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A Tamil Nadu Tourism Newsletter

February, 2024



Thanjavur Doll

CELEBRATION AND CONSERVATION GO HAND IN HAND AT PULICAT

Marking the 13th Annual Pulicat Day



On February 3, 2024, Tamil Nadu Tourism, in partnership with the AARDE Foundation celebrated the 13th Annual Pulicat Day in honour of World Wetlands Day. Located 55 kilometres north of Chennai city, the Pulicat Lagoon expanding across Tamil Nadu and Andhra Pradesh is renowned as the second-largest water body in India. With a rich maritime history spanning over two millennia, the lagoon holds significant cultural and ecological importance.



The wetlands serve as crucial ecosystems, attracting rainfall to the region and playing a pivotal role in facilitating northeast monsoons during the winter season. This year's event saw an impressive turnout, with over 702 school students, city residents, local inhabitants, and media representatives participating.



Various competitions, including paper-based quizzes, kolam drawing, dance, chess tournaments, and the catamaran (katumaram) race, were organized to entertain the attendees.

OUTBOUND TRAVEL MART 2024

TAMIL NADU'S CULTURAL RICHNESS AND HOSPITALITY TAKES CENTRE STAGE

Tamil Nadu Tourism welcomed visitors and delegates from over 20+ countries to its pavilion at the Outbound Travel Mart (OTM) from February 8, 2024, to February 10, 2024, at the Jio World Convention Centre, Mumbai. OTM recognized as India's premier gathering of travel trade buyers and professionals, offered insights into the evolving tourism trends and pioneering innovations within the travel sector.



Tamil Nadu Tourism Pavilion offered a captivating display of the state's rich cultural heritage, breathtaking landscapes, and magnificent architectural wonders found across the State. Through interactive exhibits and engaging presentations, attendees gained a comprehensive overview of the diverse tourism and hospitality services available throughout Tamil Nadu.



OTM Mumbai 2024 witnessed a gathering of numerous travel professionals, marking a pivotal moment for India's travel and tourism sector. The event served as an epicentre for industry leaders and CEOs, promising transformative impacts on the Indian market. The event underscored its global significance with over 1250 exhibitors hailing from across the globe.





TRAIL OF THE MONTH DEVIL'S KITCHEN

In the 20th century, a blockbuster hit named "Guna" had everyone in Kodaikanal buzzing. After which all eyes turned towards the captivating attraction known as Devil's Kitchen. Fast forward to the present, another blockbuster drops, and now Guna Cave is blowing up big time. But what makes this cave so special?

A cave once known as Devil's Kitchen is located within the leafy confines of Kodaikanal, Tamil Nadu. Its uncanny appearance, nestled within the dense foliage and accessed by a treacherous path, adds to its mystique. With an elevation of 2230 meters, the cave boasts a narrow opening that heightens its enigmatic charm.



The uprooted shola trees, with their twisted and gnarled forms, serve as more than just a picturesque backdrop. Their branches, evoking the enchanting landscapes, transport you to a realm reminiscent of 'the Forbidden Forest' from the pages of Harry Potter. You don't have to travel all the way to London Studios for the Harry Potter Studio Tour when you can experience the magic of the forest right here in Kodaikanal.

As you stroll from the pine forest to the shola forest, you'll witness an incredible transformation in the landscape. The shift from the towering pines to the serene beauty of the shola trees is truly breathtaking. The natural splendour and tranquil ambience create an unforgettable experience. you can still admire the beauty of the caves from a safe distance. And while you're there, be sure not to miss out on nearby attractions like Moer Point, Pillar Rock, and Dolphin's Nose! They're absolute must-sees and will surely enhance your overall experience.

ARTISTIC EXTRAVAGANZA AT PALACE COMPLEX, THANJAVUR

Thanjavur Art Roadshow



Home to two UNESCO World Heritage Sites, Thanjavur stands as a testament to its historical significance and cultural expression. Tamil Nadu Tourism in association with Thanjavur Tourism Promotion Council (TTPC), organised the Thanjavur Art Roadshow from February 16th to 18th, 2024, at the Palace Complex. The three-day show features artworks by prominent and budding artists from across Tamil Nadu, to exhibit their artworks.

The Roadshow was inaugurated by Thiru Deepak Jacob I.A.S., District Collector of Thanjavur. Throughout the event, attendees were treated to a myriad of activities, including painting competitions, workshops on traditional Thanjavur Painting techniques, and captivating demonstrations of sculpture. Beyond visual delights, visitors were serenaded by captivating musical performances on instruments like Veena, Violin, and Saxophone, enriching the cultural experience.



MEMORABILIA MAMALLAPURAM



In the heritage town of Mamallapuram, ages have come and gone, yet the mighty rock still stands as an eternal challenge to human strength. The famous Krishna's Butterball locally known as Vaan irai Kal (Stone of the Sky God) sits on a 45-degree slope defying the laws of gravity and baffling visitors with its sheer size and improbable balance

Krishna's Butterball has this irresistible charm that beckons visitors to come closer. You'll see people circling it, captivated by its majestic presence. Round and round this granite rock might leave your head dizzy, but its size will leave you even more discombobulated. Standing tall at 6 meters and stretching wide at 5 meters, it's a real head-scratcher.

While you explore this Pallavan site, don't forget to capture some hilarious photographs under its base as you attempt to push it back up the hill! It's a playful souvenir to carry from Mamallapuram, capturing the whimsical spirit of this ancient wonder.

SOUTH ASIA'S TRAVEL AND TOURISM EXCHANGE 2024



The 31st edition of South Asia's Travel & Tourism Exchange 2024 (SATTE) took place at the India Expo Mart, Greater Noida, Delhi, from February 22 to February 24, 2024. SATTE is renowned as Asia's premier travel and tourism exhibition, facilitating business transactions, knowledge dissemination, and idea exchange to drive forward innovative solutions and expedite industry growth.

This year, the focus was on Inclusive and Sustainable Tourism, making the event a pivotal stage for fostering cooperation and inventive solutions in the travel and tourism sector. The event was inaugurated by the esteemed Vice Minister and Secretary of Tourism, Government of India, Tmt V. Vidyavathi, IAS, alongside international delegates.



SOUTH ASIA'S TRAVEL AND TOURISM EXCHANGE 2024



Tamil Nadu Tourism participated in the three-day exhibition, highlighting its eco-friendly initiatives, community-based tourism projects, and ongoing conservation efforts. The pavilion displayed the topographical mosaic of the state, showcasing lively festivals, joyous celebrations, and diverse adventure opportunities for travellers. Visitors had the opportunity to learn about Tamil Nadu's commitment to sustainable tourism practices and its efforts to promote responsible travel experiences.

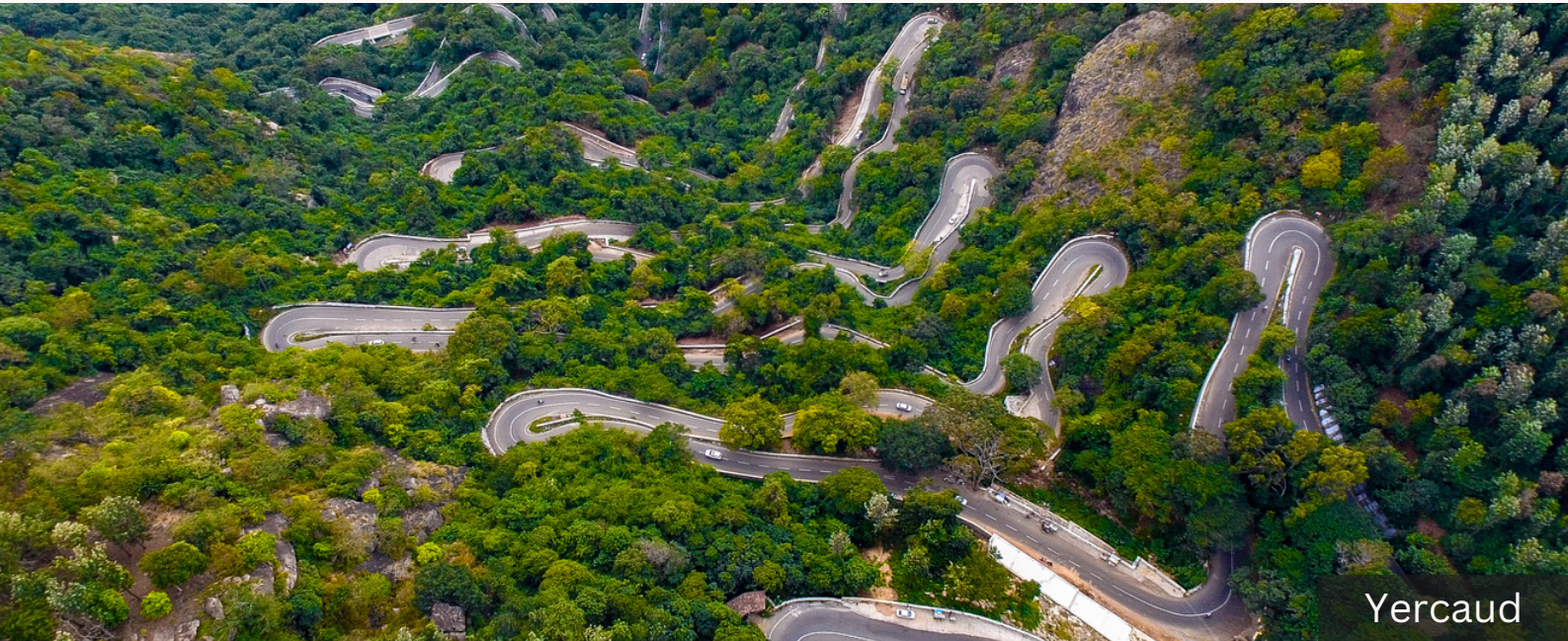
Tamil Nadu Tourism Joins Outlook Responsible Tourism Summit



Tamil Nadu Tourism took part in the 8th edition of the Indian Responsible Tourism Awards (IRAT) and the 9th Summit of Outlook Responsible Tourism on February 23rd at the Shangri-La Hotel in New Delhi. The initiative provided Tamil Nadu Tourism an opportunity to contribute to the discourse on responsible tourism practices.



ROADS OF YERCAUD REIGN AS THE BEST SCENIC ROAD



India Today Tourism Survey and Awards



Yercaud in Tamil Nadu has earned its place on the winners' list of the India Today Tourism Survey and Awards 2024 in the category of Best Scenic Road. On February 29, 2024, Hon'ble Union Minister of Earth Sciences, Government of India Thiru Kiren Rijiju presented the award. The India Today Tourism Survey and Awards acknowledge the rich diversity of Indian traditions, culture, and dynamic landscapes. By spotlighting various sustainable tourism practices, the event endeavours to draw global interest, thereby stimulating growth within both international and domestic travel sectors.

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TAMIL NADU TOURISM COMPLEX,
NO.2, WALLAJAH ROAD (NEAR D1 POLICE STATION),
CHENNAI-600 002.

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Thiruvalluvar Statue

Thanjavur Palace