



**For immediate release**

## **Overwhelming Response**

**TTF&OTM New Delhi 2010 draws to a close, with over 6,000 visitors**

**New Delhi, February 13<sup>th</sup> 2010:** The 78<sup>th</sup> edition of TTF&OTM - India's largest Travel and Tourism Fair, in New Delhi came to an end at the Ashok Hotel.

On 11<sup>th</sup> February, the three day exhibition TTF&OTM was inaugurated by Shri Sultan Ahmed, Hon'ble Minister of State for Tourism, Govt of India, in the presence of His Excellency Mr. Zhang Yan, Ambassador of the People's Republic of China in India, His Excellency Mr. Krit Kraichitti, The Ambassador of Thailand in India, Mr. Kesang Wangdi, Director General, Tourism Council of Bhutan, Shri Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd, organizers of TTF&OTM and a host of dignitaries from the travel and hospitality industries from all over India and abroad.

TTF New Delhi witnessed an enthusiastic response. By the closing hour of the event the visitors' figure crossed 6,000 including 4,000 trade visitors.

With over 300 participants from all over India (representing 16 states/union territories), and from 26 countries, TTF&OTM New Delhi became one of the biggest ever travel marts organized in India.

Thailand, Canada and China had a big presence as Partner Countries at TTF&OTM New Delhi 2010. Also participating in a big way as Feature Countries, were Indonesia, Macau, Syria and Korea. The other overseas participants were from Argentina, Brazil, Cambodia, Chile, Czech Republic, Dubai, Ecuador, Egypt, Finland, Jamaica, Japan, Maldives, Mexico, Netherlands, Peru, Philippines, Russia, Taiwan, Uzbekistan and Vietnam.

The domestic tourism sector was equally strongly represented, with Uttarakhand, and Jammu and Kashmir having a sizeable participation as Partner States. Jammu and Kashmir Tourism has announced 2010 as Visit Kashmir year, and is promoting the state as a year-round destination. The strong presence from South India was led by Kerala and Karnataka as the Feature States. The other states/UTs represented include Andhra Pradesh, Chandigarh, Goa, Haryana, Himachal Pradesh, Maharashtra, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, and West Bengal.

The strong trend of public-private partnership in destination promotion was reflected in the large number of National/State Tourism Organizations participating with big private contingents. Besides generic promotion of the

destinations, there were a lot of actual buying and selling of tour packages, hotel rooms and transportation, as well as business deals with the travel trade visitors.

While there are some signs of recovery in the economy, travel and tourism organizations are using attractive pricing to stimulate demand. Tourists and business travelers got good bargains in travel packages and hotel rates at TTF&OTM.

TTF&OTM was an ideal forum for tourism organizations to turn the corner and kick-start their marketing campaigns in the New Year for a good season this summer.

With inbound travel still to recover significantly, domestic and outbound tourists continued to be the mainstays for the Indian tourism industry, and an exclusive focus on this segment was TTF&OTM's USP.

Most of the destinations, international as well as domestic, made an aggressive pitch for the Indian Tourist with attractive displays and eye-catching exhibits showcasing their attractions - culture, nature, adventure, cuisine, history, antiquities, shopping, events etc.

Besides doing up their stalls attractively, participants also organized marketing and cultural presentations to add value to their participation, and give visitors a feel of their destinations.

Russia organized a presentation over hi-tea on the opening day with all their co-participants, while West Bengal Tourism did a very high level interactive session between West Bengal Tourism Minister Shri Manabendra Mukherjee and select travel trade members and media on the second day, i.e. 12<sup>th</sup> February which was followed by a dinner with Bengali touch.

TTF&OTM provides the Indian travel industry a platform to network and transact business with their counterparts from all over India and abroad. It also provides tourists with a one-stop opportunity to make their national and international travel and holiday plans. It helps them evaluate various options available and decide on standard or customized packages suiting their budget and individual needs and interests. One can interact face-to-face with tour operators, travel agents, hoteliers and airlines; gather information and make instant bookings in a hassle-free manner. TTF&OTM boasts of a committed visitorship of leisure and holiday travelers, corporate and business travel decision makers and travel trade members.

It is important to mention here that, TTF&OTM, now in its 20<sup>th</sup> year, reinforced its lead as the country's premier travel mart. This year, two foreign players had launched competing events in India, in the same quarter. Both had to be postponed indefinitely.

<http://www.mite-india.co.in/>

<http://www.itte.in/>

[http://www.4shared.com/file/218419854/aaa683a7/ITTE\\_2010\\_Postponed.html](http://www.4shared.com/file/218419854/aaa683a7/ITTE_2010_Postponed.html)

It is a remarkable achievement for a home-grown enterprise competing with international players.

TTF&OTM is organized by Fairfest Media Ltd. “Indian businesses can compete with anyone and anywhere in the world” says Sanjiv Agarwal, Chairman & CEO of Fairfest Media Ltd. “We have ambitious plans to expand our market globally”, he added.

TTF&OTM was supported by Ministry of Tourism, Government of India; Pacific Asia Travel Association (PATA); Association of Domestic Tour Operators of India and Delhi Tourism representing the Host State.

OOH Media was the Out of Home TV partner and TravTalk was the Official Trade Publication.

TTF&OTM is celebrating its 20<sup>th</sup> Anniversary this year. TTF&OTM New Delhi completes the 2009-2010 series covering Kolkata, Hyderabad, Ahmedabad, Surat, Bangalore, Chennai, Mumbai and New Delhi.

### **TTF&OTM New Delhi 2010 - Award List**

**Group Participation Award (OTM)**  
**CHINA NATIONAL TOURISM ADMINISTRATION**  
**TOURISM AUTHORITY OF THAILAND**  
**RUSSIA - FEDERAL AGENCY FOR TOURISM**

**Group Participation Award (TTF)**  
**UTTARAKHAND TOURISM DEVELOPMENT BOARD**  
**JAMMU & KASHMIR TOURISM**  
**KERALA TOURISM**

**Most Promising New Destination Award**  
**MINISTRY OF TOURISM - SYRIA**  
**CZECH TOURIST AUTHORITY**

**Most Promising New Product Award**  
**INDOCHINA INCENTIVE HOUSE - FOR INDO-CHINA PACKAGES**

**Best Print Promotional Material Award**  
**INDIA TOURISM**

**Best Value Leisure Product Award**  
**STAR CRUISES MANAGEMENT LTD**

**Best Decoration Award - Pavilion (OTM)**  
**CANADIAN TOURISM COMMISSION**  
**INDONESIA MINISTRY OF CULTURE & TOURISM**

**Best Decoration Award - Pavilion (TTF)**  
**KARNATAKA TOURISM**  
**WEST BENGAL TOURISM**

**Best Decoration Award - Booth (OTM)**  
**TAIWAN VISITORS ASSOCIATION**  
**KOREA TOURISM ORGANISATION**

**JAPAN NATIONAL TOURIST ORGANISATION  
AQUASUN HOLIDAYS PVT LTD  
HTT GLOBAL HOLIDAYS & INCENTIVES**

**Best Decoration Award - Booth (TTF)  
GLOBAL ODYSSEY  
TRAVEL CORPORATION INDIA LTD**

**Special Mention as Tourism Service Provider  
LOTUS VIEW RESTAURANT LTD**

**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.

**For more information, please contact**

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