



Enchanting Tamil Nadu



Issue: 03

A Tamil Nadu Tourism Newsletter

March '23



Outbound Travel Mart 2023

2-4 February 2023 | Jio Convention Centre, Mumbai

OTM (Outbound Travel Mart) is the number one travel trade show in India, where a large number of international travel trade buyers and professionals gather to build long-term business relations.

This year, the Asia's leading travel show was conducted at the Jio Convention Centre, Mumbai from 2nd February 2023 to 4th February 2023. Over 1250 exhibitors from 50+ countries had stalls and exhibits that were visited by 30,000+ attendees across the world.

The Tamil Nadu Tourism department was one of the exhibitors at the event. The stall had various features that promoted and celebrated the vibrant culture and landscapes, architectural marvels, dotting tourist destinations of Tamil Nadu, and gave an overview on the tourism and hospitality services offered across the state.

The stall was visited by various business entrepreneurs and executives of the travel sector. A total of 16 hoteliers and tour operators were a part of the Tamil Nadu pavilion as co-exhibitors. The OTM gave the platform to grow one's business, connect with peers and work on diverse influencing factors that help with the upliftment of the tourism sector.



South Asia's Travel and Tourism Exchange 2023

9-11 February 2023 | Indian Expo Mart, Delhi



Satte (South Asia's Travel and Tourism Exchange) is a comprehensive platform for National and International buyers and professionals from travel, tourism and hospitality sector to connect and ideate innovative strategies, and conduct business to arrive at solution-driven methods that help accelerate the pace of industry's growth.

This year, the expo was conducted at New Delhi from February 9th to February 11th, organised by Informa Markets. The event was conducted under the theme "Inclusive and Sustainable Tourism" with an aim to revitalise the country's travel industry business.

The grand 30th edition of the travel trade event was inaugurated by Shri. G. Kishan Reddy, Minister of Tourism, Government of India. Over 50 countries and 600+ hosted buyers participated in the expo. More than 30,000 attendees were present at the expo.

The Tamil Nadu Tourism department was one among the 28 State Tourism boards as an exhibitor at the SATTE expo. A total of 27 hoteliers and tour operators were a part of the Tamil Nadu pavilion as co-exhibitors. The stall showcased the diverse facets of the Tamil Nadu tourism along with the initiatives taken to provide an immersive experience for the domestic and international tourists visiting the state.



Destination of the month



Thoothukudi

Visit Thoothukudi or Tuticorin the Pearl city of Tamil Nadu this month. Take a spiritual hike to the Tiruchendur temple, Our Lady of Snows; pay homage to the freedom fighters and revolutionaries like Mahakavi Subramaniya Bharathi and Veerapandiya Kattabomman by visiting Ettayapuram and Panchalankurichi. And obviously, do not miss out on trailing to the shores of Manapad, Muthu Nagar and Vembar and get an incredible view of the sea and the lagoons. Last but not the least, how can one miss out on the native sea food of the region?! Try them out and pack your bags with Thoothukudi Macaroons while returning!

Through the lens

47th India Tourism and Industrial Fair 2023

Snapshots from the vibrant Island Grounds Chennai, brimming with fun, pomp and festivity!



India Today Tourism Survey & Awards 2022

24 February 2023 | Delhi



Lemur Beach of Nagercoil, Tamil Nadu is truly a heaven on Earth with its pristine blue waters, golden sandy shores and enchanting views of sunrise and sunset.

The Beach was awarded the "Best Beach and Coastal Destination" at the India Today Tourism and Survey Awards 2022 held at New Delhi on February 24 2023.

The award was received by Thiru. Sandeep Nanduri IAS, Director of Tourism and Managing Director of Tamil Nadu Tourism Development Corporation, from Shri. Arjun Ram Meghwal, Hon'ble Union Minister of State for Parliamentary Affairs and Culture.

The Director also was a part of the panel discussion on "The Role of State in Promoting Tourism" in which he shared about the importance of collaborative approach between public and private entities to boost and develop the tourism sector.



Travel and Tourism Fair 2023

24-26 February 2023 | Chennai



Travel and Tourism Fair (TTF) is one of the largest travel trade show network in India. It provides an annual marketing platform and an opportunity to network with the travel trade in 9 major cities of India.

The second Travel and Tourism Fair was held at Chennai Trade Centre for three days from February 24 to February 26 2023. The event was inaugurated by Dr. B Chandramohan, IAS, Principal Secretary to the Government, Tourism, Culture and Religious Endowments Department.

The Tamil Nadu Tourism Department was one of the exhibitors at the event. The stall showcased the vibrant culture and landscapes, architectural marvels, dotting tourist destinations of the state, and gave an overview on the tourism and hospitality services offered across the state. It was visited by numerous stakeholders of the travel sector. A total of 8 hoteliers and tour operators took part as co-exhibitors. The stall was awarded as "The Best Decorated Stall" on the final day of the event.



Surajkund International Crafts Mela 2023

3-19 February 2023 | Faridabad



The Surajkund International Crafts Mela is an annual event that is conducted in Haryana to celebrate the Indian folk traditions and cultural heritage. The mela is organised by Surajkund Mela Authority along with Haryana Tourism Department in collaboration with Union Ministry of Tourism. This annual event was conducted at Faridabad, Haryana this year, from February 3rd to February 19th.

A large number of renowned national and international folk artistes and cultural groups showcased their performances at the Mela premises. The Mela had a special section which was earmarked for showcasing the heritage crafts from across the nation and the globe. One of the stalls was set up by Tamil Nadu Tourism Department. The stall was visited by Thiru. Sandeep Nanduri IAS, Director of Tourism and Managing Director of Tamil Nadu Tourism Development Corporation. It showcased the traditional Tamil Nadu handicrafts like Thanjavur Paintings, Bhavani Jamakkalam and Palm Leaf Baskets.



Bikers rally 2023

24 February 2023 | Chennai



To commemorate National Tourism Day, TTDC in collaboration with Axnday Entertainment organised a Bikers rally in Chennai on February 24th, to create anti-drug awareness. The rally was flagged off by Thiru. Sandeep Nanduri IAS, Director of Tourism and Managing Director of TTDC.

Over 120 bikers, including women riders, joined in for a 100 km trail to spread a crucial message "Say no to drugs". The bike rally started at TTDC's Drive-In Restaurant, Island Grounds and ended at the picturesque Mudaliarkuppam Boat House.

Sustainability tourism workshop

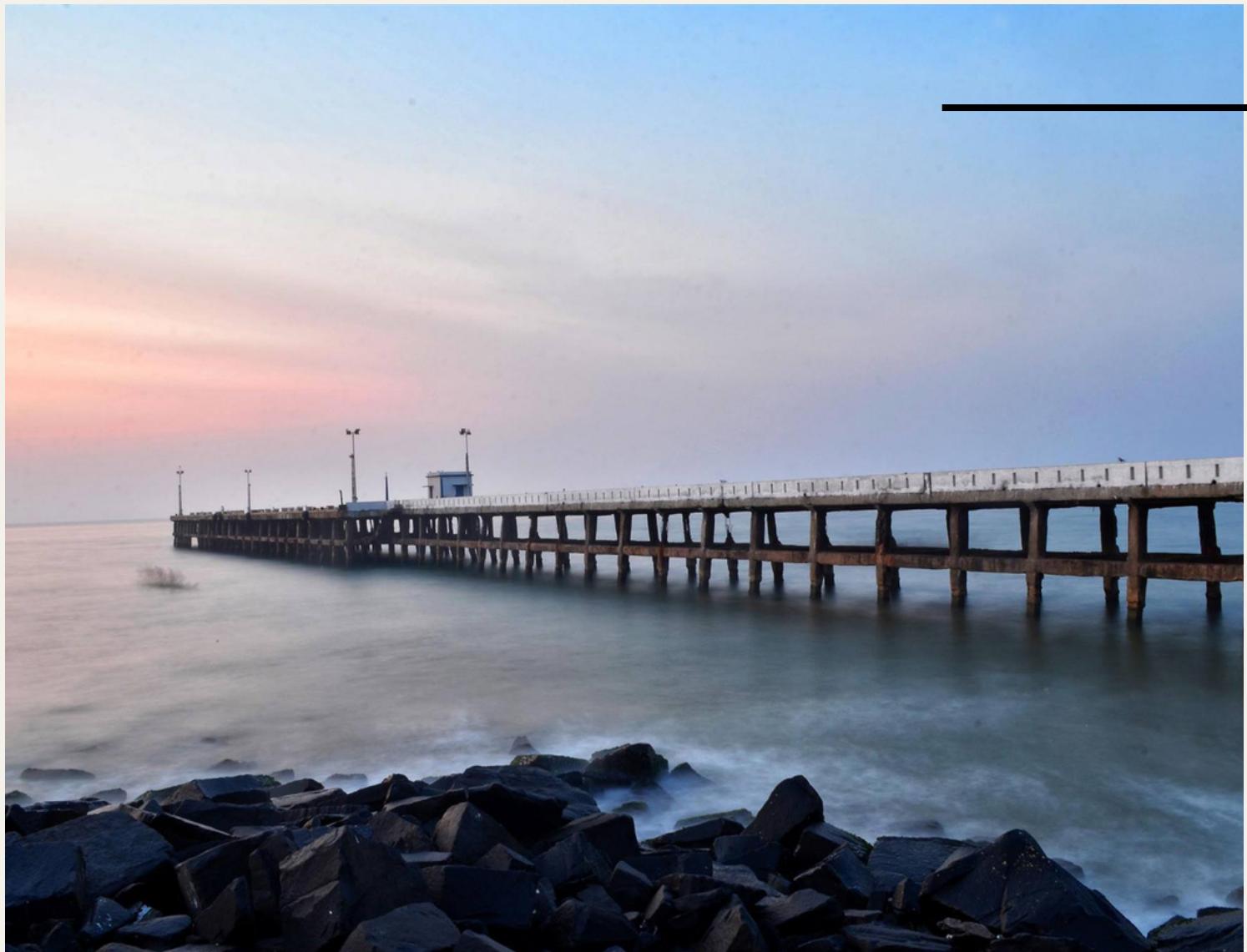
28 February 2023 | Hyderabad

To develop sustainable and responsible tourist destinations and promote sustainable tourism of the nation, The Ministry of Tourism (MoT) in association with Indian Institute of Tourism & Travel Management (IITTM), United Nations Environment Programme (UNEP) and Responsible Tourism Society of India (RTSOI) organised the 3rd regional workshop on Development of Sustainable and Responsible Tourist Destinations at Hyderabad on 28th February, 2023. Various delegates and tourism industry stakeholders from the States/ Union Territory of the Southern region viz. Andhra Pradesh, Karnataka, Kerala, Lakshadweep, Puducherry, Tamil Nadu, and Telangana participated in the workshop.

Presentations were made by representatives of State and UTs Tourism Departments from Southern region, calling attention to their best sustainable tourism practices. States and UTs highly spoke about the positive economic, environmental, social and cultural impacts of their interventions such as getting Blue Flag Certifications to many beaches, economic growth while implementing carrying capacity, and global recognition to Responsible Tourism initiatives and Rural Tourism development.



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— (A Govt. of Tamilnadu Undertaking) —



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