



# Enchanting TAMIL NADU



Issue: 16

A Tamil Nadu Tourism Newsletter

March, 2024



Flower show

# TAMIL NADU REAFFIRMS ITS COMMITMENT TO THE GERMAN MARKET



## *Internationale Tourismus-Börse (ITB)*

Tamil Nadu Tourism, in line with its ambitious goal to position Tamil Nadu as a top international destination, participated in the Internationale Tourismus-Börse (ITB) 2024 from March 5, 2024, to March 7, 2024. Internationale Tourismus-Börse (ITB) is a globally acclaimed travel trade show that brings together the international tourism community. Renowned for its extensive networking opportunities and trendsetting events, ITB serves as a platform for virtual and in-person interactions, showcasing the latest innovations and developments in the tourism industry. With over 24,000 attendees, this year the convention centred around the theme "Pioneer the Transition in Travel & Tourism."



# TAMIL NADU REAFFIRMS ITS COMMITMENT TO THE GERMAN MARKET

## INTERNATIONALE TOURISMUS-BÖRSE (ITB )



The designated pavilion for Tamil Nadu Tourism was inaugurated by Thiru. Parvathaneni Harish, the Ambassador of India to the Federal Republic of Germany alongside Thiru. M R. Synrem I.A.S., Joint Secretary of the Ministry of Tourism, Government of India; Dr. Dinesh Antil, First Secretary (ITOU, Economics & Commerce) and Dr K .Manivasan I.A.S., Additional Chief Secretary for the Department of Tourism, Culture, and Religious Endowments, Government of Tamil Nadu.



The pavilion showcased the vibrant culture, picturesque landscapes, and architectural wonders, offering a comprehensive glimpse into the State's diverse tourism and hospitality offerings.

The initiatives in Berlin aimed to strengthen connections and partnerships within the tourism sector, establishing a pioneering presence for promotional campaigns in Germany. These efforts prioritised the enhancement of tourism infrastructure, connectivity, visitor services, and collaboration among various agencies.

# MEMORABILIA MAMALLAPURAM



Just 1.6km from the Mahabalipuram ECR Bus Stand, the historic lighthouse in Mamallapuram towers proudly and commands attention. Reaching skyward at 26 meters, this lighthouse is a brick-and-stone marvel from the British era. As you ascend to the top, the view is truly rewarding. You'll be greeted with panoramic vistas of the iconic Shore Temple, historic monuments, and the pristine coastline. Right beside this sentinel of the sea lies the Olakannesvara Temple. This 8th-century Shiva sanctuary was masterfully crafted during the reign of Narasimhavarman II. Adding a layer of curiosity to the landscape, the adjacent flat hill once served as a makeshift lighthouse, guiding ships until 1904. History and innovation intertwine seamlessly here. So, lace up those shoes and climb on up turn your Mamallapuram trip into a lively escapade.





Pacific Area  
Travel Writers  
Association

Partner Destination

Partner Country



## Tamil Nadu Secures Cultural Destination of The Year Title in Berlin PATWA 2024

6 March 2024

The winners of the 2024 Pacific Area Travel Writers Association (PATWA) International Travel Awards were announced on March 6, 2024, at the ITB (Internationale Tourismus Börse) annual ceremony in Berlin.

Tamil Nadu Tourism received the 'Destination of the Year – Culture' award. The award was received by Dr K. Manivasan I.A.S., Additional Chief Secretary for the Department of Tourism, Culture, and Religious Endowments, Government of Tamil Nadu from Thiru Edmund Barlett, CD, MP, Honorable Minister of Tourism, Jamaica. Thiru Yatan Ahluwalia, Secretary General of the Pacific Area Travel Writers Association.



The Pacific Area Travel Writers Association (PATWA) is a non-profit, non-governmental international organisation of travel writers with the primary objective of acting as a catalyst for responsible development in the travel and tourism industry. It adheres to the fundamental principles of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations (UN) and UN Tourism.

Tamil Nadu, with its rhythmic blend of art, architecture, culture, history, and nature, embraces and celebrates a plethora of cultures. The State is rich in artistic splendour, where divine classical music, earthy folk rhythms, and dynamic dance movements collectively highlight its vibrant cultural heritage.

# BACK-TO-BACK TAMIL NADU CULTURAL EXPOSITIONS IN BARCELONA AND MADRID

## Roadshow in Barcelona and Madrid

The Department of Tourism, Government of Tamil Nadu, organised back-to-back roadshows in Barcelona and Madrid on March 11th and 12th, 2024, respectively, to promote the cultural and tourism treasures of Tamil Nadu.

Dr K. Manivasan I.A.S., Additional Chief Secretary for the Department of Tourism, Culture, and Religious Endowments, Government of Tamil Nadu gave a presentation highlighting the State's diverse attractions, including UNESCO Heritage Sites, vibrant culture, traditional art forms, delectable cuisine, and robust connectivity options.

A Bharatanatyam dance performance was organised for the attendees. Additionally, business-to-business (B2B) meetings were held to foster connections between travel industry professionals and representatives from Tamil Nadu's tourism sector.

The Additional Chief Secretary for the Department of Tourism, Culture, and Religious Endowments, Government of Tamil Nadu welcomed and honoured the Ambassador of India to Spain and Andorra, Thiru Dinesh K Patnaik, with a traditional Tamil Nadu shawl and a memento of the Shore Temple, underscoring Tamil Nadu's cultural heritage.



# Trail through Tamil Nadu's Bloomscape

Nature's sophisticated language susurrs sentiments through every petal, leaf, and sip. Tamil Nadu's enchanting landscape of petals and pigments offers a visual feast that delights all who lay eyes upon it. If you're planning a colourful itinerary in Tamil Nadu this summer, you've landed on the right page. We've compiled a list of the finest summer flower shows across Tamil Nadu, all set to bloom this May, promising an unforgettable experience filled with vibrant hues and fragrant blooms.

The 'Queen of Hills,' draped in verdant emerald, glimmers under the summer sun with the soft blush of blossoms and pulsates with festivities through its scenic terrain. The annual flower show at the Historical Botanical Garden showcases the most stunning floral sculptures with intricate designs and shapes. They're so mesmerising that you won't be able to resist stopping, staring, and posing for pictures at every turn. Besides the petal path, Sim's Park in Coonoor holds the Fruit Show, exhibiting fruits of diverse shapes and sizes arranged meticulously. For all connoisseurs, the Spice Show in Gudalur will fascinate you, while the Vegetable Show in Kotagiri is a must-add to your itinerary.



Known affectionately as "Kodai Vizha," the Kodaikanal summer festival with flower show is a thrilling 10-day event held at Bryant Park that simply cannot be missed. For those intrigued by floriography, the flowers showcased here offer a unique way to express your emotions. Moreover, the Kodai festival goes beyond just flowers; it serves as a cultural hotspot, featuring talented artists from across the State showcasing their skills. Additionally, for those seeking a bit of friendly competition, the tug-of-war battles offer an exhilarating highlight not to be overlooked.

During summer, Tamil Nadu will be a tourist paradise, offering diverse opportunities for both domestic and foreign tourists.

# A WORLD OF VISITORS IN TAMIL NADU

## Diplomatic Visit Highlights the State's Charm



On March 25, 2024, Tamil Nadu Tourism extended a warm traditional welcome to the French Ambassador of India, Dr. Thierry Mathou, and his family upon their arrival in Kancheepuram. During their visit, the Ambassador and his family explored the sacred grounds of the Ekambareshwarar Temple, the Kailasanathar Temple, and the Varadharaja Perumal Temple. Additionally, they visited the local Silk Weavers community and witnessed the artistry behind the renowned GI-tagged Kancheepuram silk sarees, weaving together threads of fine craftsmanship and cultural heritage.



## Vietnamese Tour Operators on a FAM trip to Tamil Nadu



Tamil Nadu Tourism Development Corporation (TTDC) recently welcomed 10 tour operators from Vietnam on a familiarisation (FAM) trip from March 14th to March 20th. During their week-long visit, the tour operators explored several key destinations in Tamil Nadu, including Trichy, Kodaikanal, Madurai, Rameshwaram, Thanjavur, and Thirukadaiyur. TTDC organised a Karagattam dance performance to showcase Tamil Nadu's rich cultural heritage. The tour operators from Vietnam experienced a memorable cultural exchange while exploring the enchanting sights of Tamil Nadu. This initiative further strengthens ties between the two regions, fostering mutual understanding and promoting tourism opportunities.



# TTDC IN FRAME

Captured moments of Tamil Nadu Tourism displaying vibrant catalogues in the pavilion, promoting diverse tourist attractions of Tamil Nadu

Travel and Tourism Fair (TTF)  
15 March 2024- 17 March 2024



# HEALTHCARE AND WELLNESS EXPO

## San Jeevani 2024



The third edition of "SANJEEVANI 2024," as part of India Heals, was held at the Chennai Trade Centre from March 28, 2024, to March 30, 2024. In association with the Services Exports Promotion Council (SEPC), the event was supported by the Department of Commerce, Ministry of Commerce and Industry, Government of India.



Tamil Nadu Tourism participated in the expo, showcasing the State's world-class medical facilities and advanced treatments. Recognized as a leading destination for medical tourism in India, Tamil Nadu provides affordable treatment options and emphasises traditional healing practices such as Ayurveda and Siddha.

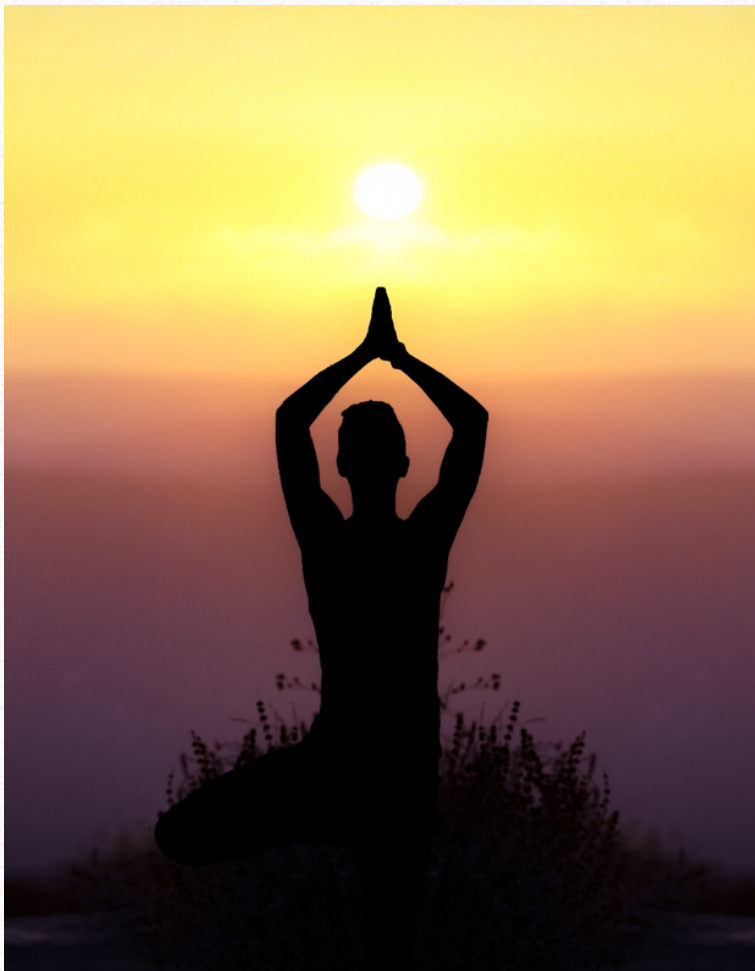
Visitors to the pavilion learned about Tamil Nadu's robust healthcare offerings, which include wellness resorts, Ayurveda centres, and state-of-the-art hospitals. The State's notable wellness destinations include Coimbatore, Yercaud, Coonoor, and Tiruvannamalai, renowned for its natural beauty and therapeutic environments. These locations offer perfect settings for healing, rejuvenation, and immersive wellness retreats.

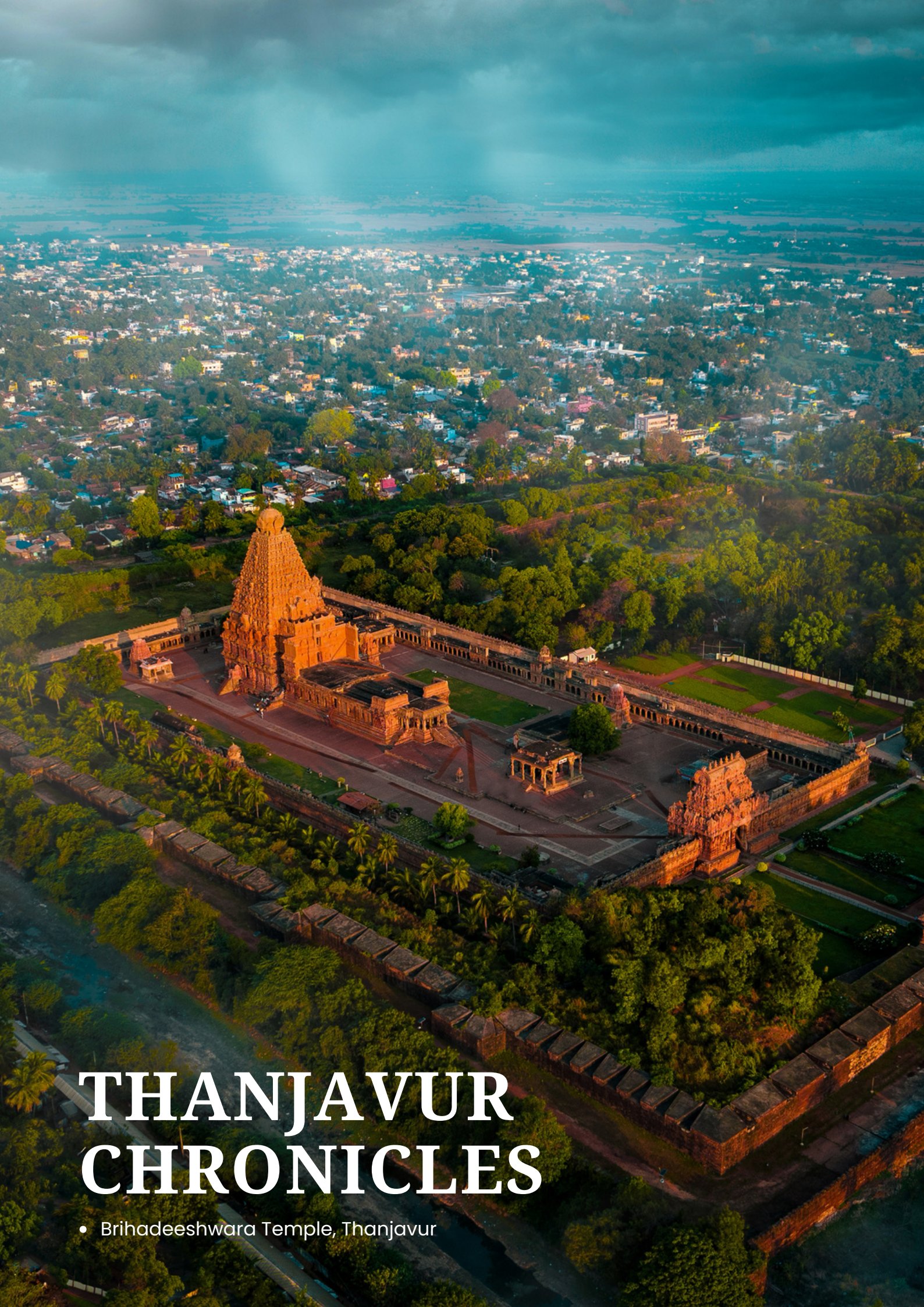


# HEALTHCARE AND WELLNESS EXPO

## San Jeevani 2024

The annual Tamil Nadu Yoga Festival is a significant event, embraced throughout the State. Traditional healing practices like Ayurveda and Siddha are gaining prominence as credible alternative treatments. These age-old methods harmoniously coexist with Tamil Nadu's modern medical infrastructure and specialised clinics, amplifying the state's allure for both domestic and international visitors in search of holistic healthcare and wellness experiences. With its comprehensive healthcare offerings, Tamil Nadu is increasingly recognized as a leading hub for medical value tourism.





# THANJAVUR CHRONICLES

• Brihadeeshwara Temple, Thanjavur

## Handicrafts Heritage Walk



Thanjavur, recognized for its distinction in holding the highest number of Geographical Indication (GI) tags, serves as a prominent hub for authentic handicrafts. On March 3, 2024, Tamil Nadu Tourism in association with Thanjavur Tourism Promotion Council organised a Handicrafts Heritage Walk from Thanjavur Sivaganga Park to the Palace Complex. Participants of the walk witnessed the crafting processes of traditional handicrafts, including the Thanjavur Art Plate, Ornamental Temple Car, glass paintings, Cut Glass Artwork, Jewelry Dye, Thanjavur Painting, and Veena making. Detailed explanations were provided to elucidate the significance and intricate techniques involved in each handicraft.

On March 9, 2024, Tamil Nadu Tourism, in collaboration with the Thanjavur Tourism Promotion Council, organised the 'Treasures of Thanjavur Heritage Talk' at the Thanjavur Museum. Dr. Swarnamalya, a notable dancer, distinguished historian, and professor, delivered a lecture on the topic 'Thanjavur - The Center of Multicultures'. The audience was presented with insights into Thanjavur's cultural evolution during the Nayak and Maratha period.

## Treasures of Thanjavur Heritage



## Thanjavur Netti workshop



The Geographical Indication (GI) tagged Thanjavur Netti work is crafted from the pith obtained from the hydrophyte plant called *Aeschynomene Aspera*. Tamil Nadu Tourism through the Thanjavur Tourism Promotion Council conducted a workshop on March 16, 2024, at the Thanjavur Museum focusing on the Thanjavur netti work.

Ms. Kayalvizhi and Mr. Radha led the instructional session, during which participants observed artisans carving intricate designs onto netti stems.



**TAMILNADU TOURISM  
DEVELOPMENT CORPORATION**

— (A Govt. of Tamilnadu Undertaking) —



# CONNECT WITH US

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**Brihadeeshwara Temple**

**Mamallapuram Lighthouse**