmir , Himachal Pradesh , Gujarat , West Bengal , Andhra Pradesh , Karnataka , Tripura, Chhattisgarh , Jharkhand , Maharashtra Tourism Development Corporation, Bangladesh Parjatan Corporation, Nepal Tourism Board, Help Tourism, Vivada Cruises, Sarovar Hotels and Resorts, Gainwell Enterprises, MPS Resorts, and Hotel Narayani/Ruia Car Rental. (refer list attached for categories).

In its 20<sup>th</sup> year, TTF Kolkata witnessed an overwhelming response, with a 20% rise in number of visitors as compared to last year. Till the end of the second day, 15,000 people had visited TTF Kolkata, and by the end of the event, this figure was expected to cross 26,000, including 1300 trade visitors.

The Fair was inaugurated on 11<sup>th</sup> July by Shri Manabendra Mukherjee, Hon'ble Tourism Minister, Government of West Bengal, in the presence of Guests of Honor, Shri Nawang Rigzin, Hon'ble Tourism Minister, Government of Jammu & Kashmir and Shri Sujit Banerjee, Secretary Tourism, Government of India.

TTF Kolkata had over 250 participants from all over India, 10% more than last year, including representation from 26 States and 9 countries, making it one of the biggest-ever travel & tourism events in the country.

As a part of the event, Interactive Sessions were organized by Jharkhand Tourism, Jammu and Kashmir Tourism, Bangladesh Parjatan and Uttarakhand Tourism.

TTF Kolkata was widely covered in local, regional and national print and electronic media, including on 24 Ghanta, the Official Channel and Red FM, the Radio Partner.

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

TTF Kolkata will be followed by TTF Ahmedabad (31 July – 2 August) and TTF Surat (7-9 August) in 2009.

TTF is supported by the Ministry of Tourism, Government of India, by the Host State – West Bengal Tourism, and by Pacific Asia Travel Association (PATA).

**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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