



TTF 2015 - India's leading travel show network culminates with great success in New Delhi

Over 275 exhibitors from 19 Countries and 19 States/Union Territories came together to create one of the key expositions of the Indian travel industry

Awarded participants across various categories like 'Best Print Promotional Material Award', 'Most Innovative Product Award', 'Best Value Leisure Product Award', amongst others

New Delhi - February 12, 2014: Travel & Tourism Fair – 2015 (TTF-2015), India's leading travel show network, culminated with great success at the Thyagaraj Sports Complex, New Delhi. Dignitaries at the inauguration of the annual trade event for the travel and tourism industry included Li Quiango, Director, China National Tourist Office, New Delhi; Runjuan Tongrut, Director, Tourism Authority of Thailand, New Delhi; Rajesh Kumar, IAS, Principal Secretary, Tourism, Government of Manipur; Guldeep Singh Sahni, President, Outbound Tour Operators Association of India (OTOAI); Arun Shrivastava, Regional Director, India Tourism; amongst other distinguished guests. At the closing ceremony of the annual trade event for the travel and tourism industry dignitaries included His Excellency Syed Muazzem Ali, High Commissioner, Bangladesh High Commission; Har Sahay Meena, Commissioner, Tamil Nadu Tourism and Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd.

This key trade exposition of the Indian travel industry has offered exceptional opportunities for the trade visitors and the exhibitors to network and connect to create one amongst the key expositions of the Indian travel industry. Witnessing an impressive growth on a year-on-year basis, the two-day exposition saw a steady stream of travel trade visitors from New Delhi and its hinterland, eager to network and do business with over 275 exhibitors representing 19 countries and an equal number of Indian states.

On the concluding day, the organisers awarded the various stalls for their themes and presentation. The awards included **Best Print Promotional Material Award** given to Tourism Authority Of Thailand, Kerala Tourism and India Tourism; **Most Innovative Product Award** given to Vivada Corporation Pvt Ltd for Ganges Heritage Cruise & Tripdaddy.Co; **Best Value Leisure Product Award** given to Zostel Hospitality; **Most Promising New Destination Award** given to Jharkhand Tourism - For Maluti, Heritage Village, Far West Nepal for Tharu Village Experience, Ngorongoro Conservation Area And Manipur Tourism; **Group Participation Award** given to Himachal Pradesh Tourism & Punjab Heritage and Tourism Promotion Board; **Best Decoration Award – Booth** given to Radisson Blu Hotel, Global Odyssey and Hotel Pine Spring Group; **Best Decoration Award – Pavilion - Outbound** given to Macau Government Tourist Office, Bangladesh Tourism Board, China National Tourism Administration and Sri Lanka Tourism Promotion Bureau; **Best Decoration Award – Pavilion – Domestic** given to Goa Tourism, West Bengal Tourism, Uttarakhand Tourism Development Board, Tourism Corporation Of Gujarat Ltd, Jammu & Kashmir Tourism and Tamil Nadu Tourism.

Growing bigger this year with critical participation from across the world, the TTF-2015 has showcased international and domestic destinations and their products & services to travel trade visitors. The fair has also created a significant platform for the exhibitors to service the emerging needs of a large cross-section of the travel trade business and consumers sections, across major markets in India.

With a wide-spread visitor profile including Travel Trade Members, Business Travel & MICE Buyers, Leisure and Holiday Travellers; the TTF-2015 featured a diverse array of participation from National Tourist Organisations, State Government Tourism Departments, Tour Operators, Travel Agents, Hotels & Resorts,

Airlines, Online Travel Agencies and many other segments of the travel and tourism industry. The New Delhi edition of Travel & Tourism Fair - 2015 has been a melting pot for the global travel trade in India's second biggest travel market, which replicated the success that the fair had in bringing together the varied constituents of the industry together.

Today the outbound and domestic travel markets in India have shown healthy trends despite the economic slowdown, thus establishing India as one of the fastest growing markets for outbound tourists. Even in the present economic scenario, the Indian economy continues to grow at about 8% every year, which opens travel opportunities to nearly 850 million domestic tourists, many with a potential to travel abroad. While over 15 million Indian tourists travelled outbound in 2012, the number is likely to grow to 50 million by 2020. Today, while travellers are taking advantage of lower prices due to market sentiments in many destinations globally, experts believe that the \$10.3 billion global tourism expenditure of 2009 is likely to grow to \$28 billion by 2020.

On the back of this surge of the domestic tourism industry, the Travel & Tourism Fair 2015 was organised to create an important value-stream for the industry, and develop synchronicity between the tourism industry, its constituents and the visitors.

Speaking on this occasion, **Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd.** said *"This was our first exhibition in Delhi as we moved from Noida to Delhi this year and the response has been tremendous. Both the exhibitors and the visitors have been very satisfied by the show and their overwhelming response is the recognition for the same. TTF - 2015 is the health farm of the travel industry which helps incubate the growth of the sector. I am confident that post the successful execution of the current edition, we will receive greater support and participation next year, where the show will be a much bigger success."*

He added, *"The idea of the awards is simple and that is to promote tourism culture in the country. The participants in here have put in a lot of hard work, and this is a platform is a recognition of their efforts. We have given away awards for colourful display, colourful literature, best value products, and much more."*

Har Sahay Meena, Commissioner, Tamil Nadu Tourism, *"This fair should be widely spread across the country, as the opportunities are endless. We want to support this event in a greater way as this will enable in a larger growth of the Indian travel industry. With this initiative the tourism industry & people engaged in the industry can grow and get good opportunities, thus ensuring greater prosperity. At the fair, I got to meet many people associated with the tourism sector and got a good chance to interact with them. I am confident that this event will become bigger in coming times."*

His Excellency Syed Muazzem Ali, Hon'ble High Commissioner, Bangladesh High Commission said, *"Tourism is a major area of opportunity across the Indian subcontinent. I wish to spread across the message to the participants that they are the ambassadors of goodwill as they bring together people from across the world. I am confident that this fair will create interest for various areas of tourism in our region and beyond. Let us work together to create a common value stream of shared culture and aspirations, and work together to bridge the distance between the known and the unknown."*

Exhibitors at TTF-2015 included participants from China, Macau, Sri Lanka, Thailand and Bangladesh amongst other countries like Argentina, Azerbaijan, Bolivia, Bhutan, Brazil, Chile, Ecuador, Mexico, Nepal, Peru, Russia, Tanzania and Vietnam who believe that TTF – 2015 was an excellent opportunity to tap the huge potential of the Indian outbound tourism market.

Not to be left behind, domestic tourism & trade bodies representing states like Andaman & Nicobar Islands, Assam, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Puducherry, Punjab, Rajasthan, Tamil Nadu, Uttarakhand and West Bengal, also competed for a slice of the opportunity-rich travel market.

The Travel & Tourism Fair–2015 held concurrently with OTM was organised by Fairfest Media Ltd and was supported by Incredible India, OTOAI, PATA, ATOAI, ADTOI, IATO, IAAI, and Association Network. TTF gave an ideal networking platform for the travel trade in the region to interact with their suppliers, and close

deals for the busy summer vacation season ahead. While the majority of the offerings are for the leisure segment, MICE and business travel options were on display as well.

About Fairfest Media Ltd.

Fairfest Media Ltd. pioneered the travel trade shows in India, in 1989. Since then, it has remained the market leader, presently commanding about 48% of all India market share. Apart from OTM, it organises TTF (Travel & Tourism Fair) in 10 cities annually.

Fairfest Media also publishes the monthly industry journal, Travel News Digest (TND), which spearheaded a campaign, addressed to the Governments in India, to promote tourism as the next big idea, on the lines of the IT industry. It recommended measures like Visa on Arrival, e-Visa and lower taxation for hotels. The campaign caught the attention of the then Chief Minister of Gujarat, Narendra Modi, who made it a part of his election manifesto.

Recently, Fairfest Media has ventured into the online hotels booking space. **Fairstays.com, billed as the Future of Online Hotel Bookings. It is being launched at the OTM.** "Fairstays.com is a very innovative online hotel booking engine, offering general consumers hotels at guaranteed low wholesale prices. It is like a fair-price shop for hotel bookings. The plans include a very innovative bidding system for individual and group bookings", said Sanjiv Agarwal.