



Enchanting Tamil Nadu



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A Tamil Nadu Tourism Newsletter

April '23



ITB Berlin 2023

7-9 March 2023 | Berlin

ITB (Internationale Tourismus-Börse) is one of the world's leading travel trade shows and is a central communication and marketing network forum that covers the business of the entire chain of touristic offers.

This year, the travel show was conducted at Citycube, Berlin from 7th to 9th March 2023. Over 15500 exhibitors from 161 countries had stalls and exhibits that were visited by 90,000+ attendees from 180 countries across the world.

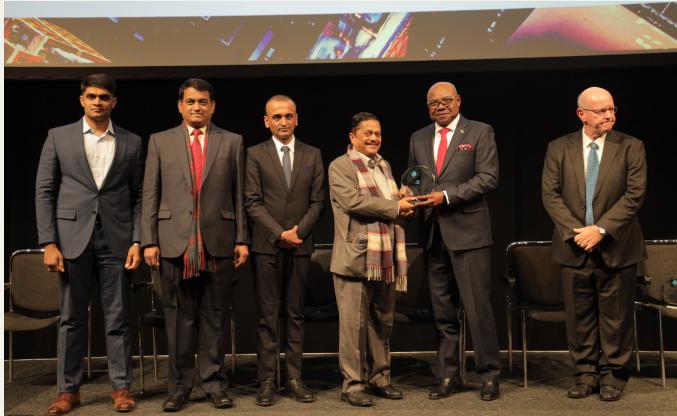
The Tamil Nadu Tourism department was one of the exhibitors at the event. Thiru. K Ramachandran, Hon'ble Minister of Tourism, Govt. of Tamil Nadu, inaugurated the pavilion. A miniature version of "Treasures of Tamil Nadu 2.0" in German language was released during the occasion. Dr. Chandramohan B, IAS, Principal Secretary to Government, TC and RE Department, and Thiru. Sandeep Nanduri, IAS, Director of Tourism and MD, TTDC also participated in 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. 2 hoteliers and tour operators were a part of the Tamil Nadu pavilion as co-exhibitors.



PATWA Awards 2023

8 March 2023 | Cube, Berlin



The Pacific Area Travel Writers Association (PATWA) Awards are given annually in March at ITB Berlin, the world's biggest travel and trade fair. The awards recognise individuals and organisations that have excelled or are involved in the promotion of tourism from different sectors of the travel trade such as aviation, hotels, travel agencies, tour operators, destinations, government bodies, tourism ministries and other service provider(s), related directly or indirectly to the industry.

This year, the event was conducted at Germany's capital city Berlin on 8th March 2023. The Tamil Nadu Tourism Department won two awards in the category of "Tourism Minister of the Year: India" and "Tamil Nadu: Destination of the year: Heritage"

The "Tourism Minister of the Year: India" Award was presented by Mr. H E Edmund Bartlett, Minister of Tourism, Jamaica, to Thiru K Ramachandran, Hon'ble Minister of Tourism, Tamil Nadu.

The "Destination of the year: Heritage" award was received by Dr. Chandramohan B, IAS, Principal Secretary to the Government, Tourism, Culture and Religious Endowments Department, from the Minister of Tourism, Jamaica, Mr. H E Edmund Bartlett.

Mr Alain St Ange, Former Minister of Tourism, Republic of Seychelles, Mr Yatan Ahluwalia, Secretary General, The PATWA Team, and Thiru Sandeep Nanduri IAS, Director of Tourism, Tamil Nadu and Managing Director of TTDC participated in the event.



Tourism meet with Czech Republic Ministry of Tourism

13 March 2023 | Prague, Czech Republic



Hon'ble Minister of Tourism, Govt. of Tamil Nadu, Thiru K Ramachandran met the delegates team of Czech Republic Ministry of Tourism led by Mr. Jan Fluxa, Deputy Minister, Ministry of Regional Development of the Czech Republic at Prague on 13th March 2023 and presented a book on Tamil Nadu Tourism. Mr. Marek Kroutil, Manager for International Marketing-New Markets, Czech Tourism, Ms. Katerina Chaloupkova, Executive Director, The Association of Tour Operators and Travel Agents of Czech Republic, Mr. Michal Veber, Executive Director, Association of Czech Travel Agencies, Ms. Hana Nedbal, Tourism Department, Ministry of Regional Development of the Czech Republic, Mr. Abhijit Chakraborty, IFS, Counsellor, (Pol; E&C; Cul.), Embassy of India, Prague, Dr. Chandramohan B, IAS, Principal Secretary to Government, Tourism, Culture and Religious Endowments, and Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC participated in the event.

They also had a discussion that focussed on identifying B2B opportunities between tour operators in both the state and the nation, and devised plans to conduct fairs, festivals and roadshows in India, and media publishing strategies to promote Tamil Nadu tourism.



Cultural meet with Czech Republic Ministry of Culture

13 March 2023 | Prague, Czech Republic



Dr. Chandramohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture, and Religious Endowments, and Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC met with the Ministry of Culture, Czech Republic on 13th March 2023.

The delegates met with Mr. Jiri Vajcner, Director of Monument Care Department, Ministry of Culture, Czech Republic; Mr. Petr Hnizdo, Head of the International Department, Ministry of Culture, Czech Republic and Zuzana Jamdlova, International Development, Ministry of

Culture of Czech Republic. Another honourable dignitary who participated in the meet was Mr. Abhijit Chakraborty, IFS, Counsellor (Pol, E&C, Cul.), Indian Embassy, Prague.

The delegates discussed about the regional cultural exchanges and student & faculties exchanges between universities and colleges. Also, strategies were made to initiate mutual cultural exchanges of artists and performers to participate in the various regional festivals. In addition to these, a discussion was held about organising workshops on heritage assessment for UNESCO sites that'll have an effective heritage impact.



IRTA Awards and Summit 2023

17 March 2023 | Udhagamandalam



The Outlook India Tourism Responsible Awards and Summit recognises and celebrates individuals and organisations who have been creating an impact on promoting and strategising responsible tourism. This year, the event was held at Coonoor, Nilgiris district on March 17th 2023. The Department of Tourism, Government of Tamil Nadu was the Principal Sponsors for the event.

Hon'ble Minister of Tourism, Thiru. K Ramachandran, Dr. Chandramohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture, and Religious Endowments, and Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC attended the Summit. The Minister, along with key stakeholders, presented awards to those making a significant contribution for uplifting sustainable tourism in India.

Dr. Chandramohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture and Religious Endowments participated in a panel discussion on inclusive and sustainable tourism, while the Director of Tourism shared his valuable insights on the potential of Sustainable tourism in Tamil Nadu, during the summit.



Destination of the month



Udhagamandalam

It is the summer time of the year and what place is more captivating than Udhagamandalam alias Ooty for a breezy escapade? Hop on the world renowned Ooty toy train to have a panoramic view of the countryside that is adorned by emerald-green tea plantations and misty waterfall cascade. Take a halt on the valley roads and stroll along the streets in autos, rickshaws or bicycles and get your hands on the fresh vegetable and fruit harvests sold enroute. Pay a visit to Mudumalai- the hub of elephants and tigers that was documented in the Oscar winning movie "The Elephant Whisperers". Enjoy the boat rides on the Ooty and Pykara Lake, visit the vibrant botanical gardens and parks and take a hike to the valley view points. On your return from this misty abode, do not forget to pack souvenir delicacies such as Chocolates and Tea Powder.

Through the lens: UImagine 2023

23-25 March 2023 | Chennai

Snapshots from the event where a diverse and vibrant group of individuals came together to celebrate the potential in the field of future technology and innovation in Tamil Nadu



MATTA Fair 2023

17-19 March 2023 | Kuala Lumpur



MATTA is Malaysia's premier travel extravaganza providing global exposure and endless business opportunities of groundbreaking travel innovations and technological advent.

This year the MATTA fair was held at Kuala Lumpur, Malaysia from March 17th to 19th 2023. The Tamil Nadu Tourism Department was one of the exhibitors at the event. The stall was inaugurated by Thiru. Pushparaj, Joint Director, Department of Tourism, Tamil Nadu and Tmt. Bharathi Devi, GM-TTDC/DRO.

The stall of Tamil Nadu Tourism Department 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 7 hoteliers and tour operators took part as co-exhibitors.



Muneeswarans of Madras Cycling Trail

19 March 2023 | Chennai



Lord Muneeswaran is a native Hindu deity of Tamil Nadu. Since he's worshipped widely as a guardian deity, there are many temples dedicated to him in numerous locations around the State. The capital city Chennai is also home to some famous Muneeswaran temples.

To explore and know more about Muneeswaran worship and the legacy behind it, TTDC organised a cycling trail in collaboration with Cycling Yogis. The trail took place on 19th March, in which nearly 15 cyclists participated and covered the temples in and around Chennai like the Bodyguard Muneeswarar temple, Paal Muneeswarar temple, Ekkathutangal Muneeswarar temple and Kovilambakkam Muneeswarar temple. The cycling trail concluded at TTDC's Drive-In Restaurant where the participants were offered delicious breakfast.



Works for Muttukadu Floating Restaurant commences

24 March 2023 | Muttukadu, Chennai

Thiru. K. Ramachandran, Hon'ble Minister of Tourism Tamil Nadu, commenced the works for TTDC's "Floating restaurant" at Muttukadu Boat House facility on March 24th. This majestic double-decked Floating restaurant is to be 125 ft long and 25 ft wide. Dr. Chandramohan B, IAS, Principal Secretary to the Government, Department of Tourism, Culture, and Religious Endowments, Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of the Tamil Nadu Tourism Development Corporation, Thiru. A.R. Rahul Nadh, IAS, District Collector of Chengalpattu, Thiru. S.S. Balaji, MLA of Thiruporur constituency, Tmt. Bharathi Devi, GM-TTDC/DRO, Thiru. Idhayavarman, Thiruporur Panchayat Union Committee Chairman, and Tmt. Sangetha Mayilvaganan, Panchayat President of Muttukadu, were present at the event.

This floating restaurant will be a great addition to other recreational activities and tourism offerings at the Muttukadu Boat House. One can soon enjoy a panoramic view of the land from the lake while dining and enjoying boating simultaneously.



The Second G20 Framework Working Group (FWG) Meeting

24-25 March 2023 | Chennai



The Second G20 Framework Working Group (FWG) meeting under the Indian G20 Presidency successfully concluded in Chennai on March 25, 2023. The two-day meeting was co-chaired by Dr V Anantha Nageswaran, Chief Economic Adviser, Ministry of Finance, Government of India, and Ms Clare Lombardelli, Chief Economic Adviser, UK Treasury. Around 87 delegates from G20 member countries, invitees, and international organizations attended the meeting.

To experience the rich cultural heritage of Tamil Nadu as well as the diverse cuisine of the state, more than 50 delegates were hosted for a high tea by the Tamil Nadu Tourism Department. The delegates also had the opportunity to visit a few landmarks of Chennai such as Mylapore Kapaleeshwarar temple and Marina beach as a part of the heritage trail.



Chintan Shivar 2023

28 March 2023 | New Delhi



The Union Ministry of Tourism, Government of India conducted Chintan Shivar to devise strategies for promoting 'Tourism In Mission Mode' on March 28th and 29th at New Delhi. Leaders from various states and industry associations participated in this event and shared and discussed their ideas on enriching their deliberations and contribute to shaping up of agenda in promoting Tourism In Mission Mode. Dr. Chandramohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture, and Religious Endowments and Thiru. Pushparaj, Joint Director, Department of Tourism, Tamil Nadu took part in the event.

The Ministry also hosted an awards ceremony to recognise the best practices and commendable works of various states and Union Territories under Swadesh Darshan Scheme on the same day. Tamil Nadu won runner-up in the category of "Best Waterfront Development" at Kanyakumari. The award was presented by Thiru. G. Kishan Reddy, Hon'ble Union Minister of Tourism, Government of India.



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— (A Govt. of Tamilnadu Undertaking) —



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