



26<sup>th</sup> September 2024  
FAIRFEST MEDIA LIMITED  
#305, Off Andheri Kurla Road  
Andheri (East)  
Mumbai  
400093.

Attention: Umang Agarwal

Dear Umang Agarwal,

NielsenIQ India has conducted an independent study as follows:

Project name:	Project Fairfest
Areas covered:	India, Vietnam, Bangladesh, Singapore, Sri Lanka, Nepal, United Kingdom, Kenya, Bahrain, Thailand, Maldives, Rwanda, Greece, Malaysia, Seoul, Philippines, Ethiopia, Nigeria, South Africa
Population covered:	Exhibitors & Visitors of Travel Trade Shows
Sample size:	Overall (N=312); Exhibitors (N=23), Visitors (N=289); (n=300 respondents from India).
Sampling method:	Online, Purposive sampling
Interview technique:	Online Methodology (self-administered link, sent through E-mails)
Question asked:	<ol style="list-style-type: none"><li>1. According to you, at a national level which is the leading travel trade show in India? [SA]</li><li>2. According to you, which is the leading regional travel trade show in India? [SA]</li><li>3. According to you, which is the leading travel trade show in Asia? [SA]</li></ol>

Date of fieldwork: 2<sup>nd</sup> Aug to 4<sup>th</sup> Sept 2024





Language of questionnaire/ survey: English

The fieldwork is done in an unbiased manner without intervention from **Fairfest Media Limited** and quality control procedures were followed strictly.

Our research yielded the following finding:

**Leading Travel Trade Show:**

Amongst 229 respondents who participated in 2 or more shows in India, a significant quantum of (Overall) respondents claimed OTM to be the leading show vis-à-vis the next competition show for the following:

- **National level: 54%** claimed OTM to be the leading travel trade show in India.
- **Regional level: 37%** claimed OTM to be the leading domestic travel trade show in India.
- **Asia level: 43%** claimed OTM to be the leading travel trade show in Asia.

Amongst 154 respondents who participated in 2 or more shows in Asia, a significant quantum of respondents (overall) claimed OTM to be the leading show vis-à-vis the next competition show for the following:

- **Regional level: 40%** claimed OTM to be the leading domestic travel trade show in India.

This demonstrates that amongst the ones having participated in 2 or more shows in India, OTM is perceived to be the leading shows at a National, Regional & Asia level as a significantly higher quantum states the same for OTM vis-à-vis any other travel trade shows.

Please note:

- While we have provided the above written confirmation of our research findings, NielsenIQ does not endorse any client claim. NielsenIQ is an independent research agency and cannot support or advise on advertisement or marketing campaigns or slogans or similar public disclosures.
- Fairfest Media Limited may only make use of our name in association with the results it may reference in its claim. Fairfest Media Limited may not state or imply that NielsenIQ is the source of the claim itself.





- Any citation to research conducted by Nielsen must not be presented in a misleading manner and must include the following Fairfest Media Limited claim based on research conducted by NielsenIQ, [date, sample size, population details, Margin of Error (if applicable) ].”
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Sincerely,

**Mitesh Dabrai**

Executive Director

NielsenIQ India

