



Enchanting TAMIL NADU



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A Tamil Nadu Tourism Newsletter

September , 2024



WORLD TOURISM DAY 2024 | TOURISM AND PEACE

WORLD TOURISM DAY



RETRACING THE COLONIAL HERITAGE IN THANJAVUR

Routing through the colonial roots by exploring iconic landmarks.



A three-kilometre heritage walk was organised by Tamil Nadu Tourism in association with the Thanjavur Tourism Promotion Council, drawing history buffs and locals eager to explore the city's colonial roots. The walk commenced at the historic Old Collector's Complex and included key stops such as Hotel Tamil Nadu Thanjavur, a heritage property, Irwin Bridge, and several other iconic landmarks.

The heritage walk allowed participants an immersive experience of Thanjavur's architectural heritage, showcasing the profound influence of the colonial period on the city's development. Along the route, experienced guides enriched the journey with anecdotes, highlighting Thanjavur's transformation during the colonial era and how these changes continue to shape the city's architecture today.

As the group progressed, they paused to admire the intricate details of the colonial structures, opening doors to the realisation that the city's rich cultural tapestry is deeply woven with stories from its past.

SENIOR JOURNALISTS FROM ASSAM AWED BY TAMIL NADU'S HERITAGE



Tamil Nadu Tourism welcomed thirteen senior media journalists, along with two officials from the Press Information Bureau (PIB) in Assam, at Chennai Airport for a Press Tour from 9th to 14th September. The group was greeted with tourism brochures and welcome bags, offering them an introduction to Tamil Nadu's rich cultural heritage.

Their itinerary kicked off with an immersive visit to Chennai's Government Museum and the Shore Temple in Mamallapuram, a UNESCO World Heritage Site, offering a fascinating glimpse into the architectural brilliance of the Pallava dynasty. The group then continued to other key tourist destinations, ensuring an informative and engaging experience.

The next stop was Kancheepuram, where they explored the architectural marvels of the Kailasanathar Temple and Varadharajar Temple, followed by a tour of a Silk Weaving Unit, showcasing the craftsmanship behind Kancheepuram's famous silk.

Following this, the group proceeded to Thanjavur to visit the UNESCO World Heritage-listed Chola temples. The monumental sites gave the group an in-depth understanding of Tamil Nadu's glorious past and the architectural grandeur of the Chola dynasty. The visit further reinforced Tamil Nadu's reputation as a global destination for cultural tourism.

TAMIL NADU DISPLAYS ITS RICH SEAM OF TOURISM OPPORTUNITIES IN PARIS

TAMIL NADU IN TOP-RESA

Tamil Nadu unveiled its captivating landscapes and vibrant cultural heritage at the International French Travel Market (IFTM) Top Resa 2024, held in Paris from September 17 to September 19, 2024. A dedicated pavilion by Tamil Nadu Tourism highlighted the state's diverse tourism offerings and served as a key hub for networking and exploring potential partnerships.

Tamil Nadu Tourism pavilion was inaugurated on September 17, 2024, by His Excellency Mr. Jawed Ashraf, Ambassador of India to the Republic of France, alongside Thiru C. Samayamoorthy, I.A.S., Commissioner of Tamil Nadu Tourism and Managing Director of Tamil Nadu Tourism Development Corporation (TTDC). The pavilion provided an extraordinary glimpse into the State's rich cultural legacy and stunning landscapes, attracting travel enthusiasts and industry professionals alike.



TAMIL NADU DISPLAYS ITS RICH SEAM OF TOURISM OPPORTUNITIES IN PARIS

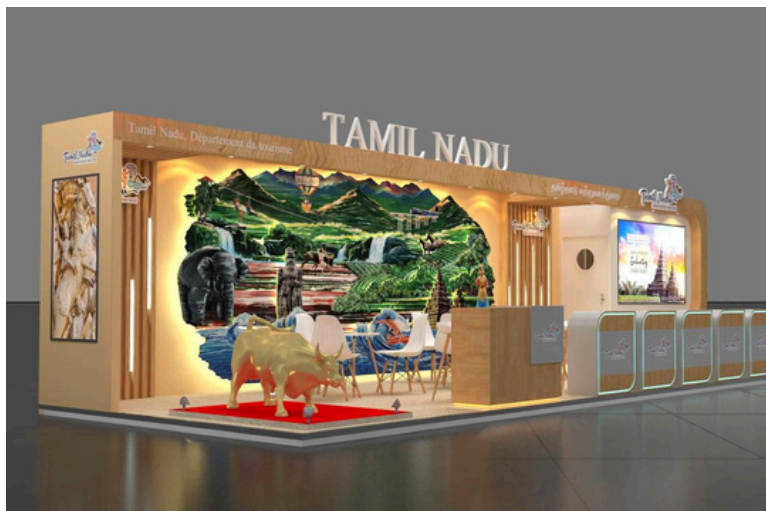
The IFTM Top Resa 2024 gathered the most creative minds, innovators, and industry leaders to explore the latest developments in the travel sector. The event offered opportunities for Tamil Nadu Tourism to forge strategic partnerships, expand its global tourism network, and emphasise its commitment to environmentally and culturally sustainable practices—an approach that aligns with the evolving preferences of modern travellers

A striking statue of a 'Jallikattu' bull, accompanied by a spirited young man attempting to tame it by clinging to its hump, became a focal point at the Tamil Nadu pavilion. This dynamic display drew the attention of tourists from various countries, who eagerly posed for photos with the iconic Jallikattu bull, symbolising Tamil Nadu's vibrant cultural heritage.

In addition to the Jallikattu statue, the stand showcased the "five landscapes" of Tamil Nadu, as described in the ancient Sangam literature—a literary legacy dating back to 200 BCE to 300 CE. These landscapes, representing the diverse natural beauty of the state, were a highlight for visitors looking to delve deeper into Tamil Nadu's historical and cultural richness.

During the event, the Commissioner of Tamil Nadu Tourism engaged in productive discussions with key stakeholders and international tourism representatives. These talks focused on promoting Tamil Nadu as a prime destination, particularly emphasising its cultural depth, natural beauty, and commitment to sustainable tourism practices.

Visitors to the Tamil Nadu stall were also presented with The Treasure of Tamil Nadu, a comprehensive guide to the state's attractions, translated into French to offer international tourists an in-depth exploration of Tamil Nadu's wonders.



AN EDUCATIONAL HIKE TO GINGEE FORT

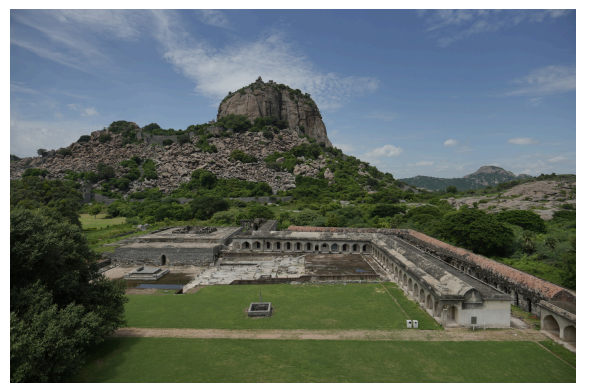
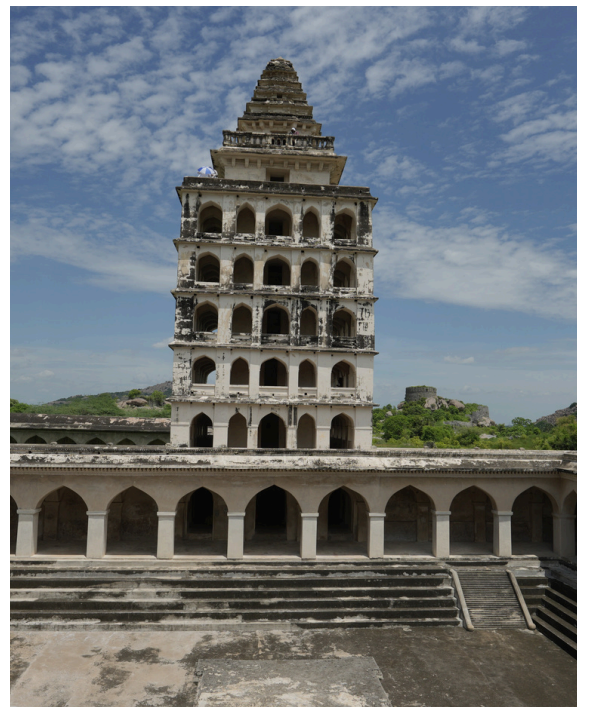
500 STUDENTS EXPLORE THE GLORIOUS PAST OF ENDURING LEGACY

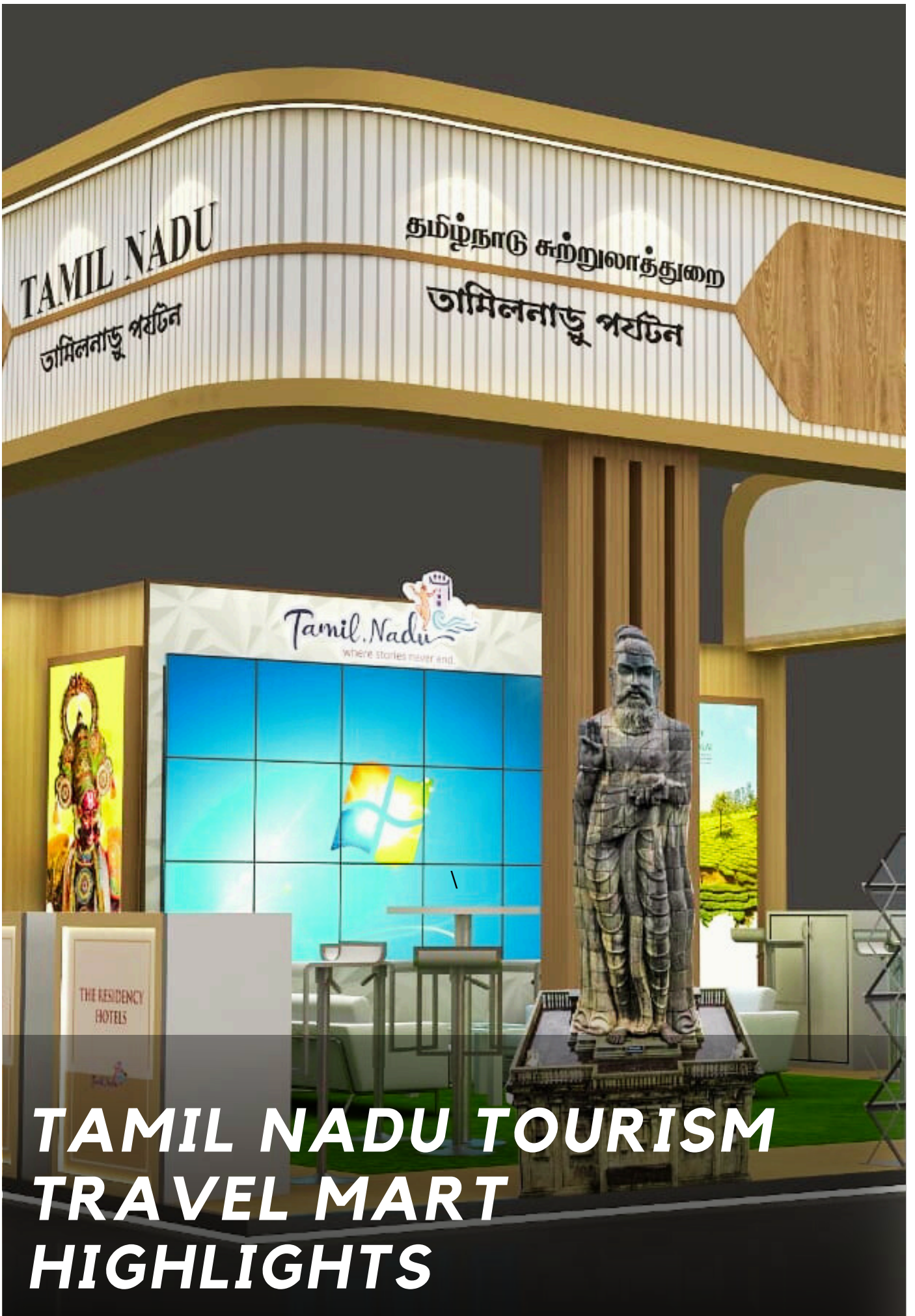


On September 18, 2024, Tindivanam Sub-Collector, Thiru Divyanshu Nigam, I.A.S., flagged off the Heritage Walk to Gingee Fort, organised by Tamil Nadu Tourism. A total of 500 students from various schools and colleges in the region participated in the walk.

Gingee Fort stands as a testament to the region's glorious past, with its tales of valour and enduring legacies. The massive fortification walls, connecting the three rugged hills of Krishnagiri, Chakkilidurg, and Rajagiri, bear witness to the fort's strategic significance. As part of the walk, participants admired the Kalyan Mahal, a prime example of Indo-Islamic architectural achievement, showcasing intricate design elements that reflect a blend of cultural influences.

For over a millennium, Gingee Fort has been a coveted prize, with dynasties such as the Cholas and Marathas, as well as colonial powers, vying for control of this formidable fortress.





**TAMIL NADU TOURISM
TRAVEL MART
HIGHLIGHTS**

TAMIL NADU TRAVEL EXPO

20 September 2024 - 22 September 2024

Tamil Nadu Travel Expo 2024, a premier platform for networking, collaboration, and business development, took place from September 20 to September 22, 2024, in Madurai. The event revolved around the theme of Heritage, Wellness, and Weddings, inviting attendees to discover the unique attractions and experiences that Tamil Nadu has to offer. Madurai, as a destination, perfectly blends rich cultural heritage with vibrant traditions and is home to iconic landmarks such as the Meenakshi Amman Temple and the Thirumalai Nayakkar Mahal. The city is also renowned for its delicious cuisine, bustling markets, and warm hospitality, making it an ideal backdrop for exploring Tamil Nadu's tourism potential.



Tamil Nadu Tourism actively participated in the expo, showcasing a dedicated pavilion that highlighted various tourism offerings in the state. The pavilion featured informative displays on accommodation options, including the Hotel Tamil Nadu Madurai Unit 1 & 2. Conveniently located in the city centre, this hotel offers versatile event spaces both indoors and outdoors, accommodating gatherings of all sizes, from small meetings to larger celebrations. Visitors to the pavilion were encouraged to explore the unique experiences available throughout Tamil Nadu.



KERALA TRAVEL MART 2024

26 September 2024 - 29 September 2024

The Kerala Travel Mart 2024, a prominent hub for exhibitors and buyers from the tourism industry, celebrated its 12th edition this year from September 26 to 29. Tamil Nadu Tourism actively participated in the event, engaging with various stakeholders in the B2B forum. Through meaningful interactions with industry professionals, Tamil Nadu Tourism showcased its diverse offerings and promoted key destinations, with a focus on fostering collaboration and driving business development within the sector. The Department of Tourism seized this opportunity to highlight the state's vast tourism potential to a broader audience, further strengthening its presence in both regional and international tourism markets.



SOLES FOR SOULS' MARATHON IN CHENNAI

29 September 2024

TAMIL NADU TOURISM STANDS IN SUPPORT OF A DRUG-FREE FUTURE



The 'Soles for Souls' marathon took place on September 29 at Island Grounds in Chennai, promoting a drug-free future in collaboration with the Tamil Nadu Tourism Development Corporation (TTDC). The Hon'ble Minister for Health, Thiru M. Subramaniam, flagged off the marathon.

This initiative aimed to raise awareness about the importance of maintaining a drug-free environment while enhancing the brand image of the footwear and leather industry. Attracting 5,000 participants, the marathon offered a professionally managed experience with timed runs across three categories: 3 km, 5 km, and 10 km.

A dedicated pavilion was established by the Department of Tourism to showcase various tourism catalogues and promote the rich cultural heritage of Tamil Nadu. The pavilion featured informative displays highlighting key tourist attractions, upcoming events, and initiatives aimed at enhancing the state's tourism sector. It served as a platform to engage with visitors, providing insights into the diverse experiences available across Tamil Nadu.

SWACHHATA PAKHWADA



Swachhata Pakhwada is a nationwide initiative aimed at raising awareness about the importance of cleanliness, hygiene, and proper waste management practices to foster a healthier, more environmentally responsible society. Spearheaded by the Ministry of Tourism (MoT), this campaign emphasises the need to keep tourist destinations clean and welcoming for visitors. The ministry undertakes a fortnight-long drive, known as "*Swachhta Pakhwada*," to intensify its efforts to promote cleanliness across the country.

Tamil Nadu Tourism took the lead in this initiative across all districts in the state, with students from various colleges actively joining the movement. In addition, district administrations took part by organising cleanliness activities at several major tourist spots, enhancing their upkeep and making them more attractive to visitors. Through such collaborative efforts, the campaign not only promoted immediate action but also nurtured a long-term commitment to environmental responsibility.

TAMIL NADU ENTHRALLS EUROPE AT BRUSSELS ROADSHOW



A Thousand Stories, One Destination

The Department of Tourism organised a captivating roadshow in Brussels, Belgium, showcasing the vibrant charm of Tamil Nadu to a European audience. The event, which highlighted the state's rich cultural heritage, was led by Thiru C. Samayamoorthy, I.A.S., Commissioner of Tourism and Managing Director of Tamil Nadu Tourism Development Corporation (TTDC). The “Soul Discovery” presentation took attendees on a captivating journey through the timeless beauty and cultural depth of Tamil Nadu.

The roadshow aimed to immerse participants in the diverse and unique experiences that make Tamil Nadu a premier travel destination.

The presentation highlighted the State's vast offerings for all travellers, from its lively and colourful festivals to its UNESCO World Heritage sites, conservation initiatives, and thrilling adventure opportunities.

TAMIL NADU ENTHRALLS EUROPE AT BRUSSELS ROADSHOW

A Thousand Stories, One Destination



The event saw the esteemed presence of Dr Venkatesh Palani Sammy, Advisor of the Commerce and Economic Wing of the Indian Embassy, along with other notable figures such as Thiru Madhavan Elango, Chief Executive Officer of Madello; Thiru Krishnakumar, President of the Belgium Tamil Sangam; Thiru Mayilvahanan, Secretary of the Belgium Tamil Sangam; Thiru Sagar Singamsetty from the India Centre for Culture and Creativity; and Thiru Arturs Alksnis, Vice-President of the Heartfulness Foundation.

Beyond the presentation, the roadshow captivated the audience with an immersive cultural experience. Traditional Tamil music and dance performances brought the rich artistic heritage of the state to life, with classical forms such as Bharatanatyam enchanting the attendees. The event gathered tourism operators, travel agents, and industry stakeholders from both India and Europe, fostering valuable connections and partnerships to further expand Tamil Nadu's tourism network and reach.

TAMIL NADU TOURISM IS IN FULL SWING ATTRACTING TRAVELLERS FROM THE NETHERLANDS



Tamil Nadu Tourism hosted a roadshow in Amsterdam on September 24, 2024. The event commenced with the ceremonial lighting of the Kuthu Vilakku, led by Thiru C. Samayamoorthy, I.A.S., Commissioner of Tamil Nadu Tourism and Managing Director of TTDC, alongside Mr Satya Pinisetty, First Secretary (Economic & Commerce) at the Embassy of India in The Hague.

The Commissioner delivered an engaging presentation, highlighting the state's diverse attractions and emphasising Tamil Nadu's deep historical ties with the Dutch, as well as the enduring cultural influences that continue to enrich the region.

The presentation underscored Tamil Nadu's wealth of attractions, featuring thousands of temples and culturally significant sites that are over a thousand years old. Notable historical connections between India and the Netherlands can be traced to locations such as Nagapattinam, Karaikal, Surat and Cochin.



TAMIL NADU TOURISM IS IN FULL SWING ATTRACTING TRAVELLERS FROM THE NETHERLANDS



Tarangambadi Fort

The Danish Fort in Tarangambadi, also known as Tranquebar, stands as a testament to the rich historical influence of the Danish in Tamil Nadu, blending their cultural practices with local traditions and highlighting cultural exchange.

The attendees, including key tourism stakeholders and travel enthusiasts from the Netherlands, were treated to a mesmerising classical Bharatanatyam performance that showcased the rich artistic heritage of Tamil Nadu. The State is a vibrant tapestry of cultures, exotic destinations, and enduring memories, welcoming visitors to one of the heartlands of human civilisation and the land of Tamil, one of the oldest spoken languages in the world.



Velankanni Church

SIVAGANGA AND NAMAKKAL SHINE AS WINNERS OF THE BEST TOURISM VILLAGES COMPETITION 2024.

In celebration of World Tourism Day on September 27, 2024, the Ministry of Tourism, Government of India, announced the winners of the second edition of the Best Tourism Villages Competition 2024. This initiative, which aims to promote and celebrate the essence of rural India, builds upon the success of its inaugural launch in 2023, which attracted applications from 795 villages across the country. This year, the response was even more overwhelming, with a remarkable total of 991 applications submitted from 30 states and union territories, highlighting the growing recognition of rural tourism as a vital component of India's cultural tapestry.

The Best Tourism Villages Competition serves as a platform to identify and honour villages that not only preserve and promote their unique cultural and natural heritage but also demonstrate a strong commitment to sustainability and community values. The initiative encourages local communities to engage in tourism development while fostering an appreciation for their traditions and environment. Among the distinguished winners, Tamil Nadu emerged as a shining star, with Keeladi in the Sivaganga district being awarded the prestigious title of Best Tourism Village under the Heritage category. Known for its rich archaeological significance and historical sites, Keeladi exemplifies the fusion of heritage and sustainable tourism practices.

Furthermore, Melkalingampatti village in the Namakkal district garnered accolades in the Spiritual and Wellness category, reflecting its commitment to promoting wellness tourism and spiritual experiences that resonate with visitors seeking rejuvenation and mindfulness. This recognition not only highlights Tamil Nadu's cultural wealth but also emphasises the importance of empowering local communities to take pride in their heritage and engage in sustainable tourism initiatives.



WORLD TOURISM DAY

World Tourism Day, celebrated under the theme "Tourism and Peace," showcased Tamil Nadu's embodiment of how travel can unite people from diverse backgrounds. The state's rich tapestry of cultures, historic landmarks, and vibrant urban centres demonstrates a unique blend of traditions that fosters a sense of unity and community. Each destination in Tamil Nadu offers a tranquil escape, rich with stories and experiences that resonate with both locals and visitors.



Coimbatore



Nilgiris



Virudhunagar



Madurai

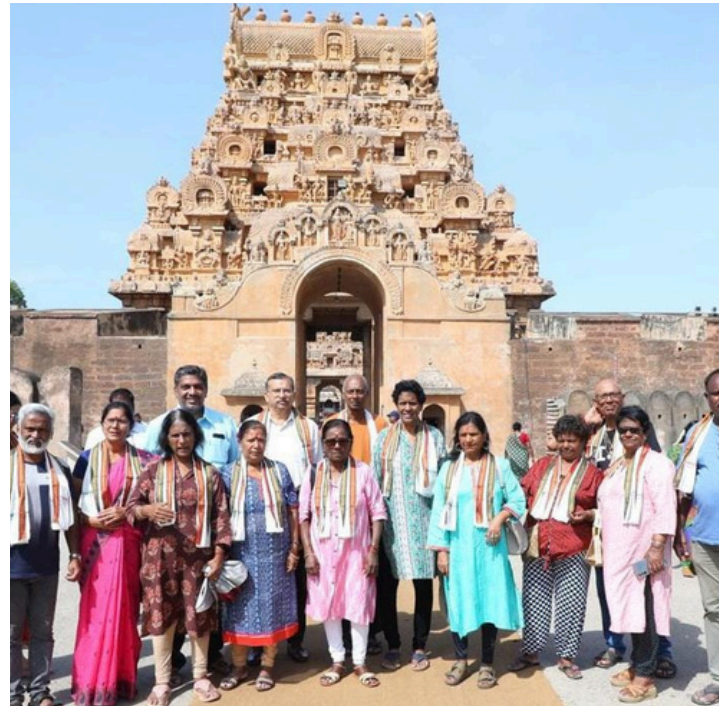
This year, the celebrations for World Tourism Day were extensive, taking place across all districts of Tamil Nadu. Various activities highlighted the state's commitment to promoting peace and environmental sustainability. Schools and colleges organised competitions aimed at raising awareness about the significance of tourism and its impact on society. Additionally, a Cleanliness Service Week was observed, reinforcing the importance of maintaining clean and welcoming environments for tourists. The tree planting initiatives further emphasised the commitment to environmental stewardship, encouraging participants to contribute to a greener future.

WORLD TOURISM DAY

27 September 2024

In Madurai, the festivities included cultural events that spanned two days at the Jallikattu arena in Keelakari. These events showcased Tamil Nadu's rich heritage through traditional performances, bringing together locals and tourists in a celebration of culture and artistry. In the Nilgiris district, the Nilgiri Hotel Restaurant Association (NHRA) organised an awareness march and vehicle rally, which was flagged off by the Honorable Minister of Tourism, Thiru K. Ramachandran. This rally served as a platform to raise awareness about the importance of tourism and its potential to foster peace and harmony within communities

Each event contributed to a greater understanding of the importance of tourism as a bridge that connects people, transcending boundaries and celebrating the shared human experience.



Thanjavur



Cuddalore



Erode



Poompuhar

WORLD TOURISM DAY

27 September 2024

World Tourism Day Celebrated with Heritage Walk at Egmore Museum



The Principal Secretary to the Government, Tourism, Culture, and Religious Endowments Department and the Commissioner of Tamil Nadu Tourism with students and officials at the World Tourism Day celebration at Egmore Museum.

The Egmore Museum became the centre of attention on World Tourism Day as over 60 students and professors gathered to explore Tamil Nadu's rich cultural heritage. The event had the attendance of Dr B. Chandra Mohan I.A.S., Principal Secretary to the Government, Tourism, Culture, and Religious Endowments Department, along with Thiru C. Samayamoorthy I.A.S., Commissioner of Tamil Nadu Tourism and Managing Director of TTDC, and other officials.

Established in 1851, the Egmore Museum is one of India's most historically significant institutions, recognised as the second oldest museum in the country. The museum's vast collection of artefacts, ranging from archaeological discoveries to numismatic treasures and fine art, showcases the artistic talent and historical depth of Tamil Nadu. Its diverse exhibits offer visitors an opportunity to engage with the cultural and historical narratives that have shaped the region over the centuries.

WORLD TOURISM DAY

27 September 2024

World Tourism Day Celebrated with Heritage Walk at Egmore Museum



During the event, the Principal Secretary and the Commissioner of Tourism addressed the gathering, emphasising the need to safeguard Tamil Nadu’s cultural treasures. They highlighted that heritage sites like the Egmore Museum serve as valuable educational resources and play an essential role in forming the cultural identity of local communities. By promoting tourism and education, these monuments can continue to be preserved for generations to come, offering future visitors the chance to explore Tamil Nadu’s dynamic past.

The event also featured a fun and interactive selfie booth, where students and attendees captured memorable moments of the day. Following this, the students embarked on an engaging tour of the museum, exploring its remarkable exhibits and gaining a deeper understanding of Tamil Nadu’s cultural legacy.



WORLD TOURISM DAY

27 September 2024

Uniting Young Minds: Students Conference at Anna University



Thiru C. Samayamoorthy I.A.S., Commissioner of Tamil Nadu Tourism, receives a memento from the Department of Management Studies during the World Tourism Day Student Conference at Anna University, Chennai.

On the same day, Thiru C. Samayamoorthy I.A.S., Commissioner of Tamil Nadu Tourism and Managing Director of TTDC, also attended the inauguration of the World Tourism Day 2024 celebration at Anna University. The event began with the traditional lighting of the Kuthu Vilakku, symbolizing the start of the festivities. Addressing the students, the Commissioner provided insightful perspectives on Tamil Nadu's diverse tourism offerings, highlighting the state's rich cultural, historical, and natural attractions.



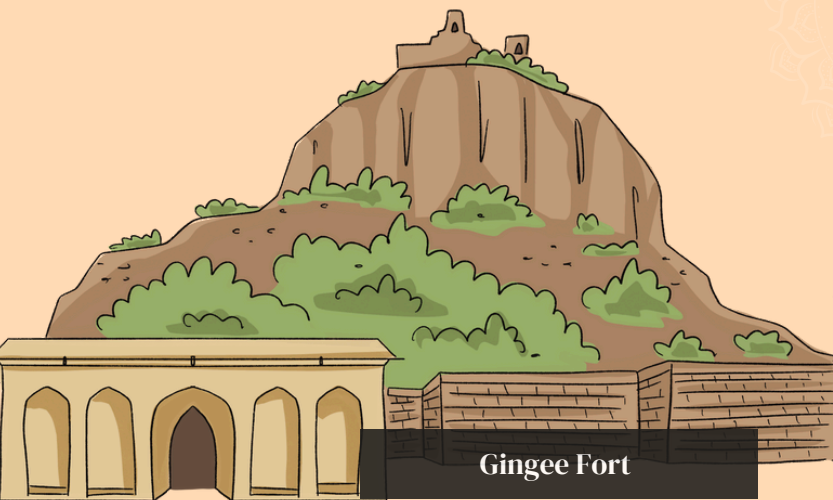
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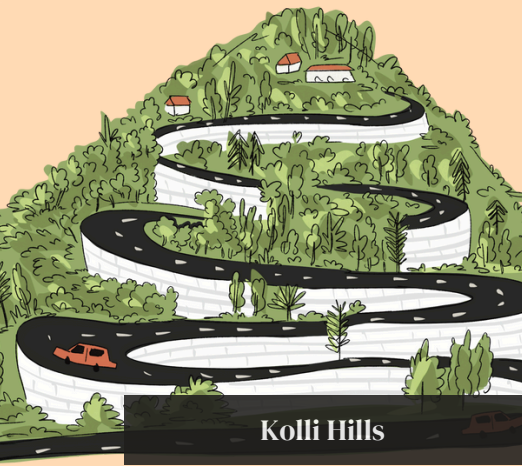
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Gingee Fort



Kolli Hills