

Karnataka Tourism Strengthens Travel Trade Engagement at TTF Ahmedabad 2026

State showcases diverse tourism offerings and explores new business opportunities with Gujarat's travel trade

BENGALURU, KARNATAKA, INDIA, August 12, 2026 /EINPresswire.com/ -- Karnataka Tourism concluded its participation at TTF Ahmedabad 2026, held from 6–8 August 2026 at the Mahatma Mandir Convention & Exhibition Centre, Gandhinagar. The three-day exhibition provided Karnataka Tourism with an opportunity to strengthen its engagement with Gujarat's travel trade, promote the State's diverse tourism offerings, and explore new business and partnership opportunities across the Western Indian market. The official TTF platform positioned the 2026 edition as a key gateway to the Western India's travel market, bringing together tourism boards, travel companies and industry stakeholders.

The event was inaugurated by Mr. Bhupendra Patel, Hon'ble Chief Minister of Gujarat, on 6 August 2026. The opening also saw the participation of senior tourism leaders and dignitaries, including Mr. Satpal

Maharaj, Hon'ble Tourism Minister of Uttarakhand, among other representatives from the tourism and travel industry. Mr. Bhupendra Patel and Mr. Satpal Maharaj also visited the Karnataka Tourism pavilion, where they interacted with the delegation and explored the State's



Karnataka Tourism Stall at TTF Ahmedabad 2026



Felicitation of the Karnataka Tourism Delegation at the Stall



B2B Meetings at the Stall

tourism offerings.

The Karnataka Tourism delegation was led by Mr. Raghavendra H.B., Deputy Director, Department of Tourism, Government of Karnataka, and included Mr. Giriraja G., Manager, Karnataka State Tourism Development Corporation (KSTDC); Mr. Yogesh, Manager, KSTDC; Mr. Srinivas, Manager, Jungle Lodges and Resorts Ltd. (JLR); Mr. Krishna Prasada, Assistant Manager, JLR Ltd, and key stakeholders from the state. The delegation engaged extensively with travel agents, tour operators, destination management companies, corporate travel representatives and other tourism stakeholders from Gujarat and across Western India.

The B2B interactions focused on strengthening existing trade relationships, developing new business leads, and promoting Karnataka's diverse tourism circuits across heritage, wildlife, nature, coastal, wellness, adventure and MICE tourism. Discussions also explored opportunities for customized itineraries and greater inclusion of Karnataka destinations in travel programs catering to Gujarat's outbound leisure and business travel segments.

The Karnataka pavilion showcased the State's four UNESCO World Heritage Sites, wildlife and nature-based experiences, coastal destinations, cultural heritage and Bengaluru's MICE potential. Destinations such as Hampi, Mysuru, Bandipur, Nagarhole, Gokarna, Coorg and other emerging tourism circuits were presented to trade visitors as part of Karnataka's broader destination portfolio.

TTF Ahmedabad 2026 brought together 900+ exhibitors and 15,000+ trade visitors, with participation from destinations and tourism stakeholders across India and more than 30 countries, providing a significant platform for business networking and destination promotion in one of India's key travel markets.



Karnataka Tourism's participation further strengthened the State's presence in the Gujarat market and provided its tourism stakeholders with opportunities to establish new industry connections, exchange market insights and explore potential collaborations. The interactions and business leads generated during the exhibition are expected to support continued engagement with the Western Indian travel trade and contribute towards greater awareness and visitation to Karnataka.

Through its participation at TTF Ahmedabad 2026, Karnataka Tourism reaffirmed its focus on strengthening domestic market outreach while positioning the State as a diverse, year-round destination offering a combination of heritage, nature, wildlife, culture, wellness, adventure and business travel experiences.

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