

TTG India Reaches e-Subscribers in 25 Cities Across India and Beyond

BY TERRITORY

INDIA	%	22,900 e-SUBSCRIBERS
New Delhi	17.5%	4,008
Mumbai	16.7%	3,820
Chennai	7.3%	1,672
Bengaluru	6.5%	1,489
Hyderabad	5.7%	1,305
Kolkata	4.5%	1,030
Srinagar	4.2%	960
Trivandrum	4.0%	916
Gurgaon	3.4%	777
Ahmedabad	3.0%	687
Goa	2.8%	640
Kochi	2.5%	570
Pune	2.3%	527
Jaipur	2.1%	481
Chandigarh	2.0%	460
Uttrakhand	2.0%	458
Amritsar	1.8%	412
Bhopal	1.6%	370
Himachal Pradesh	1.6%	366
Indore	1.5%	346
Jalandhar	1.5%	345
Uttar Pradesh	1.5%	343
Odisha	1.4%	320
Nagpur	1.3%	301
Truchurapalli	1.3%	297

DIGITAL

43,400
 India + Global

ADDITIONAL GLOBAL TERRITORIES REACHED DIGITALLY (77 COUNTRIES)

Argentina • Armenia • Austria • Azerbaijan • Bahrain • Bangladesh • Belgium • Bhutan • Brazil • Brunei • Cambodia • Canada • China • Costa Rica • Croatia • Cyprus • Czech Republic • Denmark • Dominican Republic • East Timor • Egypt • Estonia • Fiji • Finland • France • Germany • Greece • Hawaii • Hong Kong • Indonesia • Ireland • Israel • Italy • Japan • Kazakhstan • Kenya • Kuwait • Laos • Lebanon • Macau • Malaysia • Malta • Mauritius • Mexico • Myanmar • Nepal • Netherlands • New Zealand • Nigeria • Norway • Oman • Pakistan • Philippines • Poland • Portugal • Qatar • Romania • Russia • Saudi Arabia • Singapore • Slovakia • South Africa • South Korea • Spain • Sweden • Switzerland • Taiwan • Tanzania • Thailand • Tunisia • Turkey • Ukraine • UAE • United Kingdom • Uruguay • USA • Vietnam

20,500
 SUBSCRIBERS BASED OUTSIDE INDIA

BY INDUSTRY

85.0%
INDUSTRY BUYERS
 36,890 e-Subscribers
 Travel Agencies (Corporate, Leisure and Online), Operators, Wholesalers (67.5% | 29,295 copies) • Destination Management Companies (10.4% | 4,514 copies) • Event Management Companies, Professional Conference and Exhibition Organisers (7.1% | 3081 copies)

15.0%
TRAVEL SUPPLIERS
 6,510 e-Subscribers
 Hotels & Their Representatives (9.3% | 4,036 copies) • National Tourist Offices (NTOs) (2.0% | 868 copies) • Airlines & GDS (1.9% | 825 copies) • Others (1.8% | 781 copies)


BY ROLE



58.5%
SENIOR MANAGEMENT
 25,389 e-Subscribers
 General Manager • Director CEO • COO • President • Vice-President • Chairman


31.8%
MIDDLE MANAGEMENT
 13,801 e-Subscribers
 Department / Functional Managers including Sales & Marketing


9.7%
JUNIOR EXECUTIVES
 4,210 e-Subscribers
 Travel Consultant • Reservation & Ticketing Executive and Coordinator • Sales Officer • Account Executive • Marcoms Executive

BY RESPONSIBILITY


86.0%
INFLUENCE OR MAKE PURCHASE DECISIONS
 37,324 e-Subscribers
Why Is This Important?
 Your brand/offering reaches the right professionals who can influence and make the decision to select you as a business partner.


14.0%
MAKE RECOMMENDATIONS TO END CUSTOMER / CLIENT
 6,076 e-Subscribers
Why Is This Important?
 A good understanding of your brand/offering allows our subscribers to promote it better to their end customers and clients.