

# THE GATEWAY TO THE WESTERN INDIA TRAVEL MARKET

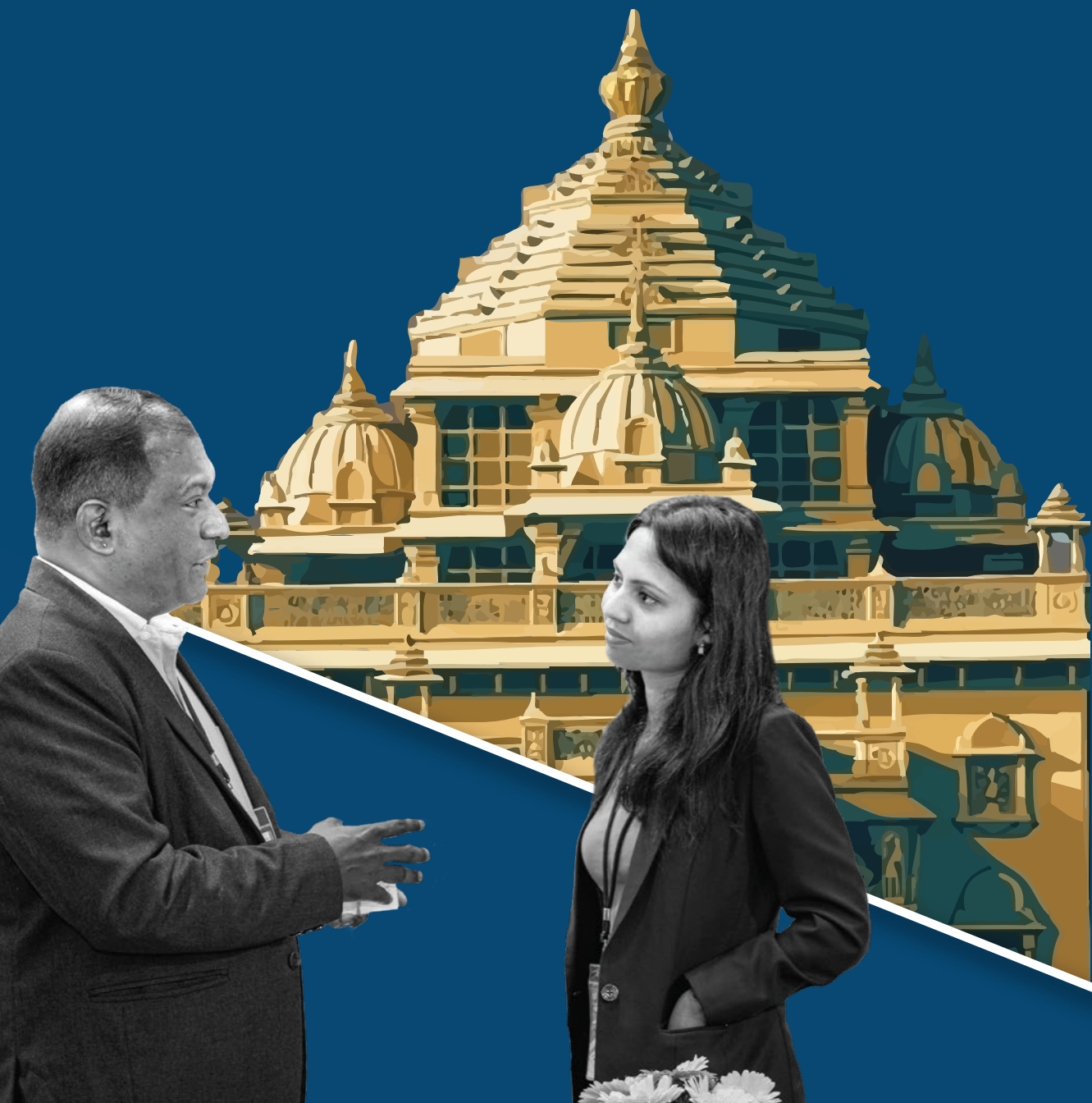
India's Biggest Travel Show Network

# TTF<sup>®</sup>

TRAVEL & TOURISM FAIR

06, 07 & 08 AUGUST 2026

Mahatma Mandir Convention &  
Exhibition Centre, Gandhinagar, Gujarat



AHMEDABAD

# TTF AHMEDABAD

## GATEWAY TO WESTERN INDIA'S HIGH-VALUE TRAVEL MARKET

**TTF Ahmedabad** connects exhibitors with one of India's most commercially powerful and travel-active regions. Backed by Gujarat's strong economy and Ahmedabad's expanding global connectivity, the show offers direct access to travel buyers from across Gujarat and Western India.

With a large base of outbound travellers and a growing appetite for international and premium travel experiences, Ahmedabad has emerged as one of India's fastest-growing travel source markets. The city's strong business ecosystem and global trade links continue to drive demand for both leisure and business travel.

Strategically scheduled ahead of the **Diwali and winter travel season**, **TTF Ahmedabad 2026** provides a focused B2B platform where destinations, tourism boards, hotels, airlines, and travel companies can engage buyers when partnerships and travel products for the upcoming season are being finalised.

For exhibitors looking to tap into Western India's high-spending travel market, **TTF Ahmedabad offers a powerful opportunity to build partnerships and generate business.**

## WHY AHMEDABAD MATTERS

- **Rs. 29.82 trillion economy** - Gujarat remains one of India's largest state economies.
- **13.43 million airport passengers** in FY2024–25, up **14.8% YoY**.
- Strong air connectivity with **48 domestic** and **16 international destinations**.
- **Ahmedabad is among India's fastest-growing outbound travel markets.**
- **India's outbound spend rose 25% in FY24**, strengthening the case for high-intent travel sourcing.



900+  
EXHIBITORS



30+  
COUNTRIES



25+  
INDIAN STATES/ UTs



15,000+  
TRADE VISITORS



## HEAR FROM OUR EXHIBITORS



"Tourism is an industry that has a multiplier effect on the economy. TTF 2023 is a unique platform that promotes travel and tourism and contributes significantly to the Indian and global economy. It aligns perfectly with our vision of promoting tourism within Gujarat and across India."

- Mulubhai Bera, Tourism Minister, Government of Gujarat



"TTF is a crucial platform that brings together tourism departments and trade visitors from across the country. It fosters the exchange of creative ideas, helping significantly in promotion and publicity."

- Savita Chauhan, Deputy Director, Publicity, J&K Tourism



"TTF Ahmedabad has created a strong B2B platform where we've effectively promoted Ayodhya, Varanasi, and the upcoming Kumbh. Our co-participants have signed several MoUs and expressed great satisfaction with the event."

- Dinesh Kumar, Deputy Director, Government of Uttar Pradesh



"29% of our business comes out of Gujarat amongst all our hotels. That's why we're here and we're very excited to be part of TTF."

- Jatin Khanna, CEO, Sarovar Hotels



"The visitor quality and the timing of the show aligned perfectly with our promotional push for North India and Goa. It was a brilliantly executed show."

- Vikas Pasi, Sr. VP & West Cluster Head, Royal Orchid Hotels



## SESSIONS AT TTF FORUM

### TTF Forum brings industry conversations to the show floor at TTF Ahmedabad.

Through panel discussions, destination presentations, and expert sessions, travel leaders and tourism stakeholders share insights on emerging destinations, market trends, and new opportunities in the travel business.

The forum complements the exhibition by creating a space for **learning, networking, and meaningful industry dialogue.**



"This is a fantastic forum and a very large platform for all those involved in the travel ecosystem to come together whether it's sellers, buyers and eventually customers as well. I think it brings together the potential partners to discuss business, and how to improve the quality of products and services that we are offering."

- Abraham Alapatt, President & Group Head - Marketing, Thomas Cook (India)



"We had a wonderful session at the TTF Forum. This is extremely helpful in providing first-hand information to travel agents. TTF is doing a wonderful job!"

- Anil Punjabi, Chapter Chairman - East, TAFI



"TTF has always been a platform where every big operator wants to participate, and we have got tremendous response this year as well. TTF is reliable, people wait for your shows, and it was important for Vietjet to take part in this show, to meet buyers directly, face-to-face."

- Hemant Chutke, Sales Manager, Vietjet Air.com

# SOME OF OUR PARTNERS AND SUPPORTING ORGANISATIONS

Partner Country



Host State



Partner States



Partner States



Feature States



Featured Exhibitors



Supported by



Supported by



Official Publication



Organised by



TTF is brought to you by Fairest Media Ltd., the oldest and leading travel trade show organisers in India. As a participant, you can be assured of the quality of service backed by decades of experience and industry leadership.





## PARTICIPATION PACKAGE (Rate/sq.m.)

| 2026          | Rate (INR*/USD*)  | Corner (INR*/USD*) | Peninsular (INR*/USD*) | Island (INR*/USD*) |
|---------------|-------------------|--------------------|------------------------|--------------------|
| TTF Ahmedabad | Rs.42,000/US\$430 | Rs.46,000/US\$475  | Rs.51,000/US\$520      | Rs.55,000/US\$560  |

Standard Shell Scheme (9 sq.m.) comes with Spotlights, Display Panels, Chairs & Table, Plug Points.

Add 50% of Standard Rate for Mezzanine Space, if any.

\* Payment is due at the time of booking with GST extra @ 18%.

## BOOK NOW

Please fill the enclosed **Space Booking Form** and email to [contact@fairfest.in](mailto:contact@fairfest.in) or send to Fairfest Media Ltd., 74/2, AJC Bose Road, Tirupati Plaza, 4C, 4th Floor, Kolkata 700 016, India.

### FAIRFEST MEDIA LIMITED (CIN - U74140MH1988PLC461056)

#### MUMBAI (Regd. Office):

305, 3rd Floor  
The Summit Business Bay  
Off Andheri - Kurla Road  
Andheri East, Mumbai - 400 093  
Tel - +91 22 4555 8555

#### DELHI

UI, Green Park Main,  
Delhi - 110016  
Tel - +91 11 4615 0947

#### KOLKATA

74/2, AJC Bose Road  
Tirupati Plaza, 4C, 4th Floor  
Kolkata - 700 016  
Tel - +91 33 4028 4028

#### USA

Fairfest Inc.  
1688 Meridian Ave,  
Suite 600 and 700 Miami Beach,  
FL 33139, United States  
Tel: +1 786 384 8161