

Sanjiv Agarwal Champions India's Tourism Growth Through Fairfest Media

Published on 12 Dec 2025 | By IFI Correspondent



Mr. **Sanjiv Agarwal**, Chairman & CEO of **Fairfest Media Ltd**, is playing a pivotal role in shaping India's tourism landscape by strengthening the nation's travel trade ecosystem through large-scale trade shows and hybrid engagement platforms designed for the digital age.

With decades of experience in organising industry events, Agarwal has overseen the growth of **Outbound Travel Mart (OTM)** — recognised as Asia's largest outbound travel trade show — and **Travel & Tourism Fair (TTF)**, one of India's oldest and most influential domestic travel exhibitions. These events bring together travel boards, hospitality brands and industry stakeholders for business networking, collaboration and innovation.

Uniting Domestic and Global Tourism Platforms

Under Agarwal's leadership, Fairfest Media has positioned OTM and TTF as complementary platforms that advance both **outbound and domestic tourism markets**. OTM focuses on promoting India as a key outbound travel source for global destinations, while TTF supports growth across India's diverse regional tourism circuits. Together, they create a **360-degree trade ecosystem** that encourages business growth and cultural exchange.

"Our hybrid approach — combining on-ground networking with digital tools for lead generation and year-round engagement — ensures relevance in an era of changing traveler expectations," Agarwal explained in a recent interview.

Rising Participation Reflects Industry Momentum

The 2025 edition of TTF in Mumbai drew more than **9,000 trade visitors and over 500 exhibitors**, a strong indicator of the city's strategic importance as a tourism hub and testament to the vibrancy of India's travel sector. Agarwal said this level of participation highlights not only industry confidence but also the expanding role of events in bridging travel businesses with demand-generating partners.

Travel Trends and Future Outlook

Agarwal noted a marked resurgence in **short-haul domestic travel, spiritual tourism and experiential holidays** post-pandemic, driven by families and young travellers alike. He anticipates that domestic tourism will continue to anchor growth over the next few years, even as outbound travel steadily expands with rising purchasing power.

Sustainability has also taken centre stage, with TTF working alongside stakeholders to promote responsible travel practices — from reducing event footprints to highlighting eco-tourism experiences.

Expanding Fairfest's Reach

Looking ahead, Agarwal said upcoming editions such as **TTF Hyderabad** and **BLTM (Business & Leisure Travel Mart)** will spotlight regional tourism development and business travel trends, further expanding India's tourism discourse and opportunities for collaboration.

His leadership over more than three decades underscores a long-term commitment to **building vibrant tourism platforms** that bring businesses, governments and travellers together — helping India not only solidify its domestic market but also strengthen its presence on the **global travel stage**.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.