

Karnataka Tourism Connects with Western India's Travel Trade at TTF Mumbai 2026

Partner State participation highlights Karnataka's diverse tourism experiences and creates opportunities for new trade collaborations

BENGALURU, KARNATAKA, INDIA, August 24, 2026 /EINPresswire.com/ -- Karnataka Tourism concluded its participation as the Partner State at the Travel & Tourism Fair (TTF) Mumbai 2026, held from 20–22 August 2026 at the Jio World Convention Centre, Mumbai. The three-day exhibition provided a platform for Karnataka Tourism and its participating stakeholders to engage with the travel trade, promote the State's diverse tourism offerings and explore opportunities for business collaborations across Maharashtra and Western India. The Karnataka Tourism pavilion was inaugurated by Dr. Vikas Gupta, Director of Tourism, Jammu Division, in the presence of the Karnataka Tourism delegation and participating tourism stakeholders. The inauguration marked the commencement of three days of industry engagement, destination promotion and business interactions at the exhibition.



Inaugural of the Karnataka Tourism Stall at TTF Mumbai 2026



B2B Meetings at the Karnataka Tourism stall at TTF Mumbai

TTF Mumbai 2026 brought together 500 exhibitors, 20 Indian States and Union Territories and participants from five countries, with more than 10,000 trade visitors attending the three-day

travel marketplace. The exhibition provided opportunities for destinations and tourism businesses to connect with travel professionals during an important travel planning period ahead of the festive, wedding and winter seasons.

Karnataka Tourism's participation brought together the Department of Tourism and tourism-sector stakeholders, who engaged with travel agents, tour operators, destination management companies, corporate travel representatives and other industry professionals. A series of productive B2B interactions enabled the delegation and participating stakeholders to discuss Karnataka's tourism products, explore potential partnerships and exchange insights on travel preferences and market opportunities.

The Karnataka pavilion showcased the State's broad tourism portfolio, encompassing heritage, wildlife, eco-tourism, responsible tourism, coastal experiences, culture, wellness and MICE tourism. Its UNESCO World Heritage Sites, wildlife destinations, diverse landscapes and cultural experiences were presented to the travel trade as part of Karnataka's wider destination offering.

The participation also provided an opportunity to promote experiences beyond the State's established circuits, with stakeholders highlighting destinations and tourism products that can be incorporated into customized itineraries for different traveler segments. Discussions with the trade also focused on opportunities to strengthen Karnataka's representation in travel programs catering to leisure, corporate and



Karnataka Tourism Stall at TTF Mumbai 2026



experiential travelers.

As a Partner State, Karnataka's presence at TTF Mumbai also placed the State alongside other leading Indian destinations, including Rajasthan, Kerala, Jammu & Kashmir and Madhya Pradesh. The exhibition's focus on Mumbai and Western India provided a relevant platform for Karnataka to connect with one of the country's key travel markets.

Karnataka Tourism's participation at TTF Mumbai 2026 further contributed to destination awareness, industry networking and the development of potential business opportunities. The interactions with travel trade professionals and tourism stakeholders provided valuable avenues for continued engagement and collaboration, supporting Karnataka's efforts to expand its reach within the domestic travel market.

Through its participation at TTF Mumbai 2026, Karnataka Tourism continued to promote the State as a diverse, year-round destination, bringing together heritage, nature, wildlife, culture, responsible tourism and contemporary travel experiences for visitors across India.

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