

India's biggest travel show, Travel and Tourism Fair (TTF) returns to Ahmedabad

Travel Market Scenario Good for Travellers, Prices more Affordable than before

Ahmedabad, 2nd August 2009: The 73rd edition of TTF - India's largest Travel and Tourism Fair, opened in Ahmedabad on 31st July.

The 3-day fair, which is being held at the newly-built, fully air-conditioned Gujarat University Exhibition Hall from 31st July to 2nd August, is the biggest-ever in the city, with over 250 participants from all over India including representation from 20 Indian States, and 8 countries.

Besides being the largest-ever in Ahmedabad both in terms of the number of participants, and the area covered (20% more than last year), it also has a bigger international presence and participation from more Indian states.

With inbound travel affected by the present global market conditions, domestic and outbound tourists have become all the more important for the Indian tourism industry. This is one of the reasons why the fair has grown substantially in size, variety and number of participants as compared to last year, despite the prevailing economic scenario.

At TTF, tourists and business travelers can look forward to real bargains in travel packages and hotel rates. Now is the best time to travel, and TTF is the ideal platform to get the best in travel deals and holiday options.

In addition, as hotels, airlines and tour operators are tightening belts, TTF provides them with a cost-effective direct-marketing opportunity to push volumes, get new business, and expand and promote their business within and across India..

TTF Ahmedabad, is being organized with the support of Ministry of Tourism, Government of India, Pacific Asia Travel Association (PATA) and Association of Domestic Tour Operators of India.

Reflecting the growing importance and popularity of outbound travel among Gujaratis, this year TTF Ahmedabad has participation from 8 countries. Mexico, Egypt, Indonesia, Dubai and Thailand are the Feature countries. The other countries represented are Bhutan, Sri Lanka, and Switzerland.

Uttarakhand, Himachal Pradesh and Andhra Pradesh are participating in a big way as Partner States, while the Feature States are Rajasthan, Orissa, Jammu and Kashmir, West Bengal, Karnataka and Kerala. The other states participating officially include Bihar, Chandigarh, Chattisgarh, Delhi, Goa, Madhya Pradesh, Maharashtra, Punjab, and Uttar Pradesh. Tamil Nadu is represented through private participants. TTF Ahmedabad also has a number of participants from Gujarat, the Host State.

Participation from more states, and the increased international presence are indicators of the continued and growing importance of Ahmedabad as perhaps one of the biggest tourism markets in India.

Colorful displays have been put up by most of the participants. Most noticeable are the attractive Pavilions of Uttarakhand, Andhra Pradesh, Rajasthan, Karnataka, Orissa, and West Bengal among others.

TTF provides the travel-loving citizens of Ahmedabad, Gandhinagar, and their hinterland, a one-stop opportunity to make their travel plans, providing an option to gather information on various national and international destinations, package tours, accommodation, and transportation options. It also helps them discuss and finalize customized plans tailored to suit their budget and individual needs and interests. TTF boasts of a committed visitorship of leisure and holiday travelers, corporate and business travel decision makers and travel trade members.

Apart from helping the state and national tourism boards to market their destinations to the prospective tourists from Gujarat, TTF provides a forum for the travel trade in the State to interact with their counterparts from all over India and some from abroad.

Destination promotion across the world is increasingly seeing joint efforts by Government tourism agencies and the private sector. A number of state tourism departments are participating in TTF Ahmedabad alongwith their private hoteliers and tour operators. Leading this trend are Uttarakhand with 32 co-exhibitors, Kerala with 42, Himachal Pradesh with 17, and Rajasthan with 11 private operators. Travel trade members have also come all the way from West Bengal and Orissa to participate alongwith their state tourism departments.

A cultural troupe from Uttarakhand is performing at TTF on all the days, giving visitors a glimpse and taste of what awaits them in the Himalayan state.

The Ministry of Tourism, Government of India has launched a number of initiatives like the “Atithi Devo Bhava” campaign to sensitise tourism stake-holders as well as the citizens to the age-old concept of “Guest is God” . It has also declared 2009 as Visit India Year. The Ministry’s Pavilion highlights some of these initiatives, and gives glimpses of hundreds of destinations making up Incredible India, including the North-eastern Region.

West Bengal, Orissa, Uttarakhand and Rajasthan Tourism will be organizing marketing presentations for the travel trade and media during TTF Ahmedabad, to augment their presence at the Fair.

TTF Ahmedabad is expected to be visited by leading lights of the travel and tourism industry from all over India, including the Ministers of Tourism from West Bengal, Orissa, and Uttarakhand.

Sanjiv Agarwal, Chairman & CEO, Fairfest Media Ltd, said, “In the current scenario when travel and tourism organizations are coming to terms with slowing down of demand, tourists and business travelers can look forward to real bargains in travel packages and hotel rates. Considering the present market scenario, importance of travel and tourism promotion events like TTF is underlined. TTF is an ideal marketplace for shopping around for best deals.”

Besides state tourism departments, participants at the fair include Tour Operators, Travel Agents, Hotels / Hotel Chains, Resorts, Adventure Tourism Operators, Airlines, Car Rentals, Railways, Coach Operators, Cruise Lines, Time-share, Amusement and Theme Parks, Information / Reservation Systems, Credit Cards, Publications, Maps, Guides, Travel Accessories etc.

The entry to the Fair is free, and in addition there is a surprise gift for every family.

After Ahmedabad, TTF moves next weekend to Surat, the city of diamonds and textiles. TTF Surat is being organized at the Pandit Dindayal Upadhyay Indoor Stadium.

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.

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