



Issue:14

A Tamil Nadu Tourism Newsletter

January, 2024



GLOBAL INVESTORS MEET 2024



In significant economic development, Tamil Nadu, the second-largest state economy, hosted the Global Investors Meet (GIM) from January 7, 2024, to January 8, 2024, at Chennai Trade Centre. The Hon'ble Chief Minister of Tamil Nadu, Thiru M.K. Stalin, unveiled the ambitious trajectory set by the Government of Tamil Nadu towards achieving a 1 trillion-dollar economy by the year 2030. The third edition of the Global Investors Meet (GIM) showcased a global presence, with participation from more than 30 nations, highlighting Tamil Nadu's concerted efforts in attracting both capital and employment-intensive investments.

**A
GIANT
LEAP
TOWARDS
INVESTMENTS**

GLOBAL INVESTORS MEET 2024




The Global Investors Meet (GIM), a milestone event, brought together a diverse array of stakeholders, including investors, thought leaders, policymakers and academia. The Honorable Chief Minister of Tamil Nadu presented the roadmap for Tamil Nadu's Vision for a 1 Trillion Economy. This gathering served as a celebration of knowledge, with global thought leaders converging to share their insights. Additionally, the State signed a plethora of Memoranda of Understanding (MOUs), sealing the deal on various collaborations.

The economic potential of tourism is evident in its ability to create employment opportunities across a wide range of skills. The Tamil Nadu Tourism Pavilion showcased diverse offerings to travellers, aiming to attract fresh investments of INR 20,000 crore. The "Tamil Nadu Tourism Policy 2023" further propelled this momentum by granting industrial status to tourism projects, fostering growth and development within the industry.



TRAIL OF THE MONTH CHOCOLATE MUSEUM

A mouthwatering creation, weaving its way through the annals of time since 1500 BC, is truly a timeless delight. This timeless delight has cast a magical spell that no taste bud can resist. Your heart is forever left craving its delectable secrets, with the OG of all sweets - the chocolate. For those with an insatiable sweet tooth, the M&N Chocolate Museum is a mandatory stop that transports you into the whimsical world of Willy Wonka's chocolate factory.



Situated along Ooty-Mysore Road, the M & N Chocolate Museum is a chocolate lover's dream come true. Here, you get a behind-the-scenes peek into the fascinating world of chocolate making, from harvesting, grinding, brewing, roasting, blending, and ultimately crafting your favourite chocolate bar.

Visitors to the M & N Chocolate Museum are in for a treat as they feast their eyes on a dazzling display of over 100 different chocolates and intricate structure models. The best part? It's not just a visual feast - you get to taste these delectable creations. But wait, there's more! The real highlight is when you unleash your inner chocolatier, diving into the hands-on experience of crafting your very own chocolate creation. So, as you plan your cool hills expedition, be sure to map out a sweet stop at the M & N Chocolate Museum.

JALLIKATTU THRILLS RESONATE THROUGH THE NEW ARENA

Hon'ble Chief Minister of Tamil Nadu unveiled the Kalaignar Centenary Jallikattu



On January 24, 2024, the Hon'ble Chief Minister of Tamil Nadu, Thiru M.K. Stalin, inaugurated the state-of-the-art Jallikattu arena in Keelakara village, Alanganallur block, Madurai District. The Kalaignar Centenary Eruthazhuvuthal Arena spans over 66 acres and features a three-tiered stadium with a seating capacity of 5000.

Additionally, the stadium houses a museum, bull shed, veterinary dispensary, and health support centre, providing medical assistance and essential facilities for players, spectators, and the media.

The Hon'ble Chief Minister of Tamil Nadu flagged off the first Jallikattu event in the new arena.

In Jallikattu, the bull is released into a crowd of people who then try to grab the bull's hump for as long as possible. The primary purpose of Jallikattu is to preserve the unadulterated lineage of indigenous bulls. This initiative signifies a progressive step towards promoting traditional sports that encapsulate the spirit and essence of Tamil Nadu. The newly inaugurated Jallikattu arena stands as a testament to the rich cultural heritage of the region



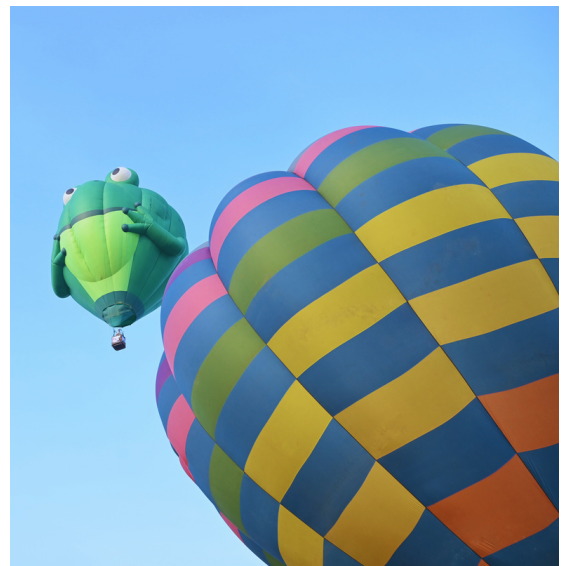
VIBRANT HUES ACROSS THE SKY

THE 9TH EDITION OF THE TAMIL NADU INTERNATIONAL BALLOON FESTIVAL

The skies over Achipatti burst with vivacious colours in the 9th Tamil Nadu International Balloon Festival, expertly organized by the Department of Tourism, Government of Tamil Nadu, in collaboration with Global Media Box. The festival took place from January 13 to 16, 2024.



The ninth edition of TNIBF 2024 presented a mesmerizing array of hot air balloons from countries such as India (Represented by Tamil Nadu Tourism), the United Kingdom, France, the Netherlands, Spain, Japan, Thailand, and Vietnam. The inclusion of these international balloons contributed to a spectacular visual experience for visitors. Tethered hot air balloon rides and helicopter tours provided visitors with a bird's-eye view of the tranquil green landscapes of Pollachi.



VIBRANT HUES ACROSS THE SKY

THE 9TH EDITION OF THE TAMIL NADU INTERNATIONAL BALLOON FESTIVAL



As a special focus this year, delightful cartoon-shaped balloons, including Twin Frogs, Eli the Elephant, and Duck designs, brought delight to toddlers. The festivities continued with a three-day shopping expo offering an array of handcrafted souvenirs and quirky trinkets, complemented by a dedicated kids' gaming space and live musicals in the evening.

In addition, TNIBF 2024 hosted the exhilarating "Run Among the Skies" marathon on January 14. Winners of the marathon were not only celebrated but also awarded the exclusive opportunity to take a hot air balloon ride, complete with a commemorative medal and t-shirt.



48TH INDIA TOURISM AND INDUSTRIAL FAIR

The 70 Days Chennai's Trade Fair commences with innovation and entertainment

The 48th India Tourism and Industrial Trade Fair, organised by the Tamil Nadu Tourism Development Corporation, is back at Theevu Thidal (Island Ground). On January 12, 2024, the 70-day fair was inaugurated by the Hon'ble Minister of Youth Welfare and Sports, Thiru Udhayanidhi Stalin.

The Hon'ble Minister of Tourism, Thiru K. Ramachandran, the Hon'ble Minister for Hindu Religious and Charitable Endowments (HR&CE), Thiru. P.K. Sekarbabu, the Hon'ble Minister for Health & Family Welfare, Thiru. Ma. Subramanian, Thiru. Dayanidhi Maran, Member of Parliament, Mayor R. Priya, Chennai district, and Tmt. Kakarla Usha I.A.S, Principal Secretary/Commissioner of Tourism and Chairperson/Managing Director of Tamil Nadu Tourism Development Corporation (TTDC), were present at the inauguration.

The fair serves as a platform for businesses and travel enthusiasts to exhibit their brands, showcase premier tourist destinations, and present innovative travel technologies.

Furthermore, there is an array of activities and entertainment such as Snow World, a Haunted House, various stalls, games, and magical performances for all visitors.



48TH INDIA TOURISM AND INDUSTRIAL FAIR



MEMORABILIA MAMALLAPURAM

In this month's edition of Memorabilia Mamallapuram, we take you on a journey to the Mamallapuram Seashell Museum, India's largest haven of marine wonders. Once a bustling maritime trade centre, Mamallapuram now reveals the awe-inspiring treasures beneath the ocean waves.

The museum is like a shell haven, flaunting an array of shells resembling an elephant's ear, mermaid dresses, and intricate octopus patterns. And if that's not enough to be amazed by the additional creative brilliance showcased, featuring models meticulously crafted from oyster shells that bring to life trains, planes, and cars.



FITUR INTERNATIONAL TOURISM TRADE FAIR



FITUR, organized by IFEMA MADRID, stands as a pivotal gathering for global tourism professionals. Held in Madrid from January 24-28, 2024, this event served as a premier platform for both inbound and outbound markets in Latin America. FITUR provided a direct avenue for promoting brands, presenting new products, and staying informed about the latest trends and opportunities in the tourism industry.

The expo served as an essential space for industry leaders and enthusiasts to connect and collaborate. Tamil Nadu Tourism participant in the expo and its pavilion showcased the unique cultural aspect of the region. The pavilion highlighted eco-friendly initiatives, community-based tourism projects, and ongoing conservation efforts. The 3D Jallikattu model in the pavilion captivated visitors, offering a compelling representation of the traditional sport in the State.



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