



Overwhelming response to TTF Surat

TTF Surat draws to a close, with over 12,000 visitors

Surat, 9th August 2009: The 74th edition of TTF - India's largest Travel and Tourism Fair, in Surat came to an end at the Pandit Dindayal Upadhyay Indoor Stadium.

Among the Award winners were Rajasthan Tourism, Andhra Pradesh Tourism, Kerala Tourism, Jammu & Kashmir Tourism, India Tourism, Surat Municipal Corporation. (refer list attached for all the names and categories).

TTF Surat witnessed an enthusiastic response and till the end of the second day 6,000 people had visited TTF Surat. By the end of the event, this figure was expected to cross 12,000 including 600 trade visitors.

The Fair was inaugurated on 7th August by **Shri Ranjitbhai Gilitwala, Mayor of Surat**, in the presence of **Ms. S. Aparna, Surat Municipal Commissioner, Shri Mukesh Dalal, Chairman – Standing Committee, Surat Municipal Corporation** and **Shri Rajiv Agarwal, Managing Director of Fairfest Media Limited**, organizers of TTF.

TTF Surat had over 125 participants from all over India, including representation from 21 States. Last year it had 75 participants from 18 states.

TTF Surat was widely covered in local, regional and national print and electronic media, including on Big FM, the Radio Partner.

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

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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