

TTF - India's largest Travel & Tourism Fair opens in Bangalore

- *A one stop travel & Holiday planner*
- *Showcasing national & international destinations*
- *Customized Holiday packages on offer*

Bangalore, January 16th 2009: The 68th Travel & Tourism Fair (TTF) opened at Sree Kanteerava Indoor Stadium. **Shri K. Viswanatha Reddy, I.A.S, Director, Department of Tourism, Government of Karnataka** inaugurated the fair, the biggest of its kind in the city, in presence of **Mr. Sanjiv Agarwal, Chairman & Managing Director, Fairfest Media Ltd**, which is organizing TTF. The much-talked-about tourism fair will be open till 18th January 2009.

TTF provides Bangaloreans, a one-stop opportunity to make their travel plans, with options to gather information on various national and international destinations, cruise lines, hotels, resorts, adventure tourism, theme parks, tour operators, travel agents, airlines and railways, and make bookings on the spot. A visit to TTF will enable prospective business and leisure travelers to discuss and finalise customized plans tailored to suit their budget and individual needs and interests. It will also provide an opportunity for the travel trade visitors from the city and the state to meet and do business with over 200 exhibitors from all over India and abroad, from 5 countries and from 15 Indian states.

Mr. Sanjiv Agarwal, Chairman & Managing Director, 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.

The best time to travel is now, and TTF is the best place to shop around for holiday and travel options.

Considering the present market scenario, importance of travel and tourism promotion events like TTF is underlined.”

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

TTF Bangalore this year is about 25% bigger than last year.

In the outbound segment, TTF Bangalore has participation from Turkey, Nepal, Hong Kong, Sri Lanka and Tanzania. Turkey (participating for the first time in Bangalore), Nepal and Hong Kong are the feature countries. Uttarakhand, Gujarat and Andhra Pradesh are participating in a big way as Partner States, while Kerala is the Feature State with a big delegation of 47 participants. Karnataka is the host state for TTF Bangalore 2009. Puducherry, Andaman & Nicobar and Jammu & Kashmir are the other states and union territories participating officially. Other states that are represented are Maharashtra, Goa, Orissa, West Bengal, New Delhi, Himachal Pradesh and Tamil Nadu.

Most of the state government departments are participating along with private sector hoteliers and tour operators from their respective states. Besides generic promotion of the destinations, there is a lot of actual buying and selling of tour packages, hotel rooms and transportation, as well as business deals with the travel trade visitors. Taking the lead in exhibiting with private operators are Kerala, Uttarakhand and Karnataka.

TTF is supported by the Ministry of Tourism, Government of India and by travel trade bodies like Pacific Asia Travel Association (PATA).

About 1000 travel trade and 10,000 general visitors are expected to visit this 3-day travel & tourism extravaganza.

The entry for all visitors is absolutely free and every visitor gets a free gift: a pack of playing cards designed on a travel theme.

TTF is India's biggest network of travel marts focusing on domestic and overseas travel. After Bangalore, TTF will be held in Mumbai and New Delhi next month and in Hyderabad, Kolkata, Ahmedabad and Surat in the second half of the year.

About Fairfest Media

Fairfest Media pioneered the concept of travel marts in India with TTF, starting in 1989. Today TTF is India's Leading exhibition for the travel and tourism industry, providing an annual opportunity for organizations from India and abroad to showcase their products and services to a large cross-section of the travel trade industry and consumers across major markets in India. With more than 1500 Exhibitors from 50 countries and 35 Indian States / UTs, and a committed visitorship of more than 186,000, TTF is the largest network of Travel Shows in India.

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