

Welcome!

ITTFA, International Tourism Trade Fairs Association, welcomes you to the first issue of our online newsletter, where we hope to keep you up to date with what is happening with our members and the industry in general. We recently launched a new e-marketing opportunity aimed at the travel industry. The Association has put together an extensive and significant list of relevant travel industry contacts which are now available to the industry on a select and send basis.

"Through our members and our cumulative industry knowledge, we have a host of industry contacts that we are now making available to the industry for targeted use," comments Tom Nutley, ITTFA Chairman. "By introducing this new scheme we hope to be able to provide an invaluable resource for the industry at competitive rates. This new opportunity will provide an extension to the traditional interchange channels and a new route for disseminating ideas and industry news."

To make an enquiry for use of the ITTFA database, please visit our website www.ittfa.org/database or email database@ittfa.org

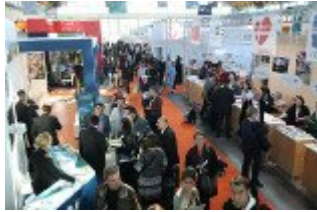
ITTFA Welcomes new member, Akwaaba, African Travel Market based in Lagos, Nigeria. AFTM is the only international Travel Fair in West Africa, a population of 270 million people with 15 countries, numerous airports and the largest number of travellers in Africa. The event takes place this year on 23-25th October in Lagos, Nigeria, its 6th edition. Over the last 5 years Aftm has become the most important travel marketing platform in the region drawing attendance from over 20 countries, including 12 foreign Airlines and leading African hotel chains.



www.africantravelquarterly.com

News from our Members

TTG Incontri



22-24 October Rimini

NEW 2010 FEATURE, A WHOLE PAVILION DEDICATED TO THE USA

TTG Incontri confirms its international focus destination: for the first time DISCOVER AMERICA will take part, with a whole pavilion, completely dedicated to the United States' tourist offer. TTG Incontri is now acknowledged worldwide as the main b2b tourism trade fair in Italy. The most important marketplace to introduce new products and features to the Italian distribution market, representing 70% of trade fair visitors.

Thanks to the business and networking opportunities across the Italian market international operators continue to invest in the fair and the 2009 edition attracted over 35,000 visitors, with an international attendance of 6,000.

IF YOU SELL ITALY, YOU'LL FIND IT AT TTI

Running alongside TTG Incontri, is TTI, the main workshop for the purchase of the Italian tourist product. For the first time this year, TTI will be organizing MEET&MATCH, the night before the workshop, a chance to plan the last available appointments and initiate new contacts.

Further Growth for MITT



Maria Badakh, sales director at ITE Travel Exhibitions expects MITT to grow further in 2011, as the Russian market seems to have recovered. According to figures from the Federal Statistics Service, which were published on 1st July by Rostourism, in the first quarter of 2010 outbound tourism in Russia increased by 44% against the first quarter of 2009, the year the global financial crisis struck. Most popular destination was Tunisia, with

tourism growth of 328%; followed by Thailand, +112% and Israel +71%.

Regional travel shows in the oil-rich countries of Kazakhstan and Azerbaijan attracted a lot of international participation this year, and to meet the demand of the market the organisers are planning to introduce a new sector in 2011 - Luxury Tourism.

Slovenia 'Host Country Europe' at Vakantiebeurs 2011



At Vakantiebeurs 2011 Slovenia will be presenting itself as 'Host Country Europe'. The Netherlands is an important market for this Central European country and Slovenia will use the upcoming event to highlight all its known and once-visited-never-forgotten tourist trump cards. As well as presenting countless new destinations to visitors, the country is also showcasing a range of active holidays that have so far been less publicised. The public days for Vakantiebeurs are 12 - 16 January 2011.

Bart Strijker, Project Manager for the Vakantiebeurs, feels it is a justified choice. "Despite its wonderful geographical situation the country has remained undiscovered by large groups of holidaymakers. At the Vakantiebeurs expert local Slovenian exhibitors will be changing that by giving first-hand information about the various known and unknown attractions, including a lot of new campsites and historical cities such as the capital Ljubljana. Visitors to the Vakantiebeurs can look forward to a very special presentation."

Target a Growing Indian Travel Market

India's Leading B2B Travel & Tourism Event



27-29 January

Meet over 6000 Indian agents under one roof!

WHY INDIA?

India's growth story in travel and tourism has just begun. Domestic air traffic is showing 30% growth this year. Over 600 million domestic

2011
New Delhi
www.satte.org

movements are potential travelers for outbound, which is registering 10-15% growth year on year. India is proving to be one of the most robust growth markets in travel. Over 25 international tourist offices are already based in India.

WHY SATTE?

India's first tourism event, clearly the biggest by far, co-branded, befittingly by ITB Berlin. SATTE is the only show in the world co-branded by the world major. Spread over almost 16000sqm gross area, SATTE 2011 will occupy 8000 sqm net space, making it one of the biggest travel shows of Asia.

ITTFA Show Calendar

For information on all our member shows and how to join ITTFA, please visit our website www.ittfa.org or contact us on info@ittfa.org

We look forward to hearing from you.

