

Press Release

Stage Set For Biggest-Ever TTF Kolkata

- From 14th July To 16th July 2023, At Biswa Bangla Mela Prangan -

Kolkata, 11th July, 2023: Travel and Tourism Fair Kolkata (TTF Kolkata), the oldest travel trade show in India is all geared up to commence this week and promises to unfold with full vigor, as the biggest ever in the city of its origin.

TTF Kolkata 2023 will witness participation from India, Nepal, Thailand, and the UAE. TTF Kolkata has also received strong support and participation from Indian States, including Goa, Gujarat, Himachal Pradesh, Karnataka, Kerala, Madhya Pradesh, Odisha, Rajasthan, and Uttarakhand. Additionally, States like Arunachal Pradesh, Assam, Chattisgarh, Jammu & Kashmir, Maharashtra, Punjab, and Tripura are also actively participating.

Thailand, renowned for its stunning landscapes and rich cultural heritage, will be the Feature Country of TTF Kolkata 2023. This spotlight on Thailand will provide attendees with a unique opportunity to explore and discover the myriad attractions and offerings of this captivating destination.

“We are delighted to host the largest ever edition of TTF Kolkata in its home city where it started, back in 1989. The 2023 event will see participation from over 200 exhibitors representing 23 Indian states. As the biggest show in Eastern India, TTF Kolkata is perfectly timed ahead of the bustling travel season of Durga Puja Vacations. This strategic timing offers an excellent platform for industry players to connect, network, and explore new business opportunities”, said **Sanjiv Agarwal, Chairman and CEO, Fairfest Media Ltd.**, organisers of TTF.

The domestic tourism sector in India has witnessed a spectacular revival, experiencing significant growth with a staggering 677.63 million visits. Projections indicate that the industry will continue to develop steadily, with an annual growth rate of 6.7%, reaching INR 35 trillion and contributing 9.6% to the nation’s GDP by 2029. TTF Kolkata couldn't have come at a better time to acknowledge and capitalise on this surge.

“We look forward to the representatives from the travel industry, exhibitors and travel enthusiasts to join us at TTF Kolkata 2023, where the spirit of travel and discovery is celebrated. We are expecting a 50% increase in the number of visitors, compared to the previous year.” added **G. Ibrahim, Managing Director & CMO, Fairfest Media Ltd.**

The event will be supported by renowned organisations including the Ministry of Tourism, Govt. of India, OTOAI, TAAI, TAFI, SKAL Kolkata, ETAA, ADTOI, TAAB, EHTTOA, ATSPB, HHTDN, IATTE, TAHAT, ABTO, NIMA, Tourism Welfare Association, and TOA. In addition, ACT (Association for Conservation & Tourism) will serve as the Responsible Tourism Partner for TTF Kolkata 2023. Travel News Digest (TND) will hold the position of the event's official media.

Feature Country



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About TTF (www.ttfotm.com)

TTF is India's largest travel trade show network, offering an annual marketing platform and networking opportunity with the travel trade in major Indian cities since 1989. The regional circuit of TTF branded shows spans across 8 cities in India and culminates in the grand finale, OTM, held in Mumbai every year. OTM is India's biggest travel trade show in terms of the number of sellers, buyers and rented event space.

About Fairfest Media Limited, organisers of TTF (www.fairfest.com)

Fairfest Media Limited, founded in 1988 in Calcutta, serves over 2,500 Exhibitors from 80 Countries through its TTF, OTM and BLTM branded shows. It is the largest travel trade show organiser in the country.

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