



India's Biggest Travel Show Network



TRAVEL & TOURISM FAIR

POST SHOW REPORT 2023 - 2024

India's Biggest Travel Show Network

KOLKATA • AHMEDABAD/GANDHINAGAR • HYDERABAD • DELHI • PATNA • MUMBAI • BENGALURU • CHENNAI

India's Biggest Travel Show Network



2024-2025 Show Calendar

2024

TTF Kolkata 12, 13, 14 July

TTF Ahmedabad/Gandhinagar 07, 08, 09 August

BLTM 29, 30, 31 August

TTF Hyderabad 05, 06 September

TTF Patna 27, 28 September

2025

OTM 30, 31 January, 01 February

TTF Bengaluru 13, 14, 15 February

TTF Chennai 21, 22, 23 March



THE INDIAN TRAVEL & TOURISM MARKET: DYNAMICS, TRENDS, AND OPPORTUNITIES

The Indian travel market is currently experiencing a transformative surge, positioning itself among the fastest-growing globally. Domestic tourism is witnessing a robust recovery, and is projected to reach an impressive INR 35 trillion by 2029, with a steady annual growth rate of 6.7%. Additionally, outbound tourism is set to surpass \$42 billion by 2024, according to Nangia Andersen's study.

Indians are emerging as confident travelers, with 86% expressing intentions to travel within the next 12 months, making them the most assertive in the Asia Pacific region, as per Booking.com's research.

This pivotal stage in India's travel market is characterised by remarkable growth fueled by the increasing desire to explore the country's diverse landscapes and cultures. Preferences are shifting towards sustainable and eco-tourism experiences, with a particular emphasis on authenticity and meaningful interactions with local communities, especially among young travellers.

Internationally, destinations like Saudi Arabia, Indonesia and Australia are gaining popularity among Indian travellers, reflecting a broader trend toward exploration and cultural immersion.

To capitalise on this growing demand, the TTF series is set to host a series of high-quality shows



in 2024-2025, aimed at capturing every corner of the Indian travel landscape. The TTF series - India's oldest and largest travel trade show network, is focused on providing the most effective marketing platforms to promote tourism in the major travel markets in India including Kolkata, Ahmedabad, Delhi, Hyderabad, Patna, Mumbai, Bengaluru, and Chennai. Over the years, TTF-branded shows

have witnessed participation from 4,000+ exhibitors, 100 countries, 36 Indian states, and union territories as well as received a footfall of 60,000+ trade visitors. Organized by Fairfest Media Ltd., with over 30 years of experience, TTF continues to be the oldest and largest platform for industry leaders and travel enthusiasts to connect.

With this optimistic outlook, the



Indian travel market is poised for sustained growth in the coming years, driving economic prosperity and cultural exchange both domestically and internationally. The sector's contribution to the Indian economy has already surpassed pre-pandemic levels, with a year-on-year growth of 20.7%, according to research by WTTC.

In terms of tourist visits, India

is experiencing consistent growth, with domestic travel witnessing an unprecedented surge. Around 82% of Indian millennial travelers are planning family vacations, with 44% opting for domestic holidays. Additionally, the outbound section is estimated to reach 29 million trips by 2025 and surpass the \$24 billion mark by the end of 2024.

The changing trends in Indian travel indicate a focus on

sustainability and eco-tourism, with an increasing number of travelers opting for unexplored domestic destinations. Experiencing the beauty that India has to offer, and diving deeper into the lives of the locals - all these are in turn making domestic travel the new 'cool'. Even when traveling internationally, Indians are seeking authentic experiences that connect them with local cultures and communities.



TTF KOLKATA

14, 15 & 16 July 2023

Biswa Bangla Mela Prangan



400+
Exhibitors



4500+
Trade Visitors



5200+
General Visitors

States/UTs Represented: 25

Andaman & Nicobar Islands, Assam, Arunachal Pradesh, Chhattisgarh, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Meghalaya, Odisha, Punjab, Rajasthan, Sikkim, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand, West Bengal

Countries Represented: 4

India, Nepal, Thailand, UAE

TTF KOLKATA 2023 CONCLUDED WITH RECORD-BREAKING NUMBERS!

The show wrapped up on a great note, with attendance higher than ever before

TTF Kolkata, India's pioneering travel trade show (established in 1989), hosted a remarkable event in 2023, garnering an extraordinary response. The show took place at the Biswa Bangla Mela Prangan, a 5-star venue located in the heart of the city of Kolkata. Witnessing the attendance of over 9700 total visitors, all gathering to connect with the 400+ exhibitors at TTF Kolkata 2023, the show wrapped up on a great note. With participation from 4 countries and 25 Indian states, the 2023 edition surpassed the size, scale and diversity in segments, as compared to the previous years.

The inauguration ceremony was graced by Mr. Babul Supriyo, Hon'ble Minister-in-charge of Tourism, Information Technology & Electronics, Government of West Bengal, alongside esteemed dignitaries such as H.E. Ms. Acharapan Yavapras, Consul-General of the Royal Thai Consulate, and Amrit Singh, IAS, Director Tourism, Govt. of Punjab.

With Uttarakhand, Goa, Himachal Pradesh, Uttar Pradesh, Odisha, Karnataka, Gujarat, Kerala, Rajasthan, and Madhya Pradesh joining as Partner States, the event showcased vibrant pavilions highlighting their diverse attractions. Feature States included Arunachal Pradesh, Assam, Chhattisgarh, Jammu & Kashmir, Maharashtra, Meghalaya, and Punjab.

Thailand, featured as the Focus Country, emphasized on its warm hospitality and diverse attractions, aiming to strengthen its bond with Indian tourists. Other participating countries included Nepal and the



Indians are traveling within and outside India in great numbers. This is reflected in TTF's expansion by nearly 100% in 2023. TTF Kolkata 2023 surpassed all expectations as thousands gathered over three days to witness the biggest-ever showcase.

Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd.

UAE, alongside various Indian states like Andaman & Nicobar Islands, New Delhi, Haryana, Sikkim, Tamil Nadu, Telangana, and West Bengal, presenting a wide array of travel offerings.

The Ministry of Tourism, Government of India, played a crucial role in showcasing ongoing initiatives and key events, accentuating the importance of

travel and tourism in India. Engaging sessions, including destination presentations and networking programs, added value to the event, fostering collaborations within the industry.

TTF Kolkata is an important platform for the travel trade, as it attracts a significant number of visitors eager to explore new destinations and capitalize on the best travel deals and offers. The event's expansion by nearly 100% compared to the previous year reflects the growing enthusiasm for travel, especially during the festive seasons and school holidays.

With dedicated days for the trade trade to conduct business, and designated hours for general visitor entries, TTF Kolkata ensured the show was successful, for all who attended. TTF Kolkata 2023 showcased 3 days of unlimited opportunities, setting the stage for a vibrant tourism landscape in the Eastern India region. ▶

EXHIBITOR TESTIMONIALS



BABUL SUPRIYO

Minister-in-Charge, Tourism, Information
Technology & Electronics, Govt. of West Bengal

It was my pleasure to be at TTF today. We aspire to showcase West Bengal Tourism's offerings and welcome your tourists with the love we're known for.



ACHARAPAN YAVAPRAPAS

Consul-General of Royal Thai Consulate in Kolkata

Thailand, as the Feature Country at TTF Kolkata 2023, values Indian tourists and their interest in exploring our diverse attractions. We aim to strengthen our bond and invite Indian tourists to discover an enchanting journey in the Land of Smiles.



AMRIT SINGH, IAS

Director Tourism, Punjab

TTF is a lovely platform for B2B meetings within the tourism industry. It's where hospitality professionals and tour operators from across the country gather to showcase offerings.



KUMAR PADMAPANI BORA

Managing Director,
Assam Tourism Development Corporation

We always get good responses at this show. In the FY 2022-23, Assam received a record number of tourists - 10 million domestic tourists, and Kolkata plays a huge part in that. So yes, participating in TTF Kolkata is very important for Assam Tourism.



DR. JAVID UR REHMAN, (KAS)

Asst. Director Tourism,
J&K Tourism

Bengalis have always supported tourism in Kashmir and so Bengal is such an important state for us. Promoting tourism here is an obvious choice for us. TTF has the perfect timing with this show, as it's happening right before the summer vacation holidays. Thank you so much to the TTF team!



SATISH BAHUGUNA

OSD, Uttarakhand Tourism
Development Board

Promoting our destinations at TTF Kolkata is crucial for Uttarakhand, as Bengal tourists contribute significantly to our visitor numbers. The new venue adds value to the show.



RAJESH A. KALE

Deputy Director Tourism,
Department of Tourism,
Govt. of Goa

Positive feedback from co-exhibitors at TTF Kolkata indicates good business prospects. With Durga Puja vacations approaching, this is a prime opportunity for Goa Tourism.



SAYAK NANDI

Assistant Director,
Ministry of Tourism, Govt. of
India (Regional Office East)

TTF Kolkata is vital for the industry, government and tourists. Kolkata's importance as a source market makes it an ideal host city.



ANIL KUMAR SAHU, IFS

Commissioner Tourism
& Managing Director,
Chhattisgarh Tourism Board

Kolkata has always been our priority. Almost 40-50% of the tourist footfall we have in our state is either from Kolkata or the eastern states combined. This is a great location for the show, it is an international standard exhibition venue. This gives us better visibility as an exhibitor.

GLIMPSSES OF THE SHOW





TTF AHMEDABAD/GANDHINAGAR

23, 24 & 25 August 2023

Mahatma Mandir Convention & Exhibition Centre, Gandhinagar



800+
Exhibitors



10,000+
Trade Visitors

States/UTs Represented: 24

Assam, Bihar, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Meghalaya, Odisha, Puducherry, Punjab, Rajasthan, Sikkim, Tamil Nadu, Uttarakhand, Uttar Pradesh, West Bengal

Countries Represented: 15

Armenia, Bhutan, Georgia, India, Japan, Kazakhstan, Kenya, Nepal, Russia, Thailand, Turkey, UAE, United Kingdom, Uzbekistan, Vietnam

TTF AHMEDABAD 2023 EMERGES AS THE LEADING TRAVEL SHOW IN THE WEST AS IT RECEIVES OVER 10000 TRADE VISITORS IN 3 DAYS

TTF Ahmedabad 2023, held at Mahatma Mandir Convention & Exhibition Centre, Gandhinagar, left an indelible mark on the landscape of travel and tourism in India, emerging as the largest and most impactful event of its kind ever held in Gujarat. TTF surpassed all expectations, heralding a new era of collaboration and opportunity within the industry.

The pre-event anticipation was palpable as TTF 2023 welcomed industry professionals to explore the diverse offerings showcased under one roof. With an unprecedented gathering of exhibitors from 24 Indian states and 15 countries, including notable destinations like Armenia, Bhutan, Japan, and Thailand, the stage was set for a truly global convergence of tourism excellence.

Inaugurated by the esteemed Tourism Minister of Gujarat, Mr. Mulubhai Bera, TTF Ahmedabad 2023 commenced with a ceremonious gathering of distinguished dignitaries and key industry stakeholders. The presence of prominent figures such as Hareet Shukla, Secretary Tourism, Gujarat, and Raja Yaqoob Farooq, Director Tourism Kashmir, J&K Tourism, underscored the significance of this monumental event in shaping the future of travel and tourism in the Western India region.

Over three power-packed days, TTF Ahmedabad 2023 witnessed an astounding 10,000 trade visitors, doubling the attendance from previous years. The bustling halls of Mahatma Mandir buzzed with activity as travel agents, tour operators, and industry professionals from across Gujarat and neighboring regions came together to explore the latest trends and forge lucrative partnerships with the global travel industry.

The post-event acknowledgments poured in, affirming TTF Ahmedabad's status as the premier platform for driving growth and innovation within the travel and tourism sector. With a spotlight on domestic tourism, the event showcased a diverse range of segments tailored to meet the evolving preferences of travelers, just in time for the Diwali, Dussehra, and



TTF 2023 is a unique platform that promotes travel and tourism, and contributes significantly to the Indian and global economy. It aligns perfectly with our vision of promoting tourism within Gujarat and across India.

Mulubhai Bera, Tourism Minister, Government of Gujarat

winter holiday seasons.

“TTF Ahmedabad 2023's doubled size reflects its status as the region's largest travel tradeshow. With travelers

embracing new products and destinations, TTF sets the stage for a vibrant holiday season!”, said Mr. Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd.

Destination presentations, conducted by various states, provided invaluable insights into emerging travel trends and marketing initiatives aimed at attracting a larger influx of tourists. The event concluded with a glittering award ceremony, honoring outstanding achievements within the industry, further cementing TTF Ahmedabad's legacy as a shining example of excellence in the domain of travel and tourism. With record-breaking attendance, unparalleled networking opportunities, and a wealth of innovative offerings, TTF Ahmedabad 2023 established a fresh benchmark for regional travel trade shows in the country, ensuring a more promising and dynamic future for the travel industry at large.

EXHIBITOR TESTIMONIALS



MULUBHAI BERA

Tourism Minister, Govt. of Gujarat

Tourism is an industry that has a multiplier effect on the economy. TTF 2023 is a unique platform that promotes travel and tourism, and contributes significantly to the Indian and global economy. It aligns perfectly with our vision of promoting tourism within Gujarat and across India.



PRADEEP BINNAR

Assistant Director
Department of Tourism, Govt. of Goa

This show surpassed our expectations. The new venue in Gandhinagar helped manage the large crowds effectively. TTF greatly contributes to Goa Tourism's success.



PRASHANT SAWAI

Deputy Director, Directorate of Tourism,
Govt. of Maharashtra

With 24 co-participants, Maharashtra Tourism has seen tremendous business success at TTF Ahmedabad. The venue's international standard and ideal location enhance the experience, attracting visitors from Gujarat, one of our key markets.



HARSH MITTAL

Manager Marketing, Punjab Heritage and
Tourism Promotion Board, Govt. of Punjab

From two halls, the show is now spread over four halls - this clearly shows that the stature and grandeur of the show has doubled this time. Shifting to Gandhinagar was a great move I would say. We are here with eighteen co-exhibitors and everyone is very happy with the kind of response we got here.



SONIA YADAV, RAS

Additional Director,
Dept. of Tourism,
Govt. of Rajasthan

The response at the show was fantastic. With 19 co-exhibitors, we've seen great business opportunities. TTF contributes significantly to domestic tourism.



HAREET SHUKLA, IAS

Secretary Tourism,
Govt. of Gujarat

I think this is a very well-organised event, and it gives a very unique opportunity to state governments to promote their destinations and it also brings together the private sector. This enables everyone to network among themselves and it's a win-win for all. I want to congratulate Fairfest Media for organising this event. All the best for the future!



MRUNALINI WILLIS

Vice President, Customer
Acquisition-Hotel Sales, Sterling

The overall experience at the show has been fabulous! This show is very important for us to expand our business in the Gujarat region. We were able to connect with so many travel agents here, so I am sure we will see a difference in our business numbers post this show.



ANUSH NIRESHWALIA

Director of Sales,
Evoke Experiences

Year on year, TTF Ahmedabad supersedes my expectations. The venue, the number of exhibitors is great. It was a fruitful experience as usual. A very well-organised show, so kudos to the TTF team! I think there is no better platform in India for anyone who wants to showcase their property or products, and to understand the B2B market.

GLIMPSSES OF THE SHOW





TTF HYDERABAD

09 & 10 September 2023

Hyderabad International Convention Centre (HICC)



125+
Exhibitors



1200+
Trade Visitors

States/UTs Represented: 19+

Andaman & Nicobar Islands, Delhi, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Puducherry, Rajasthan, Telangana, Tamil Nadu, Uttar Pradesh, West Bengal

Countries Represented: 5

India, Malaysia, Nepal, Thailand, Vietnam

TTF HYDERABAD 2023: THE HUB OF TRAVEL & TOURISM IN SOUTHERN INDIA CONCLUDES WITH RECORD FOOTFALLS!

The Travel and Tourism Fair (TTF) Hyderabad 2023 culminated in a resounding success, wrapping up two days of successful networking and business deals at the Hyderabad International Convention Centre. The 2023 edition of TTF Hyderabad proved to be an extraordinary platform, not only for Telangana but also for the entirety of Southern India region.

The inaugural ceremony, graced by Chief Guest Mr. V. Srinivas Goud, Hon'ble Minister for Prohibition & Excise, Sports & Youth Services, Tourism & Culture and Archaeology, Govt. of Telangana, along with other prominent dignitaries from the Government of Telangana, set the tone for the event. A remarkable gathering of VIPs, industry figures, and media marked the commencement of TTF Hyderabad 2023.

Over 125 domestic and international exhibitors participated, underscoring the event's stature as a premier networking platform for the travel industry in Southern India. The diverse range of participants from India, Malaysia, Nepal, Thailand, and Vietnam showcased an inviting display of travel destinations and offerings, making it a vibrant occasion for global tourism. Telangana extended strong support as the Host State, while Gujarat, along with their co-exhibitors, stood out as the Partner State. Feature States including Haryana, Himachal Pradesh, Jharkhand, Madhya Pradesh, and Puducherry added to the event's richness.

Esteemed exhibitors such as the Ministry of Tourism - Government of India, Jazeera Airways, Royal Orchid Hotels, Oasis Traveller, Travelgar Travel India, CGH Earth, Ecoregion Holiday Sdn Bhd, Clubside, Riya Travels, Radisson Hotel Group, and The NEST Jaipur Resort showcased their latest offerings and best deals, captivating the audience.

The event saw a significant turnout



We call upon travel and tourism operators to highlight the treasures of Telangana at events like TTF, encouraging both Indian and foreign tourists to explore our state

V. Srinivas Goud, Minister for Prohibition & Excise, Sports & Youth Services, Tourism & Culture and Archaeology, Govt. of Telangana

from enthusiastic travelers, engaging with exhibitors from across the globe. On the second day, the venue buzzed with interactions and deals, setting the stage for a vibrant upcoming vacation season.

Additionally, TTF Hyderabad featured a networking session and panel discussion by Skal International Hyderabad, enriching attendees with valuable insights and collaboration opportunities. The event concluded with a valedictory ceremony and an awards function, celebrating the success and contributions of participants.

With a record-breaking number of visitors over two days, TTF Hyderabad 2023 underscored its significance as a pivotal event in the region. Supported by travel associations such as OTOAI, SKAL International - Hyderabad, ETAA, TAAI, TAFI, ADTOI, NIMA, IATTE, ABTO, TOA, TTAA, TOAT, TTAT, UFTC, SIGTOA, KTS, TAAC, TTTTHA, SIMA, and TAAK, the event further solidified its position as a cornerstone of the travel and tourism industry in India.

Commenting on the show's success, Mr Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd. said, "TTF Hyderabad has garnered high praises as we witnessed a gathering of travel industry professionals from across the Indian market, engaging in business interactions in a 5-star setting. With a growing demand for travel trade shows, we are observing enthusiasm from visitors seeking to explore new products within the global travel industry."

As TTF 2023 in Hyderabad concluded, it marked the success of the gathering of travel and tourism leaders, signaling a new era of growth and collaboration within the region.

EXHIBITOR TESTIMONIALS



V. SRINIVAS GOUD

Minister for Prohibition & Excise, Sports & Youth Services,
Tourism & Culture and Archaeology, Govt. of Telangana

We call upon travel and tourism operators to highlight the treasures of Telangana at events like TTF, encouraging both Indian and foreign tourists to explore our state.



YUVRAJ PADOLE

Deputy Director - Events, Marketing & Film Tourism,
Madhya Pradesh Tourism Board

Madhya Pradesh Tourism consistently participates in TTF, leveraging the Hyderabad market as a strong source. TTF allows us to showcase our offerings perfectly in time for the vacation season.



HIRENDRASINH DABHI

Assistant General Manager - Marketing & Promotions,
Gujarat Tourism

Attendance at our pavilion continues to grow, reflecting the increasing interest in Gujarat Tourism. TTF provides valuable opportunities for businesses in both B2B and B2C segments. With 16 co-exhibitors this year, we're pleased to see our stakeholders leaving the show satisfied.



SYED ALTAF HUSSAIN

Sales Manager,
Jazeera Airways

What a fantastic experience! The turnout exceeds our expectations, and the crowd is focused and business-oriented. Organizing the show just before the holiday season is a smart move, and we appreciate the efforts of your entire team. Well done!



JITESH POOJARI

VP - Business,
Akbar Group

Such events help us to meet our existing clients face-to-face and also connect with prospective clients. The management team of TTF goes out of their way to support us and guide us, and over the last couple of years, I can see the quality as well as the quantity of B2B agents coming here is growing. So yes, it's one of the most important hubs of the industry right now.



M. VENGATESVARARAO

Director,
Asia Region Holidays

We had a very good experience here at the show. It's a very well-managed show. We got to meet a lot of travel agents here, especially from Telangana. We have always participated in TTF Hyderabad, and will continue to do so in future.



GLIMPSES OF THE SHOW





TTF PATNA

07 & 08 October 2023

Samrat Ashok Convention Centre - Gyan Bhawan



125+
Exhibitors



900+
Trade Visitors



600+
General Visitors

States/UTs Represented: 10

Chhattisgarh, Gujarat, Haryana, Jharkhand, Tamil Nadu, Uttar Pradesh

Countries Represented: 2

Nepal, India

TTF PATNA PUTS BIHAR ON THE ANNUAL CALENDAR OF TOURISM PROMOTION



The new edition of TTF Patna was highly anticipated. Debuting in Bihar for the first time, the Travel and Tourism Fair (TTF) took place on the 7th and 8th of October 2023 at the Samrat Ashok Convention Centre - Gyan Bhawan, Patna, signaling a new era in the state's travel sector.

Inaugurated by Mr. Tejashwi Yadav, Hon'ble Deputy Chief Minister, alongside Mr. Abhay Kumar Singh, Secretary Tourism, Govt. of Bihar, the event witnessed a gathering of senior tourism officials from the state and across India, travel trade members, and a significant media presence.

The inaugural session set the stage for an insightful journey into Bihar's tourism potential, with a unique destination presentation by Bihar Tourism, highlighting the diverse offerings of the state. Engaging panel discussions on topics such as 'Potential of Bihar for Religious Tourism: Buddhist, Jain, Sikh Tourism' and 'Niche Tourism Prospects in Bihar: Adventure, MICE, etc.' provided valuable insights into Bihar's rich tourism landscape. Day 1 concluded with a mesmerizing Cultural Presentation, a testament to Bihar's vibrant heritage.

Day 2 of the event was marked by a thought-provoking panel discussion on 'Potential of Spiritual Tourism: Meditation, Yoga and Wellness,' followed by Riya Travels' presentation on 'Riya Re-Connect:

TTF's debut in Bihar is a milestone. We aim to showcase Bihar's rich culture, religious sites, and spiritual tourism. Hosting TTF annually will foster knowledge exchange, benefiting the travel and tourism sector nationwide.

Tejashwi Yadav, Deputy Chief Minister of Bihar

Travel Partners' Meet,' sharing invaluable industry insights. The grand finale of TTF Patna featured the TTF Valedictory Session & Awards ceremony, graced by esteemed dignitaries including Mr. Kumar Sarvjeet, Hon'ble Agriculture Minister, Govt. of Bihar, and Mr. Vinay Kumar Rai, Director Tourism, Govt. of Bihar.

With more than 125 domestic and international exhibitors representing 10 Indian States, including official participation from 7 state tourism bodies, TTF Patna solidified its position as a significant event in Bihar's travel and tourism landscape. The show attracted over 900 tour operators and travel agents from Bihar, along with hosted buyers from neighboring regions and countries. "Bihar is set to become a leading tourist destination

in India, and with TTF we are highlighting its rich archaeological and religious sites. Positive feedback and government support ensure a promising start, with plans to return annually with new tourism promotion ideas," said Mr. Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd.

Uttar Pradesh served as the Partner State, with Feature States including Chhattisgarh, Gujarat, Haryana, Jharkhand, and Tamil Nadu. The Ministry of Tourism - Government of India extended its complete support, alongside private exhibitors enriching the event with their offerings.

TTF 2023 in Patna offered a comprehensive platform for networking and discovering new travel verticals and offerings within the travel industry. The event was exclusively open to the travel trade on Day 1 and welcomed general visitors on Day 2. Attendees had the opportunity to explore a wide range of destinations and tourism products, facilitating fruitful connections and securing exciting deals for the upcoming vacation season.

Strategically timed just before the festive travel season, TTF Patna showcased Bihar's flourishing spiritual and well-being-centric destinations, positioning itself as a catalyst for the state's tourism growth. With active support from prominent travel associations, the event proved to be a dynamic platform shaping the future of travel and tourism in Bihar, reaffirming the state's position as a growing and promising travel destination. ▶

EXHIBITOR TESTIMONIALS



TEJASHWI YADAV
Deputy Chief Minister of Bihar

TTF's debut in Bihar is a milestone. We aim to showcase Bihar's rich culture, religious sites, and spiritual tourism. Our tourism board works tirelessly to provide top-notch infrastructure. Hosting TTF annually will foster knowledge exchange, benefiting the travel and tourism sector nationwide.



ABHAY KUMAR SINGH, IAS
Secretary Tourism, Govt. of Bihar

Following the success of TTF Patna 2023, Bihar gears up for a bigger second edition on September 27 & 28, 2024. This event will facilitate B2B networking and promote various forms of tourism in Bihar and the Eastern region. Bihar is tapping into its eco-adventure potential, inviting stakeholders to collaborate and elevate the state's tourism industry. Join us at TTF Patna for a fruitful partnership and to experience Bihar's spirituality, culture, and nature.



SHRAVAN DAS MANIKPURI
Senior Manager,
Chhattisgarh Tourism Board

TTF's debut in Bihar exceeds expectations, showcasing its remarkable impact on state tourism. Congratulations to the TTF team for their efforts in promoting tourism across states.



SUMITABH DHRUVA
Tourist Officer,
Gujarat Tourism

TTF happening in Patna is really good news for all of us, and I think in the coming years, we will see a significant increase in the number of footfalls at the show. This is one such platform that brings everyone under one roof. It's also great for travel-lovers who can come here and plan their holidays in advance.



DR. KAULESH KUMAR
Secretary General (Founder),
ABTO

We are delighted with TTF's presence and its quality-specific approach. This platform attracts visitors from around the globe, promising a bright future for Bihar's tourism industry.



ATUL KUMAR
Sales and Marketing,
Hotel Chanakya

We have high expectations from TTF, anticipating an even bigger and more successful event next year. This platform facilitates idea and product exchange among associates, fostering business growth.



MANOJ SAMUEL
CEO & Director,
Riya Travel

We don't have an office in Patna, so it's very important for us to participate in TTF Patna to meet our partners from this region. We also had a session here, and the response was great and hopefully helpful for the people who attended it. Thank you to TTF for making it to Bihar! We will definitely participate next year as well.

GLIMPSSES OF THE SHOW





TTF BENGALURU

16, 17 & 18 February 2024

Palace Grounds



100+
Exhibitors



1500+
Trade Visitors



2000+
General Visitors

States/UTs Represented: 18

Andaman & Nicobar, Chhattisgarh, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Ladakh, Maharashtra, Odisha, Rajasthan, Tamil Nadu, Uttarakhand, Uttar Pradesh, West Bengal

Countries Represented: 7

Bhutan, India, Nepal, Sri Lanka, Thailand, UAE, USA

TTF BENGALURU 2024

WRAPPED-UP WITH AN OVERWHELMING RESPONSE

Yet another impactful edition of the Travel & Tourism Fair (TTF) in Bengaluru was hosted from February 16th to 18th, 2024. TTF Bengaluru 2024 unfolded at the vibrant Palace Grounds in Karnataka, offering an unmatched showcase of the richness and diversity of travel and tourism experiences.

The event commenced with an inauguration ceremony graced by Chief Guest - Ms. Salma K. Fahim, IAS, Secretary to Govt., Tourism Department, Govt. of Karnataka, along with Guests of Honour - Dr. Ram Prasath Manohar, IAS, Director, Department of Tourism, Govt. of Karnataka, and Mr. Mohamed Farouk, Director, India Tourism, Ministry of Tourism - Bengaluru, Govt. of India, alongside other prominent leaders from the travel industry and dignitaries.

TTF Bengaluru 2024 brought together over 100 exhibitors, including domestic and international travel brands, eager to connect with industry professionals and travel enthusiasts. The event featured dedicated B2B networking sessions during the initial 1.5 days, followed by 1.5 days open to both B2B and B2C visitors, offering a unique platform for networking, collaboration, and exploration for the perfect holiday destinations.

Bengaluru, often referred to as India's Silicon Valley, with its dynamic blend of culture, technology, and natural beauty, served as an ideal backdrop for TTF Bengaluru, the largest travel tradeshow in the region.

Karnataka Tourism, the Host State of TTF Bengaluru, extended its complete support to the event, with 38 co-participants, showcasing the abundant offerings of the state. With a remarkable 300+ major tourist destinations within



We are pleased by the response received at TTF Bengaluru 2024, celebrating the spirit of travel while facilitating connections between different states and countries, and highlighting the best offerings of the travel industry. India is currently a key player in the global economy and tourism market, making Indian tourists highly coveted by international and domestic destinations

Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd.

the state and among the highest counts in India, Karnataka is the fourth most frequented tourist destination in the country.

Other states such as Odisha, Gujarat, Chhattisgarh, and Jharkhand showcased their wide range of attractions,

with significant participation from private hoteliers and tour operators. Additionally, private stakeholders from various other Indian states including Andaman & Nicobar Islands, Goa, Haryana, Himachal Pradesh, Jammu & Kashmir, Kerala, Ladakh, Maharashtra, Rajasthan, Tamil Nadu, Uttarakhand, Uttar Pradesh, and West Bengal, participated, highlighting the diversity of offerings across the nation.

Countries like Bhutan, Nepal, Sri Lanka, Thailand, the UAE, and the USA were represented at the show by private exhibitors, offering attendees a glimpse into international travel experiences.

The event witnessed a significant turnout from the travel trade fraternity, including both new and established players, fostering meaningful engagements and partnerships. TTF Bengaluru 2024 undoubtedly left an indelible mark as a premier platform for promoting tourism and facilitating collaborations within the travel industry.

EXHIBITOR TESTIMONIALS



SHREERANG PATHAK
DGM,
Chhattisgarh Tourism Board

Engaging with diverse travel agents is crucial for promoting our state, and TTF provides the perfect platform. Our stakeholders are pleased with the show's management and the quality of visitors.



PRAMOD C.R.
Operational Head,
Tourism Corporation of Gujarat

Gujarat remains dedicated to TTF. We commend the team's efforts in organizing this event and are satisfied with the Bengaluru market's response.



BASHARAT RASHID
Cluster Director of Sales & Marketing,
Radisson Collection Hotel & Spa, Riverfront Srinagar

Our experience at TTF Bengaluru has been positive. This timing aligns well with the upcoming holiday season, a prime period for domestic tourism. It's a great opportunity for industry players to tap into the South market.



SUREJ K HASSAN
Senior VP, Revenue Management
& Distribution, Sterling

We're seeing a steady stream of quality buyers on the show floor, indicating that our business goals will likely be met by the end of the event. We consistently partner with TTF due to its strong presence in the travel and hospitality industry and its well-organized format.



AMIT SIDANA
Senior VP, Sales & Marketing,
Pride Group of Hotels

Our experience at TTF has been fantastic, with fruitful interactions and numerous inquiries. The active participation from the Bengaluru market fills us with optimism.



TARUN JACOB
DGM - Leisure Travel
Outbound, Thomas Cook

We're pleased with both the quantity and quality of attendees at TTF. It's a great venue and the timing couldn't be better. Overall, a wonderful experience!

GLIMPSES OF THE SHOW





TTF CHENNAI

15, 16 & 17 March 2024

Chennai Trade Centre



160+
Exhibitors



1000+
Trade Visitors



2000+
General Visitors

States/UTs Represented: 15

Tamil Nadu, Bihar, Odisha, Uttarakhand, Kerala, Maharashtra, Karnataka, Delhi, Gujarat, Jharkhand, Telangana

Countries Represented: 3

India, Nepal, Thailand

INDUSTRY LEADERS GATHER FOR TTF CHENNAI 2024, DRIVING TOURISM GROWTH IN SOUTHERN INDIA

The Travel & Tourism Fair (TTF) in Chennai, marked yet another successful event in the series, characterized by fruitful business meetings and insightful discussions. From March 15th to 17th 2024, TTF Chennai was held at the Chennai Trade Centre, showcasing a vibrant tourism display, uniting a diverse range of travel and hospitality brands from India and across the world.

The 3-day show, which was bigger and better than ever before, witnessed a remarkable turnout, attracting over 160 exhibitors from 3 countries and 15 Indian states. Attendees were treated to a wealth of travel trade opportunities and experiences, from domestic destinations to international brands, catering to every traveler's preferences.

Tamil Nadu, the Host State of TTF Chennai, extended great support to the event, presenting attendees with its rich tourism offerings. The state's active participation underscored its commitment to promoting tourism, especially with recent reports highlighting a surge in domestic and outbound travel from India, with Tamil Nadu emerging as a preferred destination.

Inaugurated by Chief Guest - Mr. Vinay Kumar Rai, Director Tourism, Govt. of Bihar, along with other prominent travel industry leaders and dignitaries, TTF Chennai 2024 was praised for its role as a significant platform in the travel tourism industry, particularly in the domestic market.

As part of the renowned TTF series, TTF Chennai serves as an effective marketing platform to promote tourism to and from South India, offering a significant opportunity for the travel trade community to connect, network, and conduct business with exhibitors from across the country and beyond.

During the event, attendees explored a variety of offerings, especially from Tamil Nadu, with full support from the state and its 14 co-participants. Visitors experienced impressive displays of Tamil Nadu's breathtaking landscapes, promoting a deep sense of engagement and fostering connections, made to last.

Representatives from various other Indian states and international destinations also presented their unique offerings, encouraging cross-cultural exchange and boosting



TTF is a significant platform in the travel and tourism industry, particularly in the domestic market. The quality of visitors is beneficial for exhibitors like us, allowing direct outreach to showcase our state and its new experiences.

Vinay Kumar Rai,
Director Tourism, Govt. of Bihar

economic and social development. The Ministry of Tourism, Government of India, maintained a prominent presence, highlighting ongoing initiatives to promote tourism nationwide.

Several State Tourism Boards and private sector entities from India and abroad participated enthusiastically, showcasing diverse attractions and services. The show featured reputed outbound and domestic operators like SOTC Travel Ltd., Riya Travels, The Nest Luxury Resorts, Fly24Hrs Holiday, Ramoji Film City, STIC Travel Group, and

many more, representing various segments of the travel industry.

With over 3000+ travel trade visitors and enthusiasts exploring the show floor over three days, TTF Chennai 2024 emerged as a resounding success, reinforcing its position as the largest regional travel tradeshow in Southern India. The event provided unmatched opportunities for networking, collaboration, and exploration, contributing to the growth and promotion of tourism in the region. "With active support and larger participation from our partners, each year, TTF solidifies its presence as the ultimate networking platform for the travel trade. Exhibitors are the backbone of our event, and we take pride in showcasing travel brands and destinations that exclusively choose TTF as a means to connect with the Tamil Nadu market.", commented Mr. Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd.

The TTF series, India's oldest and largest travel trade show network, remains committed to providing effective marketing opportunities to promote tourism in major travel markets across India, with events organized in key cities nationwide. TTF Chennai 2024 was yet another testament to the power of collaboration and innovation in driving the tourism industry forward.

EXHIBITOR TESTIMONIALS



VINAY KUMAR RAI

Director Tourism,
Govt. of Bihar

TTF is a significant platform in the travel and tourism industry, particularly in the domestic market. The quality of visitors is beneficial for exhibitors like us, allowing direct outreach to showcase our state and its new experiences. The timing, just before the summer vacation season, is crucial. Thank you, TTF, for this opportunity!



SANJEEV CHUGH

Chief Manager,
Delhi Tourism

Delhi Tourism has been a part of TTF for years. It's a crucial platform for government tourism departments, travel agents, and the general public. Chennai and Tamil Nadu are key markets for us, making face-to-face interactions here highly beneficial.



BISWAJIT ROUTRAY

Additional Director,
Odisha Tourism

Participating in TTF allows us to showcase Odisha across India. TTF's organization and focus are commendable. The common interest in religious travel between Tamil Nadu and Odisha helps us reach this market before the summer vacation.



MANOJ SAMUEL

CEO & Director,
Riya Travels & Tours India

The Tamil Nadu market, especially, is vital for us, with many of our agents located here. TTF enables us to connect with both old and new partners, including freelancers, and generate interest in our new products. Thank you, TTF!



HARI KRISHNAN

Senior Manager - Sales &
Marketing, Ramoji Film City

Fairfest Media has done an excellent job! TTF provides us with valuable opportunities to meet buyers and end customers directly. It's a forum for networking and building connections that benefit us in the future. The show's footfall makes our participation imperative.



SUNIL GUPTA

Sales Head (North East),
Fly24Hrs Holiday

Participating in TTF has been immensely helpful for us in entering the South Indian market. The show's timing is well-thought-out, and it facilitates forging new connections and reaching out to people effectively.

GLIMPSES OF THE SHOW



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