



Travel and Tourism Fair & Outbound Travel Mart (TTF&OTM) returns to New Delhi

New Delhi, 12th February 2009: The 70th edition of Travel & Tourism Fair, and Outbound Travel Mart, (TTF&OTM) India's largest travel event, was inaugurated today at Ashok Hotel in the presence of Shri Sujit Banerjee, Secretary Tourism, Government of India, Mr Zhang Yan, Ambassador of China, Mr Levent Bilman, Ambassador of Turkey, Mr Sanjiv Agarwal, Chairman and Managing Director, Fairfest Media Limited, the organizers of TTF&OTM, and a host of dignitaries from the travel and hospitality industries from all over India and abroad.

TTF&OTM New Delhi is supported by the Ministry of Tourism, Government of India, and has over 200 participants from all over India (representing 15 states/union territories), and from 25 countries.

Turkey and Thailand have a big presence as Partner Countries at TTF&OTM New Delhi 2009, with over 22 and 24 co-participants each respectively. The other Partner Country is China, with 8 co-participants. Also participating in a big way as Feature Countries are Russia and Indonesia, Egypt, Korea, and Macau. The other overseas participants are from Argentina, Brazil, Brunei, Ecuador, Hong Kong, Italy, Jamaica, Japan, Kenya, Maldives, Mauritius, Mexico, Nepal, Peru, Sri Lanka, Taiwan, and Uzbekistan.

Jammu and Kashmir and Gujarat have a sizeable participation as Partner States. The strong presence from South India is led by the Feature States, Kerala and Karnataka.

The other states represented include Andhra Pradesh, Bihar, Daman and Diu, Delhi, Goa, Himachal Pradesh, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Uttar Pradesh and West Bengal.

TTF&OTM has participation from all sectors of the travel and tourism industry, including national and state tourism organizations, hotels, resorts, travel agents, tour-operators, airlines, cruise-lines, railways, travel portals etc.

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 Delhiites with a one-stop opportunity to make their national and international travel and holiday plans. It will help them evaluate various options available and decide on standard or customized packages suiting their budget. The travel trade visitor or prospective tourist just needs to walk into Ashok Hotel to browse through a vast assortment of information on various travel destinations and options. 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 travellers, corporate and business travel decision makers and travel trade members. TTF&OTM, promoted by Fairfest Media Ltd, is India's most successful travel mart focusing on domestic and overseas travel.

In view of the economic slow down, hotel rates and airfares have fallen. **Now is the best time to travel, and TTF&OTM is the ideal platform to get the best deals in travel and holiday options.** In addition, as hotels, airlines and tour operators are tightening belts, TTF&OTM provides them with a cost-effective direct-marketing opportunity to push volumes and get new business, underlining the importance of travel and tourism promotion events like TTF&OTM.

TTF&OTM Mumbai which concluded last weekend, and Bangalore and Chennai last month, all saw an average increase of 25% in the number of visitors, demonstrating that the economic downturn has not impacted the leisure travel segment significantly, and that travelers are making the best of the attractive deals on offer.

Some of the participants like Russia, Turkey, and Bihar, besides doing up the stalls attractively, are also organizing marketing and cultural presentations to add value to their participants and give visitors a feel of their destinations.

One and a half days are reserved for entry to travel trade and business visitors, while for the rest of the time the Fair is open for all, including those who want to pack their bags for the next holiday season.

TTF&OTM is India's only travel mart focusing exclusively on the Indian Tourist. More than 10,000 general and 1,000 trade visitors are expected to visit this one-of-its kind tourism extravaganza.

TTF&OTM New Delhi completes the 2008-2009 series covering Calcutta, Hyderabad, Ahmedabad, Surat, Bangalore, Chennai, Mumbai and New Delhi.

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.

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