



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

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

Hyderabad, 3rd July 2009: The 71st edition of Travel & Tourism Fair (TTF), India's biggest travel event, was inaugurated today at Yousufguda Indoor Stadium in the presence of Dr. (Mrs.) J Geeta Reddy, Hon'ble Minister for I & PR, Cinematography, FDC & Tourism, Archaeology, Museums, Archives & Culture, Government of Andhra Pradesh, Mr Sanjiv Agarwal, Chairman and CEO, Fairfest Media Limited, the organizers of TTF, and a host of dignitaries from the travel and hospitality industries from all over India.

TTF Hyderabad is supported by the Ministry of Tourism, Government of India, and Host State, Andhra Pradesh. It has over 125 domestic and outbound travel organizations from all over India (representing 18 states/union territories), and from 2 countries.

Mr. 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."

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. This is one of the reasons why the fair has grown by about 15% over last year, in spite of the prevailing economic scenario. The number of states represented has also increased to 18, from 11 last year.

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.**

Kerala, which is one of the Partner States, is there with a bigger contingent of 30 private operators, up from 20 last year. Gujarat continues its aggressive marketing campaign as Partner State this year too, with a colorful Pavilion and cultural presentations symbolizing Vibrant Gujarat. Next door neighbor, Orissa is participating in a big way in Hyderabad for the first time as Feature State.

The other Feature States are Himachal Pradesh and Karnataka.

The strong presence from South India includes Andhra Pradesh – the Host State, Kerala, Karnataka and Tamil Nadu. The other states / union territories representing the length and breadth of India include Bihar, Delhi, Goa, Jammu & Kashmir, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Sikkim, Uttarakhand and West Bengal.

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.

The Indian Railways Catering and Tourism Corporation (IRCTC) stall showcases all the tourism-related initiatives, packages, and services of the Indian Railways.

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

TTF will provide locals with a one-stop opportunity to make their national and international travel plans. It will help them evaluate various options available and decide on customized plans suiting their budget. The prospective tourist just needs to walk into Yousufguda Indoor Stadium to browse through a vast assortment of information on various travel destinations and options to pick from. 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 boasts of a committed visitorship of leisure and holiday travellers, corporate and business travel decision makers, and travel trade members. TTF, promoted by Fairfest Media Ltd, is India’s most successful travel mart focusing on domestic and overseas travel.

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

Prominent among these, are the Roadshows being organized by Orissa Tourism and West Bengal Tourism.

Entry to the Fair is free. What’s more – every visiting family gets a surprise gift.

The 3-day event is open for visitors from 11am to 7pm.

Besides Hyderabad, TTF will also be held in Kolkata(11-13 July), Ahmedabad(31 July – 2 August) and Surat(7-9 August) followed by Chennai and Bangalore (Jan 2009), Mumbai and New Delhi (Feb 2010), completing the largest network of travel marts in India.

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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