



**TOURISM, CULTURE AND
RELIGIOUS ENDOWMENTS DEPARTMENT**

TOURISM

POLICY NOTE

2024 – 2025

DEMAND No.29

**K. RAMACHANDRAN
Minister for Tourism**

**TOURISM, CULTURE AND RELIGIOUS
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1. Introduction

Tourism plays a pivotal role in the global economy stimulating growth and prosperity across various sectors. Beyond its economic benefits, tourism plays a crucial role in fostering cultural exchange by connecting people from different parts of the world. Tourism Exhibitions, conferences and festivals play important roles in connecting cultures and creating mutual understanding in the tourism industry.

The International Monetary Fund (IMF) in its year book 2023 underscores tourism's significance as a catalyst for economic recovery and growth.

In 2023, the Travel & Tourism sector contributed 9.1% to the global GDP, marking a 23.2% increase from 2022. Additionally, the tourism sector generated 27 million new jobs in 2023, a 9.1% rise compared to the previous year. Responsible tourism, an emerging trend, emphasizes minimizing the negative impact of travel on the environment and local communities. Through initiatives like reducing carbon emissions, conserving water and protecting biodiversity, sustainable travel plays a crucial role in preserving delicate ecosystems.

2. Sustainable Development Goals:

The United Nations has formulated the Sustainable Development Goals (SDGs) to foster development that promotes social, economic and environmental sustainability.

The 17 SDGs aim to effectively solve various social and economic development issues, including poverty, hunger, health, education,

global warming, gender equality, water, environment and social justice.

The Tamil Nadu State Planning Commission has set the following target for the Department of Tourism pertaining to this goal:

“By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.”

In order to achieve this target, various steps have been taken by the Department of Tourism, as listed below:

- a) Development of adventure and eco-camping sites at lesser-known destinations in order to accelerate economic growth and employment opportunities at these locations.
- b) Formulation of the New Scheme for the Registration of Tourist Guides to impart quality training and upskill tourist guides,

thus enhancing their livelihood opportunities.

- c) The Tamil Nadu Tourism Policy aims to increase investment in the tourism sector in Tamil Nadu through a series of strategic interventions, including fiscal and non-fiscal incentives.
- d) Organising various events like the Indian Dance Festival, Veera Vilayattu Vizha, a rural sports festival and Chennai Vizha, a national handicrafts and handloom exhibition, to showcase and promote the local culture and art offerings of the state.
- e) Promotion of eco-tourism and adventure tourism enhances livelihood opportunities and improves the standard of living for local communities.

Owing to the dedicated efforts taken by the Department of Tourism to achieve this target, there has been a considerable increase in tourist footfall in the State.

3. Tourism in India

India's wealth of cultural heritage and diverse natural scenery position it as a highly desirable destination for tourists. The tourism sector stands as one of the major contributors to India's economy, offering employment opportunities to millions. In 2022, the influx of Foreign Tourist Arrivals (FTAs) surged to 64.4 lakhs from 15.27 lakhs in 2021, marking an impressive growth of 321.54% and achieving a recovery rate of 58.9% compared to the pre-pandemic year of 2019. Notably, both Non-Resident Indians (NRIs) and International Tourist Arrivals (ITAs) witnessed positive growth trends during this period. NRIs saw a notable increase of 43.9% from 2021 to 2022, while the yearly international tourist arrivals soared by 104.4% compared to the preceding year.

4. Tourism in Tamil Nadu

Tamil Nadu, a captivating land steeped in rich history and culture, proudly declares itself as "The Land where Stories Begin... and the Stories Never End", where every corner is infused with enchanting narratives that weave together the tapestry of its heritage, from ancient legends to modern-day tales. With its lively festivals and joyous celebrations, the State provides visitors with a comprehensive cultural experience, where the quintessence of "Where stories never end" is profoundly enshrined. Tamil Nadu's culture exudes a gracious warmth, exemplifying the art of genuine hospitality, leaving unforgettable memories that imprint deeply in the hearts of visitors.

The State has a delightful blend of tourist attractions, inviting travellers to explore its rich history and natural splendour. The diverse topography, vividly depicted in Tamil literature

through the five types of land—Kurinji (mountainous region), Mullai (forest region), Marutham (agricultural region), Neithal (coastal region) and Palai (desert region)—positions Tamil Nadu as a prominent destination for both inbound and outbound tourism. With its unmatched natural beauty and rich cultural legacy, the State emerges as a guiding star for travellers seeking a fulfilling and memorable journey.

The Tourism offerings in the State comprise of:

- With a length of 1,076 kilometres along the Bay of Bengal, Indian Ocean, and Arabian Sea, Tamil Nadu possesses the second-longest coastline in India.
- Among the 43,635 temples in Tamil Nadu, Meenakshi Amman Temple - Madurai, Natarajar Temple - Chidambaram, Brihadeeswarar Temple at Thanjavur, Ramanathaswamy Temple - Rameswaram, Arunachaleswarar Temple - Thiruvannamalai etc. are famous temples.

- Tamil Nadu has one of the highest number of Geographical Indication tagged products. More than 58 GI tagged products from Agriculture to food and Khadi.
- The State's cultural kaleidoscope includes traditional folk arts like Mayilattam, Karagam, Kavadi, Therukoothu, Thappattam, and Oyilattam, alongside the classical Bharatanatyam, creating a vibrant canvas of expressive art.
- The Point Calimere region at Nagappattinam district, is recognised as a significant area for bird conservation. The site regularly attracts over 1,00,000 migratory water birds.
- Heaven for wildlife with 5 National parks, 17 Wildlife sanctuaries, 17 Bird sanctuaries and 3 Conservation reserves besides 5 Tiger reserves.
- Pichavaram Mangrove Forest stands as an attractive tourist place and heaven for

migratory birds. Additionally, the Muthupettai Mangrove Forest in Tiruvarur District is an evergreen area with extensive mangrove trees, spanning 120 square kilometres. The Mangrove forest witnesses a significant influx of migratory birds from around the world during the months of November to January.

Tamil Nadu also has the distinction of having three Biosphere Reserves viz. The Nilgiris, Gulf of Mannar Marine and Agasthiarmalai, which are internationally acclaimed for their rich and unique biodiversity.

Tamil Nadu features 6 UNESCO World Heritage Sites:

1. Group of Monuments at Mamallapuram
2. Brihadeeswarar Temple at Thanjavur
3. Gangaikonda Cholapuram at Ariyalur
4. Airavatheeswarar Temple at Darasuram
5. Nilgiris Mountain Railway
6. Western Ghats (Nature category)

4.1 Connectivity

Tamil Nadu's robust connectivity network ensures easy access for tourists. Boasting well-developed roadways, railways and air routes, travellers can conveniently reach and explore the diverse attractions of Tamil Nadu.

4.2 Airports

With four international airports including Chennai, Madurai, Trichy and Coimbatore, along with two domestic airports in Salem and Thoothukudi, Tamil Nadu offers extensive air connectivity options.

4.3 Seaports

The State features three major seaports located in Chennai, Thoothukudi, and Ennore, along with an additional 17 minor seaports.

4.4 Railway Network

The Tamil Nadu railway system, managed by the Southern Railway, headquartered in Chennai, exceeds the national average in terms of

network density, ensuring extensive connection throughout the State. With more than 4000 km Railway network links major destinations such as Chennai, Madurai, Coimbatore, Salem, Erode, and Tiruchirappalli, providing travellers with reliable transportation options. The Chennai Metro, designed as a rapid transit system for Chennai, incorporates both elevated and underground metro stations to provide smooth connectivity and interoperability throughout the city. The suburban train network in Chennai connects major places and suburban regions, providing commuters with convenient and efficient transportation across diverse areas.

4.5 Road Network

With State Highways (SH) covering a length of 12,291 kilometres, along with Major District Roads (MDR) and Other District Roads (ODR) totalling 54,091 kilometres. Tamil Nadu boasts a

road density of 2084.71 km per 1000 sq. km, which exceeds the national average of 1926.02 km per 1000 sq. km. This extensive road network connects major rural hubs, block headquarters, and taluk headquarters, providing access to lesser-known tourist destinations.

5. Tamil Nadu Tourism Department

With a network of 38 Tourist Offices and 19 Tourist Information Centers spread across different districts of Tamil Nadu and key metropolitan cities nationwide, the State Tourism Department undertakes various activities. These include the dissemination of tourism-related information, implementation of schemes, organizing events, participation in travel exhibitions, collaboration with other state tourism organisations and supervision of overall tourism development efforts. The list of Tourist offices and

Tourist Information Centres are given in Annexures - I & II.

5.1 Objectives of the Department

- Promote Tamil Nadu as a top tourist destination at national and international levels.
- Showcase the rich and diverse cultural heritage and monuments of architectural splendour.
- Facilitate the creation of new tourism infrastructure and augment the existing tourism infrastructure in the State.
- Identify and explore lesser-known tourist places for the promotion of tourism.
- Provide world-class services for the tourists visiting Tamil Nadu.
- Increase foreign exchange earnings for the country.

- Create avenues for generating employment in the tourism industry.

5.2 Strategies

- Integrated development of tourism infrastructure in tourism circuits by Enhance connectivity, amenities and tourist friendly services.
- Improve coordination and collaboration among multiple agencies. Such as Tour and Travel Operators, Hoteliers etc.
- Promote environmentally Eco Tourism and culturally sustainable tourism.
- Encourage private sector and community participation in tourism.
- Capacity building and human resource development among the staff, tourist guide, taxi operators, vendors etc.
- Participate in domestic and international marketing meets, tourism fairs, publicity

campaigns and exhibitions to promote Tamil Nadu as a favourite destination.

- Development and promotion of Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism and other niche tourism segments.

5.3 Organisational structure of the Department of Tourism

The head of the Tourism Department is the Commissioner of Tourism. Directly under the Commissioner is the Joint Director, followed by two Deputy Directors and three Assistant Directors, who oversee Tourist Officers, Assistant Tourist Officers, a Publication Officer, and Accounts Officer.

6. Tamil Nadu Tourism Policy 2023

The first ever Tamil Nadu Tourism Policy a landmark initiative that aims to propel our State to new heights in the Tourism landscape has been

released by the Hon'ble Chief Minister on 26.09.2023.

The Tamil Nadu Tourism Policy has been developed to promote Tamil Nadu as a destination for tourists, to increase their length of stay and to increase the number of facilities and infrastructures that attract foreign tourists to increase foreign exchange.

This policy has been grounded through research and comprehensive study, ensuring a robust foundation and forward-looking approach that adapts to changing times and needs. Tourism Policy 2023 has been formulated based on the contributions from dedicated team of experts, stakeholders and Tourism Professionals.

6.1 Special Features of Tamil Nadu Tourism Policy 2023

6.1.1. Industrial Status

In this policy Industrial Status has been accorded to Tourism Industry, whereby the same

kind of concessions offered to other industrial projects are extended to Tourism Industry thereby fulfilling the long time aspirations of Tourism stakeholders.

6.1.2. Priority Tourism Segments

Priority has been given for the development of the 12 Tourism segments i.e., Adventure Tourism, Recreation Tourism, Caravan Tourism, Rural & Plantation Tourism, Coastal Tourism, Cultural Tourism, Medical & Wellness Tourism, Religious Tourism, Eco Tourism, MICE Tourism, Heritage Tourism and Film Tourism.

This policy aims to provide incentive package to support enterprises and projects in the Tourism sector to encourage and facilitate the growth of tourism related businesses and initiatives in the State.

6.1.3. Single window clearance approval for the tourism projects

All the approvals are accorded through Single window clearance to all the eligible tourism projects.

6.1.4. Eligible Tourism Projects to Encourage Private Investors

In order to encourage private investment in Tourism sectors. 13 projects are identified for eligibility i.e., Amusement Park / Theme Park, Heritage Hotel, Experiential Resort, Eco-Hut / Camp / Tented Accommodation, Ropeway, Wellness Resort, Oceanarium/ Aquarium, Golf Course, Plantation/Farm Tourism Projects, Museums, Adventure Tourism Projects, Cruise Tourism Project and Caravan Tourism Project.

6.2. Incentives and Grants

Incentives are categorized into three types based on the quantum of investment. The incentives are mainly in the form of Capital

Subsidy, Additional Capital Subsidy, infrastructure incentives and power tariff concessions.

7. Iconic Projects

- 7.1 Poompuhar, a traditional town in Mayiladuthurai district, is being developed at an estimated cost of Rs.23.60 crore, with various facilities including Reception Centre, Parking, Sanitary complex, Cloak Room, Compound wall, Gazebos and tourist information. 60% of the works so far completed.
- 7.2 Hogenakkal, in Dharmapuri district is being developed at an estimated cost of Rs.17.58 crore, with various facilities including Entrance plaza, Reception centre, Food court, Parisal boarding platform, Parisal arrival platform, visitors platform and Waiting room. 70% of the works so far completed.

7.3 Pichavaram in Cuddalore district is being developed at an estimated cost of Rs.14.07 crore, with various facilities including access road facilities, parking lot, landscaping and visitor centre. 22% of the works so far completed.

8. Important Schemes under implementation by State Government

8.1 Coutralam in Thenkasi District is being developed at an estimated cost of Rs.11.34 crore, with various facilities including restaurant, male and female changing room, entrance arch, sales shops, visitor's centre, children's park and landscaping at Old falls, Five falls, Main falls, Small falls, Tiger falls.

8.2 Jawwadhu hills in Thiruvannamalai district is being developed at an estimated cost of Rs.2.91 crore, with various facilities including Entrance arch, Restaurant, Compound wall and Parking lot.

- 8.3 Kollimalai in Namakkal District is being developed at an estimated cost of Rs.2.23 crore, with various facilities including Entrance arch, Seating benches, Parking and restaurant.
- 8.4 Udthagamandalam boat house in Nilgiris District is being developed at an estimated cost of Rs.3.20 crore, with various facilities including Reception centre and restaurant and staff rest room.
- 8.5 Yelagiri Thirupattur district is being developed at an estimated cost of Rs.2.98 crore, with various facilities including Entrance plaza, restaurant, reception centre and drinking water.
- 8.6 Muthukuda in Pudukottai district is being developed at an estimated cost of Rs.3.06 crore, with various facilities including Administrative building, landscaping,

construction of boat jetty and drinking water.

- 8.7 Vathalmalai in Dharmapuri district is being developed at an estimated cost of Rs.2.23 crore, with various facilities including entrance plaza, restaurant, reception centre, drinking water and access road.
- 8.8 Muttam beach in Kanyakumari District is being developed at an estimated cost of Rs.2.87 crore, with various facilities including sculptures, landscaping, construction of solar platform, Sanitary complex and visitor centre.
- 8.9 Keezhakarai village in Madurai district "Kalaignar Centenary Aeruthazhuvuthal Arena" has been constructed at a cost of Rs.62.77 Crore, inaugurated by Hon'ble Chief Minister on 24.01.2024 and put in to use.

9. Tamil Nadu Tourism Destination Development Scheme

The Department of Tourism has launched a new scheme called the "Tamil Nadu Tourism Destination Development Scheme" to identify and develop tourist destinations/ attractions in the State with a focus on enhancing tourist experiences at the destination. Various tourist spots are being developed under the scheme. During the year 2021-2022, a sum of Rs.10.22 Crore was sanctioned for Illumination of Ayyan Thiruvalluvar Statue in Kanniyakumari with laser 3D Mapping technology under the scheme. During the year 2023-2024 Government sanctioned additional fund of Rs.176.16 lakhs vide G.O. (Ms) No.259, Tourism, Culture and Religious Endowments (T2) Department, dated 12.07.2023 for Illumination of Ayyan Thiruvalluvar Statue in Kanniyakumari.

Detailed Project Reports have been prepared for the development of Dhanushkodi and Yercaud,

the establishment of new viewpoints and upgrading of existing ones, Sittannavasal, Mathoor Aqueduct, Gangaikonda Cholapuram, and Manimuthar dam under the Destination Development Scheme.

10. Government of India Assisted Scheme

10.1 Swadesh Darshan 2.0 Scheme

The Ministry of Tourism, Government of India has revamped its flagship Scheme for holistic destination development. The Swadesh Darshan 2.0 scheme follows an integrated approach for the development of destinations, which will provide core tourism products and ancillary requirements such as connectivity, performing arts infrastructure, public health, hygiene and safety, and other such requirements that impact tourists. Under this scheme, Rs.27.20 Crore has been approved by Government of India for Mamallapuram - Immersive Shore Temple Heritage Experience - Package 1.

10.2 PRASHAD Scheme

The Ministry of Tourism, Government of India has launched the Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) scheme to enhance tourism attractiveness of identified pilgrimage destinations by providing well-planned tourism infrastructure.

Under this scheme, the "Development of Navagraha Temple Circuit in Tamil Nadu" 8 places has been identified for comprehensive development as follows:

Sl. No.	Name of the Navagraha Temples	Name of the District
1	A/m Guru Bhagavan Temple, Alangudi	Thiruvarur District
2	A/m Agneeswarar Temple, Kanjanur	Thanjavur District
3	A/m Kailasanathar Temple, Thingalur	
4	A/m Naganathar Temple, Thirunageshwaram	

5	A/m Suriyanaar Temple, Thiruvudaimaruthur	
6	A/m Naganatha Swamy Temple, Keezhaperumpallam	Mayiladuthurai District
7	A/m Swetharanyeshwarar Temple, Thiruvenkadu	
8	A/m Vaidyanatha Swamy Temple, Vaitheeswaran Kovil	

The Detailed Project Report for this project at the cost of Rs.45.34 crore has been submitted to the Ministry of Tourism, Government of India for sanction of funds.

10.3. Swachhata Pakhwada Campaign

The Swachhata Pakhwada Campaign is a significant initiative by the Government of India to promote cleanliness and sanitation in the Country. Under the Swachhata Pakhwada campaign of the Government of India, the Department has conducted a cleaning campaign in all Districts of

Tamil Nadu with coordination of Local Administration.

11. Registration Scheme for Tourism Operators

The Scheme is aimed to regulate the activities of various tourism operators and promote safe tourism practices through registration. To facilitate the implementation of the scheme, a stakeholder friendly process has been developed, which includes an online portal (www.tntourismtors.com) and third party inspections. Under the scheme, registrations were issued for 941 Homestay and Bed & Breakfast Establishments, 21 Camping Site Operators and 14 Adventure Tourism Operators.

12. Tamil Nadu Medical Tourism Summit 2023

Medical tourism is one of the fastest growing tourism segments. It has emerged as a

huge market with both mainstream medical services and wellness tourism, along with modern and traditional medical systems. The multi-purpose and specialty multi-purpose hospitals located in Tamil Nadu have huge potential to grow as a medical tourism destination.

For the first time to promote medical and health tourism in Tamil Nadu, the Hon'ble Chief Minister inaugurated the Tamil Nadu Medical Tourism Conference in Chennai on 29.04.2023 and released the book "Tamil Nadu - where the world comes to heal". More than 75 delegates from 21 foreign countries like Bangladesh, Nepal, Saudi Arabia, Oman, Myanmar, Sri Lanka, Mauritius, Maldives, Vietnam and various African countries participated in this conference. Also, discussions and other programs were held in

which 350 people from 120 private hospitals of Tamil Nadu, famous doctors in various fields, foreign embassies, travel organizers, hotel managers, representatives of insurance companies, doctors of Siddha, Yoga, Ayush departments, doctors in health tourism hospitals participated. Department of Tourism, and Department of Medicine and Public Welfare has jointly played a major role for promoting medical tourism in Tamil Nadu and making Tamil Nadu a leading medical tourism destination.

13. Tourist visits to Tamil Nadu

Tourism serves as a vital component of Tamil Nadu's growth. The State's diverse geography, rich cultural heritage and picturesque environment position it as a highly sought-after

destination for both domestic and international tourists, contributing significantly to its economic development.

Details of Tourist visits to Tamil Nadu

Year	Domestic (in lakhs)	Foreign (in lakhs)	Total (in Lakhs)
2019	4948.64	68.66	5017.30
2020	1406.51	12.28	1418.79
2021	1153.36	12.30	1165.66
2022	2185.04	4.07	2189.11
2023#	2860.11	11.75	2871.86

- Provisional

The number of domestic tourist arrivals is Rs.21.85 Crore in 2022. In the year 2023, this number has increased to Rs.28.60 Crore and has achieved tremendous growth. Similarly,

Rs.4.07 lakh foreign tourists visited India in 2022. This has increased to Rs.11.75 lakh in 2023.

14. Tourism Survey in Tamil Nadu

The Department of Tourism conducted a Tourism Survey in all 38 Districts of the State in accordance with the guidelines issued by the Ministry of Tourism, Government of India at a cost of Rs.105.02 lakhs (Government of India share Rs.50.00 lakhs and State share Rs.55.02 lakhs). The survey collects information from tourist destinations, exit points and accommodations. The survey is conducting in two phases for 13 months.

15. Fairs and Festivals

Tamil Nadu is a confluence of vibrant culture, tradition and heritage. The Tourism Department organises and hosts numerous fairs and festivals throughout the year, showcasing the

State's rich culture, intricate artworks, architectural wonders, magnificent heritage sites, traditional crafts and authentic cuisine. With its lively festivals and joyous celebrations, the State offers visitors a comprehensive cultural experience.

15.1 Festivals conducted by the Department of Tourism

15.1.1. Indian Dance Festival

The renowned "Indian Dance Festival" is held annually in Mamallapuram from December to January. This grand month-long extravaganza draws professional classical dance performers from all corners of the country to showcase a wide variety of Indian dance forms. Every year, thousands of domestic and foreign tourists flock to this historic town to witness this spectacular festival. The India festival 2024 was conducted from 22.12.2023 to 21.01.2024 in Mamallapuram and showcased over 70 forms of classical and folk

arts. The festival's grandeur was enhanced with an array of live performances, featuring artists 34 Bharatanatyam, three Kuchipudi, one Mohiniattam, two Odissi, one Manipuri, one Kathak, and 28 other folk arts, including Karagam, Kavadi, Thappattam, Oyilattam, KokkiliKattaiAttam, Mayilattam, and Puliattam. Additionally, a unique Clarinet Music performance was also part of the festivities.

15.1.2 Pongal Festival

With year-round festivals, Tamil Nadu offers travellers the chance to experience its rich traditional celebrations. Notably, Pongal, a significant four-day harvest festival, features the exhilarating Jallikattu, a traditional bull-taming sport as an integral part of Mattu Pongal. The recent completion of a state-of-the-art 16-acre Kalaingar Centenary Aeruthazhuvuthal Arena in Madurai was inaugurated by

the Hon'ble Chief Minister on 24.01.2024. This arena exemplifies a modern venue dedicated to promoting and preserving traditional sports that encapsulate the spirit and essence of Tamil Nadu.

15.1.3 Chennai Vizha

In commemoration of the unique artistry and global recognition of artisans, the Department of Tourism, organised Chennai Vizha 2023 - an International Handicrafts, Handlooms, and Food Festival. Spanning 23 days, the festival took place at Island Grounds, Chennai, from April 29, 2023, to May 21, 2023.

The exhibition featured a total of 311 stalls. Among these, Tamil Nadu Zone had 70 stalls, the National Zone included 76 stalls from 19 states and Union Territories. Additionally, the International Zone showcased 23 stalls from eight countries including Bangladesh, Bhutan, Kyrgyzstan, Nepal, Nigeria, South Africa, Sri

Lanka and Uzbekistan. The event aimed to provide visitors with the chance to experience the finest handcrafted products, ethnic cuisines and cultural performances from all over the country to Tamil Nadu.

15.1.4 Summer Festival

During the summer, the Tourism Department organises summer festivals at Udthagamandalam, Kodaikanal, Yercaud and Jawwadhu hills. These events allow tourists to relish the pleasant climate of these renowned hill stations while appreciating the breathtaking natural beauty of the surrounding landscapes and regional harvests. Further, it is proposed to undertake a feasibility of organizing summer festivals at Valparai, Kolli Hills, Sirumalai and Kalvarayan Hills due to the abundance of attractions at these locations.

15.1.5 World Tourism Day

Tamil Nadu commemorates World Tourism Day every year on 27th September with a variety of activities. These activities include cleanliness drives, dance competitions, seminars and special cultural programs for students. Events and campaigns are organised across all districts of Tamil Nadu to promote and celebrate the state's rich tourism potential.

In observance of World Tourism Day 2023 in Chennai, the Department of Tourism conducted the following events:

1. As a part of a new media campaign and in order to promote unknown tourist places, the Discover Tamil Nadu 2023 - Influencers on Wheels was flagged off at Island Grounds with ten social media influencers from various parts of the country on a ten-day excursion across the diverse regions of Tamil Nadu.

2. The winners of the 3rd edition of WOW Tamil Nadu were awarded and the 4th edition of WOW Tamil Nadu Photography contest commenced.

**15.1.6 Calendar of Events/Festival
(2023-2024)**

Name of the Festival/Event	Month and Year
Car Festival, Tiruvarur	April 2023
"Chennai Vizha-2023", Chennai	April 2023
Chithirai Festival, Madurai	May 2023
Summer Festival, Kodaikanal	May 2023
Summer Festival, Yercaud	May 2023
Kannagi Kovil Festival, Theni	May 2023
Summer Festival, Ooty	May 2023
Poompuhar Full Moon Festival-2023, Poompuhar	May 2023

Tea & Tourism Festival, Ooty	May 2023
Kattabomman Festival, Panchalankurichi, Thoothukudi	May 2023
Kanniyakumari Cultural Festival, Kanniyakumari	May 2023
Summer Festival, Nagapattinam new beach	May 2023
Mango Festival-23, Krishnagiri	June-23
Summer Festival, Silver Beach, Cuddalore	June 2023
Summer Festival, Javvadhu Hills, Tiruvannamalai	July 2023
Aadi Perukku Festival, Hogenakkal, Dharmapuri	August 2023
Summer Festival, Suruli Falls, Theni	August 2023
Kite Festival, Kanniyakumari	August 2023

Valviloori festival, Holli hills, Namakkal	August 2023
Aadi Thiruvathirai Festival, Gangai Konda Cholapuram, Ariyalur	August 2023
"2 nd Tamil Nadu International Kite Festival", Mamallapuram	August 2023
World Tourism Day-2023 (All Districts)	September 2023
One day awareness Tour for WTD-23 (All Districts)	September 2023
"3 rd Edition of Discover Tamil Nadu" campaign	September to October 2023
1038 th Rajarajacholan Sathaya Vizha-2023, Thanjavur	October 2023
Aranganathaswamy kovil Vaikunda Ekathasi Festival, Srirangam, Trichy	December 2023 to January 2024
Indian Dance Festival 2023, Mamallapuram	December 2023 to January 2024

Kumari Festival, Kanniyakumari	December 2023
Tamil Nadu International Hot Air Balloon Festival 2024, Pollachi, Coimbatore	January 2024
Pongal Vizha-2024 (All Districts)	January 2024
“Pongal Vizha 2024” , Tamil Nadu House, New Delhi	January 2024
48 th India Tourist and Industrial Fair”, Island Grounds, Chennai	January to March 2024

16. Domestic Travel Marts

Tamil Nadu tourism participates in domestic travel marts across India to promote the dotting Tamil Nadu tourist destinations and establish partnerships with tourism stakeholders nationwide. Organised by various state tourism departments and renowned tourism agencies, these travel marts serve as platforms to showcase

Tamil Nadu as a prominent and preferred tourist destination, highlighting its rich culture, heritage, and pristine nature.

16.1 The details of participation on Domestic Travel Marts in the year 2023-2024

Name of the Mart	Month and Year
12 th Great Indian Travel Bazaar (GITB) 2023, Jaipur	April 2023
Bengal Tourism Fest, Kolkatta	June 2023
“India International Travel Mart (IITM) 2023, Bengaluru	July 2023
“India International Travel Mart” (IITM)-2023 , Chennai	August 2023
India Travel Mart (ITM)-2023, Jaipur	August 2023
TTF, Ahmedabad	August 2023
India Travel Mart (ITM)-2023, Amritsar	September 2023

"East India Travel Mart", Kolkatta	September 2023
"38 th IATO Annual Convention, Aurangabad	September 2023
"TTF Patna"	October23
PATA Travel Mart, New Delhi	October 2023
"India International Trade Fair (IITF) 2023", New Delhi	November 2023
"India International Travel Mart (IITM) 2023, Hyderabad	December 2023
"Bharat Parv-2024", New Delhi	January 2024
"SIHRA Annual Convention", Visakhapatnam	January 2024
"37 th Surajkund International Crafts Mela-2024", Surajkund, Faridabad, Haryana	February 2024
"SATTE 2024", India Expo Center, Greater Noida, Delhi	February 2024

OTM-2024, Mumbai	February 2024
TTF-2024, Chennai	March 2024

17. International Travel Marts

The Tourism Department participates in many International Travel Marts to promote tourism destinations of Tamil Nadu and its vibrant culture and heritage on the global tourism map. Hoteliers, Tour Operators and Travel Agents from Tamil Nadu participate in these travel marts as co-exhibitors alongside the Tourism Department. During these Travel Marts, various tourism stakeholders from across the globe visited Tamil Nadu Tourism pavilion and held business meetings to collaborate and boost the tourism sector on an international scale. As a result, the number of foreign tourists visiting the country has increased over the years.

Name of the International Travel Marts / Exhibitions	Month & Year
JATA Tourism Expo at Osaka, Japan	October 2023
FITUR-2024 at Madrid, Spain	January 2024
ITB-2024 at Berlin, Germany	March 2024

17.1 JATA Tourism Expo at Osaka, Japan

The Tamil Nadu Tourism Department participated in the JATA Tourism Expo, a renowned international trade exhibition dedicated to the travel and tourism industry. The event was held in Osaka, Japan, from October 26, 2023 to October 29, 2023. The event serves as a platform for tour organisers, exhibitors, buyers and media from across the globe to gather, network and exchange industry insights.

17.2 FITUR-2024 at Madrid, Spain

"FITUR-2024" in Madrid, Spain is the world's largest trade fair for domestic and foreign markets, FITUR is the first meeting of the year for tourism stakeholders worldwide. Tamil Nadu Tourism Department has participated in "FITUR-2024" held from 24th to 28th January 2024.

17.3 International Tourism Market (ITB) Berlin

ITB is one of the world's leading travel trade shows and is a central communication and marketing network forum that covers the entire chain of touristic offerings. Tamil Nadu Tourism participated as one of the exhibitors at the event between March 5, 2023, to March 7, 2024. During this event, B2B meetings with Destination Management Companies, Tour Operators, International Tourism Boards and other stakeholders were held.

18. Tamil Nadu Tourism Awards

18.1 Awards given by Tamil Nadu Tourism Department:

From the year 2022 State Tourism Department is granting Tourism awards. Tamil Nadu Tourism Awards 2023 was hosted on September 27, 2023, presenting 54 awards in the following 17 categories to the various tourism stakeholders.

1. Best Inbound Tour Operator
2. Best Domestic Tour Operator
3. Best Travel partner
4. Best Airline Partner
5. Best Accommodation
6. Best Restaurant
7. Tamil Nadu Tourism Development Corporation Star Performer
8. Tourism Promotion Awards (Best District)
9. Cleanest Tourism Destination
10. Best Niche Tourism Operator

11. Best Adventure Tourism and Camping site Operator
12. Best Meetings Incentives Conference and Exhibition (MICE) Organizer
13. Best Social Media Influencer
14. Best Tourist Guide
15. Best Advertisement on Tamil Nadu
16. Best Tourism Promotion Publicity Material
17. Best Educational Institution for Tourism and Hospitality

18.2. Awards received by Tamil Nadu Tourism Department:

Tamil Nadu Tourism Department received the following awards in 2023-2024:

1. **“Executive Committee Award”** for the Mannar Eco-Tourism Project in Tamil Nadu at the 7th edition of the **Japan Tourism EXPO** held in Osaka on 26.10.2023.
2. **“Pilgrimage & Heritage Destination of the Year”** to Tamil Nadu at the **2nd**

edition of the ET Travel & Tourism Awards 2023 held at New Delhi on 30.11.2023.

3. **"Best Heritage Destination in India"** to the Great Living Chola Temples of Thanjavur and Ariyalur won Silver award and **"Best Intra State Road Trip Routes"** to the Pamban Bridge route from Pamban to Rameswaram won Silver award at the **Outlook Traveller Awards 2023** held at New Delhi on 08.12.2023.
4. **"Best Scenic Road"** to Yercaud in Tamil Nadu at the **India Today Tourism Survey and Awards 2023** held at New Delhi on 29.02.2024.
5. **"Destination of the Year – Culture"** to Tamil Nadu at **PATWA International Travel Awards** at ITB Berlin on 06.03.2024.

19. Tourism Promotion

19.1 Tamil Nadu Tourism Website

Tamil Nadu Tourism website (www.tamilnadutourism.tn.gov.in) acts as a central hub for all tourism endeavours within the State, offering a plethora of features to promote and provide details about tourism activities. Designed to offer comprehensive assistance to potential tourists at every stage of their journey the website is user-friendly and accessible worldwide, ensuring it meets the diverse needs of travellers.

19.2 Promotional videos

To promote tourism in Tamil Nadu, promotional videos have been developed showcasing stories of Tamil Nadu – Districts covered are Dindigul, Kanniyakumari, Madurai, Ramanathapuram, Thoothukudi, Tirunelveli, Theni, Chennai, Chengalpattu, Kancheepuram and

Cuddalore. In addition, vlogs “Road Trippin with Rocky” of Coimbatore, Kanniyakumari, Karaikudi, Madurai, Salem, Tirunelveli, Chennai and Mamallapuram's Scenic locations & local cuisines in a Network18's social media handles like Facebook, X Twitter, Youtube and Instagram. These vlogs aim to inform potential tourists about the natural beauty and local cuisines of Tamil Nadu. Videos on Kayaking (Rameswaram) and Mountain Biking (The Nilgiris), Kite Surfing and Walkboarding (Thoothukudi), Sailing (Rameswaram) and Scuba Diving (Rameswaram & Thoothukudi), Trekking (Gingee Fort) and Para Motoring (Chennai) was captured to showcase the Adventure Tourism. Special events such as Jallikattu, Rekla Race, Arubathu Moovar Festival and the Hot Air Balloon Festival are also captured to highlight the state's cultural heritage to viewers. All videos are available in Tourism Website.

19.3 Digital Marketing Initiatives

The digital promotions aim to enhance the State's visibility as a tourist destination and increase tourist footfall. To achieve this goal, the State has initiated digital advertising campaigns on prominent websites such as Hindustan Times, Outlook Traveller's, India Today, My City News Network and Daily Hunt Application. These campaigns are designed to reach a wide audience and showcase the State's attractions, unique experiences and cultural heritage.

19.4 Live streaming of events

Tamil Nadu Tourism is leveraging the power of social media by live streaming the "International Kite Festival-2023" on Social Media Platforms i.e. Tamil Nadu Tourism's Youtube, Facebook & X. This event showcases the cultural richness and diversity of Tamil Nadu and attracts both domestic and international tourists. By live streaming, this

event on popular social media platforms, Tamil Nadu Tourism aims to reach a wider audience and increase the visibility of these events.

19.5 LED displays for special events

Exclusive LED digital screen advertisements at the Tamil Nadu International Balloon Festival in Pollachi, the Pongal Festival, and the True Colour Day & Night Visible Video Wall at the International Kite Festival 2023 in Mamallapuram will showcase the beauty of these events throughout the city.

19.6 Co-branding Initiatives

Tamil Nadu Tourism collaborated with "Story Trails" to research and produce short form reels showcasing the lesser-known destinations, landmarks and cultural heritage. The reels are shared across Tamil Nadu Tourism's social media platforms and Story Trail's accounts on Instagram, Facebook, and X.

19.7 Advertisements in Magazines

To reach the unreached tourist destinations of Tamil Nadu, the Tourism Department advertises to reach the unreached throughout the year in leading tourism-related journals, top magazines and in-flight domestic and international magazines.

Advertisements were published in international and national magazines like "Hello 6E" English monthly in-flight magazine, The Week Magazine, Travel Heights Monthly magazine, Open Magazine, Kungumam weekly magazine (Tamil), India Today, Outlook magazine, "Travel Trade Journal" TTJ GITB Special, 38th IATO Annual Convention TTJ special supplement and "Arabian Travel Mart" - TTJ ATM Special.

19.8 Out-of-home (OOH) Advertising

The Tamil Nadu Tourism Department implemented various impactful out-of-home

advertisement strategies in 2023-2024, contributing to an increase in tourist visits to the State.

- a) Audio-visual Advertisements displayed at Railway Stations, which includes advertisements on LCD TV screens, panels inside Train coaches, Wraps on Express Train engines, seat backs, food trays and Railway Tickets. Tourism promotional videos were displayed at major railway stations.
- b) Advertisements through LED Screens in the Metro Station at Noida City in Uttar Pradesh were also displayed.
- c) Chennai Domestic and International Airports were rebranded through aesthetic enhancement of the interiors. Attractive images were displayed in the airport premises to promote and showcase the rich tourism assets of the State.
- d) Tamil Nadu Tourist Attraction Map with 100 illustrations of different places of visit was

designed along with content covering all the districts.

e) Egmore Museum Map was designed and

f) Coffee Table book "Tamil Nadu - Where Stories Never End" were designed and printed for display at Travel Marts.

19.9 Social media Campaigns

With a wide range of tourism experiences available in Tamil Nadu, the department is utilizing social media platforms to highlight and promote its tourist attractions. Through a variety of social media strategies such as contests and collaborations with influencers, Tamil Nadu Tourism connected with the audience and broadened its influence. Through the use of social media channels, Tamil Nadu tourism raises awareness among tourists and draws more visitors to the State as an enticing destination for travellers.

19.10 Tamil Nadu Campaign

This theme-based campaign showcased the beauty of various landscapes available in Tamil Nadu. It included experience-oriented pitches to followers, aimed at engaging them and sparking their desire to visit the State.

19.11 Travel Campaign

This campaign focused on selecting one post per district and highlighting various activities travellers can enjoy in that district. It included must-visit places, must-try foods, and suggested souvenirs to take home.

19.12 Collaboration with Travel Photographers

Few travel photographers were selected based on their quality of work, engagement index and also number of followers. Tourism department provided them with an opportunity to

post their work on tourism page to attract their followers too.

19.13 Foodies of Tamil Nadu

This campaign selected the finest food items from Tamil Nadu Cuisine and presented them to followers. Short videos or reels were created to showcase traditional cooking methods or to interview local chefs, providing a more immersive experience for our audience.

19.14 Discover Tamil Nadu Campaign

About 10 Social media influencers from all over the country were selected and taken on a FAM trip covering locations Gingee Fort, Kancheepuram, Chennai, Kotagiri, Coonoor, Pykara, Mudumalai and Coimbatore for 10 days. These influencers posted about their experience on their visit to Tamil Nadu on their platforms to entice their followers to visit Tamil Nadu.

19.15 History Channel: Road Trippin with Rocky

This 8 days campaign focused on the Cuisines of Tamil Nadu in which includes Kanniyakumari, Nagercoil, Salem, Karaikudi, Madurai, Coimbatore and Chennai and posted 15 episodes on both the social media platforms of the Department and the History Channel.

19.16 Namma Chennai campaign

The Namma Chennai campaign, celebrated during Madras Day, highlighted various themes of travel experiences available in Chennai. Local bloggers and influencers collaborated to showcase the unique culture, traditions and lifestyle of Chennai.

20. State Institute of Hotel Management and Catering Technology, (SIHMCT), Thuvakudi, Thiruchirappalli

The State Institute of Hotel Management & Catering Technology formerly known as Food

Craft Institute situated at Thuvakudi, Thiruchirappalli was established on 01-10-1981 and is registered under the Societies Act, 1975. It offers a variety of courses. These include

- A three-year degree course in Hotel Management and Catering Technology.
- One-and-a-half-year Diploma Courses in food production, food and beverage service, housekeeping, bakery and confectionery.
- Certificate courses in food production, food and beverage service, housekeeping, bakery and confectionery.

The number of students joined in these courses during the last three years are as follows:

Sl. No.	Details	2021-2022	2022-2023	2023-2024
1.	Bsc. In Hospitality & Hotel Administration	158	180	204

2.	Diploma in Food Production	90	102	120
3.	Diploma in Bakery & Confectionery	36	31	37
4.	Craftmanship course in Food Production & Patisserie	26	74	82
	Total	310	387	443

Additionally, the institute conducts short-term programs under the Government of India's Hunar Se Rozgar Scheme.

During the year 2023-2024 the institute has organized 85 programmes to provide training to the students. The institute has released a book on millet to commemorate the millet year.

21. Tourist Security Organisation

The Tourist Security Organization functions under this Department, providing various services to the tourists. Safety and security are considered

pivotal services determining factors for choosing a tourist destination to visit peacefully.

The organization was established in Tamil Nadu in 2010, with services operational at five tourist destinations: Mamallapuram, Udthagamandalam, Kodaikanal, Rameswaram and Kanniyakumari. The organisation presently comprises 31 members, all of whom are ex-servicemen. The performance of the tourist security organisation has been appreciated by tourists.

Tamil Nadu is promoting Tourism by prioritizing the safety and security of both foreign and domestic tourists, thereby fostering confidence among visitors.

22. Tamil Nadu Tourism Development Corporation (TTDC)

The Tamil Nadu Tourism Development Corporation (TTDC) was established during 1971, to promote tourism in Tamil Nadu. Its key activities include providing accommodation through a chain of hotels, conducting various tour packages, operating boat houses and telescope houses, and organizing various tourism fairs and festivals across the state.

Business Vertical	No. of Units
Hotels – Operated by TTDC	26
No. of Rooms	844
Hotels - Franchised	25
Boat Houses	09
Restaurants (Stand Alone)	05
Aalayam Hotels	03
Telescope Houses	03
Blue Flag Beach	01

Fleet	15
Shops available on rental basis in TTDC premises	112

The corporation also operates youth hostels in popular tourist destinations like Ooty, Kodaikanal and Yercaud, catering to students and tourists. The Organization Chart of TTDC is given in Annexure – III.

23. Financial Performance of TTDC

(Annual Turnover and Profit / Loss details)

Financial Year	Turn Over	Profit	Loss
	(In Crore)		
2020-2021	49.11	-	23.25
2021-2022	84.31	-	11.39
2022-2023	185.81	29.99	-
2023-2024 (Estimated)	217.00	31.50	-

24. Hotel Division

TTDC currently owns 51 properties, of which 26 hotels are operated directly and the rest are leased out. To meet the expectations and demands of the guests, TTDC has been making persistent steps and concrete efforts to improve the quality of its properties and enhanced service delivery. Regular skill training sessions are conducted for the hotel staff to upgrade their technical knowledge and managerial and operational skills.

24.1 Amuthagam - Food and Beverage Vertical

To increase focus on the restaurant business, TTDC has developed a separate vertical for Food and Beverages (F&B) under the brand name "Amuthagam". This enables the better tracking of performance metrics and analysis, leading to more informed decision-making,

improved operational efficiency and enhanced business growth.

In 2023-2024, TTDC operated chain of 31 restaurants under this vertical and earned a revenue of Rs.35.91 crore, which is 15% higher than the financial year 2022-2023.

24.2 Quick Bites

TTDC has launched a new brand of fast-food kiosks, named "Quick Bites," intending to establish high-quality fast-food outlets at prominent tourist destinations viz. Vandalur, Kovalam, Yercaud, Boat House-Ooty, Botanical Garden-Ooty, Telescope House-Doddabetta, Pykara and Valankulam Lake.

In 2023-2024, Quick Bites earned revenue of Rs.232.40 lakhs, which not only increased the revenue for TTDC but also resulted in enhanced brand visibility.

24.3 Aalayam

TTDC is currently operating and maintaining Pilgrim rest houses (Yatri Nivas) constructed and owned by Hindu Religious and Charitable Endowments Department at Rameswaram, Tiruvannamalai and Kancheepuram under the brand name of “*Aalayam*”. These Pilgrim rest houses are being operated on a 50:50 profit-sharing basis with HR&CE department.

In 2023-2024, the Aalayam chain offered the best service to more than 1.79 lakhs devotees.

24.4 Training Initiatives

TTDC periodically conducts skill upgradation training programs for its employees across all divisions.

During, 2023-2024, in-house training sessions were conducted for 670 staff in Food & Beverage production, housekeeping and front-office through a professional agency at a cost of

Rs. 5.55 Lakhs and to improve the taste and quality of food in TTDC Hotels, training sessions were conducted by qualified chefs from Institute of Hotel Management and Catering Technology, Taramani for 35 Cooks of TTDC on Food and Beverage Services at a cost of Rs.3.15 Lakhs.

25. Boat Houses

TTDC offers serene getaway experiences to tourists through adventurous boating experiences and water sports activities in the vast landscape of Tamil Nadu with numerous water bodies that offer a perfect venue for boating and adventure activities.

In 2023-2024, TTDC operated boathouses in nine prominent tourist destinations in Tamil Nadu viz. Muttukadu, Mudaliarkuppam, Ooty, Pykara, Kodaikanal, Yercaud, Pichavaram, Courtallam and Valankulam with wide variety of waterborne vessels like row boats, speed boats, motor boats, pedal boats, kayaks, aqua water

cycle boats, canoe pedal boats, pontoon boats, banana boats, water scooters, zodiac boats, donut boats and jet skis.

Details of Tourist arrival, Revenue for the year 2023-2024 are as follows:

S. No	Boat House	Total water craft	Tourist Arrival (In Lakhs)	Revenue (In Lakhs)
1	Muttukadu	40	2.43	362.51
2	Mudaliarkuppam	38	1.03	131.72
3	Ooty	161	24.39	1314.13
4	Pykara	28	2.16	324.97
5	Kodaikanal	108	8.67	519.21
6	Yercaud	70	5.86	279.61
7	Pitchavaram	55	2.85	419.25
8	Courtallam	31	0.08	3.93
9	Valankulam	24	0.22	33.03
Total		555	47.69	3388.36

In 2023-2024, the combined tourist footfall of these boat houses has been increased by 14%

and revenue by 20% when compared to 2022-2023.

26. Telescope House

To explore the panoramic view of the valley, TTDC operates Telescope Houses in important hill stations of Tamil Nadu viz. Doddabetta at Udthagamandalam, Kodaikanal and Yercaud, which attracts large numbers of tourists.

In 2023-2024, these three telescope houses attracted more than Rs.8.67 lakh visitors and earned a revenue of Rs.575.36 lakhs.

27. Blue Flag Beach, Kovalam

Kovalam Beach located about 40 km away from Chennai, is the first beach in Tamil Nadu and the 9th beach in India to be awarded the prestigious Blue Flag certification by the Denmark-based Foundation for Environment Education (FEE). This eco-level tag is awarded to

clean and well-managed beaches and marinas, fulfilling globally recognized standards.

TTDC took over the operations and maintenance of Blue Flag Beach from the District Administration of Chengalpattu and actively promoting Kovalam Blue Flag Beach as a recreational destination. Various events like Beach Volleyball, Beach Yoga and regular beach clean-ups are held at Blue Flag Beach.

The major amenities available at Blue Flag Beach include a safe swimming zone area, shower change area, drinking water facility, outdoor fitness equipment, children's play area, reclining bamboo lounge chairs, hammocks, sit-out umbrellas, toilet blocks, bamboo-made litter bins are provided to maintain the environment intact. Safety surveillance services, Life guards and First Aid attendees have been deployed at the watch tower for any emergency assistance.

During 2023-2024, Blue Flag Beach attracted 5.46 lakhs visitors and earned a revenue of Rs.308.37 lakhs.

28. Tours and Transport Division

TTDC is well-known for offering delightful and memorable travel experiences to tourists through a range of tour and travel packages that showcase the vast tourism potential of the state. Currently, TTDC operates a fleet of 15 luxury coaches that include Five 43-seater Volvo AC, Four 35-seater AC , Three 35-seater Non-AC, Three 18-seater AC and has taken the initiative to expand the fleet capacity with the acquisition of Five new luxury coaches comprises of Four 35-seater A/c and One 18-seater AC.

28.1 Package Tour

To cater to the increasing demands of tourists from all walks of life, TTDC operates various tour packages ranging from half-a-day to fourteen days.

TTDC's renowned tours are the One-day Tirupati Tour, 3-days Navagraha Tour, 8-days Tamil Nadu Tour and 8-days East-West Coast Tour. In addition to these tours, TTDC also organises customized tours, LTC tours for government employees, educational tours for school students and special tours for differently abled school students.

Tourist footfall and revenue earned during 2023-2024 are as follows:

S. No	Name of the Tour	Tourist Footfall	Revenue (Rs. in Lakhs)
1	Tirupati tour from Chennai	121089	2571.44
2	Tirupati tour from other districts (Madurai, Coimbatore, Hosur and Cuddalore)	11146	372.33
3	Other Package Tours	12576	463.2
4	Tailor Made Tours	1762	94.12
5	LTC tours	890	63.34
Total		147463	3564.43

In 2023-2024, there was a significant increase in tourist footfall by 54% and revenue by 67% when compared to the previous financial year. This staggering leap is accounted to various initiatives of TTDC.

28.2 Other Tour Packages

To promote tourism, TTDC has taken the initiative and organised the following tours in 2023-2024:

28.2.1 4-Day Arupadai Veedu Tour: TTDC has rendered transportation and backend services for operating 4-days Arupadai Veedu Tour package organised by the HR&CE Department. This tour is exclusively designed for senior citizens through which 400 senior citizens had embarked on a spiritual journey in their golden age.

28.2.2 FAM Tour: To showcase culturally rich heritage sites and the unparalleled beauty of Tamil Nadu to the

Travel Agents and Reporters from Vietnam, TTDC organised a familiarization tour that spans nine days and covers all the significant tourist places in Tamil Nadu.

28.2.3 Tour to Non-Resident Tamils:

To reconnect the present with the past and establish the umbilical link between generations, TTDC has taken the initiative to exhibit the enchanting beauty of Tamil Nadu and organised 15-days tour to the Non-Resident Tamil people from various parts of the world through 'Reaching your roots (RYR)' Scheme of Rehabilitation and Welfare of Non-Resident Tamils Departments.

28.2.4. Discover Tamilnadu Tour: To exhibit an offbeat tourist destination to tourists from all walks of life through Social Media, TTDC has successfully organised the 3rd edition of the "Discover Tamil Nadu Tour Program" and renowned Social Media

influencers from pan India have partaken in a 10-day tour and showcased the charming beauty of off beat tourist destinations of Tamil Nadu.

29. Ongoing Projects of Tamil Nadu Tourism Development Corporation in 2023-2024

1. Upgradation of 11 rooms and Construction of a new block at Hotel Tamilnadu Madurai at an estimated cost of Rs.800.00 lakhs is under progress.
2. Construction of Compound wall at Mamallapuram (camping site & Devaneri), Yercaud, Namakkal, Ooty Lake park, Ooty Boat house, Rameswaram - Unit -II, Mettupalayam, Viruthunagar and Sattur at a cost of Rs.395.00 lakhs has been completed.
3. Renovation work of 25 rooms and 7 cottages at Hotel Tamilnadu, Ooty

(Unit- I) at an estimated cost of Rs.350.00 lakhs is under progress.

4. Improvements of 11 rooms and Restaurant in Hotel Tamilnadu Yercaud at a cost of Rs.179.25 lakhs has been completed.
5. Upgradation of 32 Rooms at Hotel Tamilnadu, Coimbatore at a cost of Rs.160.00 lakhs has been completed.
6. Renovation of Restaurant and 8 rooms at Hotel Tamilnadu, Trichy at a cost of Rs.108.20 lakhs has been completed.
7. Extension work of Existing Restaurant at Hotel Tamilnadu, Hogenakkal at an estimated cost of Rs.90.00 lakhs is under progress.

30. Public Private Partnership Projects (PPP Mode)

TTDC recognises the imperative role that plays in the growth and advancement of the Tourism industry and aims to promote Public

Private Partnership (PPP Mode) for infrastructure creation to leverage the strengths and resources of both public and private sectors.

30.1 TTDC Projects Implemented on PPP

1. Development of the Floating Restaurant at Muttukadu Boat house is executed under the PPP mode at an estimated cost of Rs.5.00 crore with a gross revenue share of 10% for a period of 10 years. Now, the project is on the verge of completion.
2. Development of a Glow Garden at Maragatha Poonga, Mamallapuram is executed under the PPP mode at an estimated cost of Rs.6.00 crore with a gross revenue share of 13% for a period of 10 years. Currently, the work is in progress.

31. Marketing initiatives

The Marketing division of TTDC has formulated various marketing strategies to promote TTDC tour packages, hotels and boat houses effectively to increase the tourist footfall, occupancy ratio and revenue.

31.1 Digital & Social Media Promotions

Tamil Nadu Tourism Development Corporation (TTDC) has leveraged the power of social media to attract tourists to its hotels, tour packages and boathouses through various social media strategies, such as photo contests and exclusive discounts.

To enhance customer engagement and satisfaction, TTDC has formulated strategies like the Movie Monday Series, Quiz Series, Testimonial Thursdays and Fact Friday Series, etc., Promotional videos of various TTDC properties have been created and published on social media.

To promote the TTDC brand and its properties, TTDC has collaborated with various social media influencers.

31.2 Other Initiatives for Promotion

TTDC has implemented a cross-selling strategy to promote its Tour packages to hotel guests by displaying tour banners and posters in various TTDC hotels. In addition to this, Signages and Bill boards have been erected at prominent locations to increase the visibility of TTDC restaurants and boathouses.

Various tie-up arrangements have been made with Government departments viz. Central Excise, ESI and EPFO under deposit accommodation scheme for providing holiday home facilities at TTDC hotels.

32. e-Governance Initiatives

In order to provide information about tourist destinations, TTDC has implemented various e-Governance initiatives that enable hassle-free booking for TTDC Hotel Properties, Tour packages and Boat booking through an online real-time reservation system.

32.1 Online Booking System for Hotels and Tour Packages

In 2023-2024, TTDC earned revenue of Rs.25.61crore through online booking of TTDC Package Tours and Rs.22.99 crore through online booking of TTDC Hotels.

The revenue generated through online booking system exhibits a significant leap in Tour bookings with 90% and Hotels booking with 44% when compared to 2022-2023.

Revenue comparative details are as follows:

Financial Year	Tour Revenue (in Crore)	Hotel Revenue (in Crore)	Total Revenue (in Crore)
2022-23	13.43	15.91	29.34
2023-24	25.61	22.99	48.60

32.2 Listing of TTDC Hotels on OTAs

TTDC appointed a Channel Manager to improve revenue and increase the presence of TTDC hotels on the websites of popular Online Travel Aggregators (OTAs) like Make My Trip, Goibibo, Booking.com, etc. which facilitated the booking of Hotel Tamil Nadu properties on the websites of leading travel aggregators seamlessly. This initiative also helped in popularising and promoting the brand across globally and thereby increasing the revenue. In 2023-2024, TTDC received 7474 bookings to its Hotel properties

through OTA platforms and earned about Rs.3.08 Crore.

32.3 Feedback Mechanism using QR Codes

To obtain customer feedback, TTDC has implemented a feedback mechanism system at all Hotel Tamil Nadu properties. This system has proven to be an effective strategy for improving the quality of services provided to tourists.

During 2023-2024, a total of 4200 customer reviews and feedback have been collected through this mechanism. The feedback has been analysed and utilised to devise better strategies for serving the needs and preferences of customers.

32.4 - 24*7 Tourist Helpline

TTDC has launched a specialised cloud-based helpline catering to the information needs of domestic and international tourists regarding travel and tourism in Tamil Nadu. This helpline, operating round the clock, aims to provide prompt

assistance to tourists and is equipped to handle diverse queries related to tourism in Tamil Nadu.

This round-the-clock tourist helpline has addressed 1.06 Lakhs customer queries during 2023- 2024.

32.5 Revamping of TTDC Website

TTDC has also revamped its website and made it more responsive and user-friendly. TTDC website is integrated with existing Hotel Management Software (HMS), Tour Management Software (TMS) and Boat booking system.

32.6 Online Boat Booking System for all Boat Houses

TTDC has launched an Online Boat Booking system for all Boat Houses of TTDC with a salient feature for capturing the boat riding timings to avoid pilferage in the billing of tickets and to monitor the availability of boats from the Corporate Office. The public can login with mobile

OTP and can book boat rides in any of the TTDC boat houses.

32.7 POS Software

TTDC has introduced new POS software for 40 outlets of all TTDC Restaurants, Bar, Quick Bites, Kiosk, etc., for the purpose of smooth functioning and operation of the Restaurant & Bar billing system of all TTDC properties.

32.8 India Tourist and Industrial Fair Online booking entrance ticket

Tamil Nadu Tourism Development Corporation has introduced a website www.ttdcfair.com exclusively for the India Tourist and Industrial Fair at Island grounds for online booking of entrance tickets and children mini train tickets.

32.9 Centralized Review Monitoring Management System

TTDC has introduced a Centralised Review Monitoring Management System for integrating all existing feedback mechanisms like OTAs, Google and APPI feedback reviews for the purpose of providing a feedback-capturing solution with an integrated dashboard and reporting platform for monitoring the feedback of Hotels, Boat houses, Blue flag beach and Tour services.

During, 2023 – 2024, a total of 23,471 customer reviews and feedback have been collected through this mechanism.

33. Fair Division

One of the significant roles of TTDC is conducting various Fairs and Festivals to promote the rich culture and heritage of Tamil Nadu.

33.1 Island Grounds, Chennai

TTDC is actively promoting Island Grounds as a versatile event space that can be utilised

throughout the year. Situated at the heart of the city, this venue is well-suited for hosting large-scale events and fairs, accounting for its vast area and convenient accessibility for organisers and visitors.

33.2. 48th India Tourist and Industrial Fair 2024

Since 1974, TTDC has been conducting the annual Trade Fair, i.e. "India Tourist and Industrial Fair" for a period of 70 days at Island Grounds, Chennai and the 48th edition of the Fair was conducted for 73 days from January to March 2024.

The 48th edition of the fair hosted various stalls and entertainment activities to attract families and children. The event featured pavilions from 51 Government departments, including Tourism.

During, the 48th edition of the Fair, over seven lakhs visitors were witnessed this mega event.

33.3 Kalaignar Centenary Year Celebration Food Festival

During September 2023, as a part of the **Kalaignar Centenary Year Celebration**, TTDC organised a Food festival in association with the Tamilnadu Food Safety Department (Chennai District) with the theme of "Eat Right Millet Mela" at Island Ground, Chennai, which was well received by the foodies.

33.4 Chennai Sangamam – Namma Ooru Thiruvizha

Namma Ooru Thiruvizha is an annual festival that celebrates and promotes Tamil art forms, culture and heritage. The Department of Art and Culture and the Department of Tourism jointly conducted a 5-day festival in January 2024, in Chennai.

This event featured over 50 folk arts and art forms, with more than 600 performers and entertained the audiences at 18 locations in and around the Chennai city.

To enhance the visitor experience, TTDC set up numerous food stalls and served authentic traditional cuisines of Tamil Nadu.

34. Conclusion

Tamil Nadu is one of the most touristic states in India and is known for its many tourist attractions, magnificent temples, scenic mountains, beautiful beaches and other tourist attractions that attract a wide range of tourists. Tamil Nadu government will continue to implement various schemes to promote such important tourism industry and will prioritize safe travel of foreign and domestic tourists, build confidence among tourists and promote tourism.

**K.RAMACHANDRAN,
MINISTER FOR TOURISM.**

Annexure-I

TOURIST OFFICES WITH IN TAMIL NADU

1. Ariyalur	12.Madurai	24.Tiruvallur
2.Chennai	13.Mamallapuram	25.Tiruvarur
3.Coimbatore	14.Namakkal	26.Theni
4. Chidambaram	15.Poempuhar	27.Thoothukudi
5.Dharmapuri	16.Pudukottai	28.Tiruppur
6.Erode	17.Perambalur	29.Udhagamandalam
7.Karaikudi	18.Rameswaram	30.Vellore
8.Kanniyakumari	19.Salem	31.Virdhunagar
9.Kodaikanal	20.Tiruchirappalli	32.Villupuram
10.Krishnagiri	21.Tirunelveli	
11.Karur	22.Thanjavur	
	23.Thiruvannamalai	

Tourist Offices Outside Tamil Nadu

1. Agra
2. Jaipur
3. Kolkata
4. Mumbai
5. New Delhi
6. Panaji (Goa)

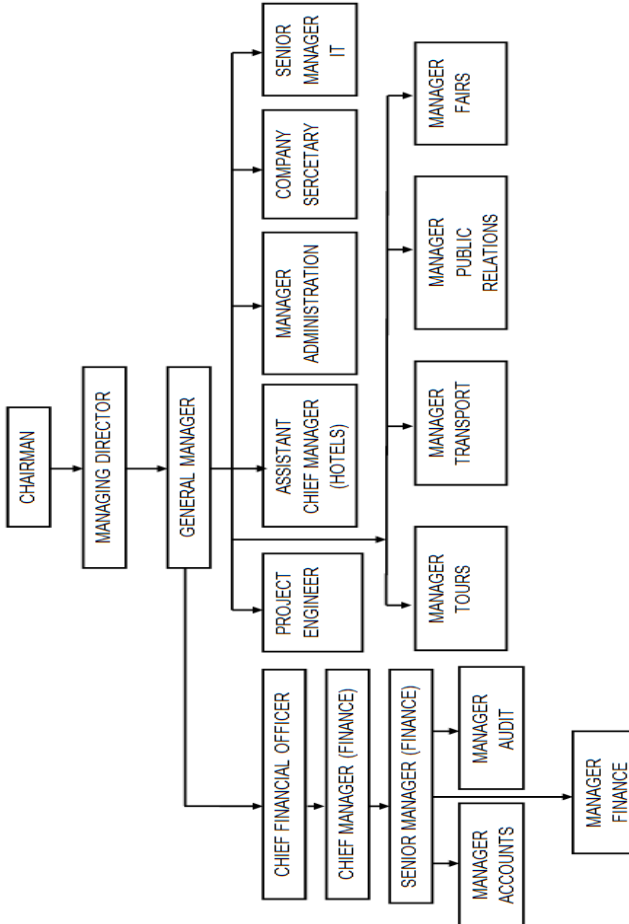
Annexure-II

TOURIST INFORMATION CENTRES

AT AIRPORTS	AT RAILWAY STATIONS
<ol style="list-style-type: none">1. Chennai (International Terminal)2. Chennai (Domestic Terminal)3. Coimbatore4. Madurai5. Tiruchirappalli6. Salem7. Thoothukudi	<ol style="list-style-type: none">1. Coimbatore2. Madurai3. Tiruchirappalli4. Tirunelveli
At other Places	At Other States
<ol style="list-style-type: none">1. Gudalur (The Nilgiris District)2. Rameswaram (Temple)3. Hotel Tamil Nadu Complex, Thanjavur4. Panchalankurichi (Thoothukudi District)	<ol style="list-style-type: none">1. Hyderabad (Telangana)2. Thiruvananthapuram (Kerala)3. Ahmedabad (Gujarat)4. Bhubaneswar (Odisha)

Annexure-III

ORGANIZATION STRUCTURE OF TTDC





The Hon'ble Chief Minister of Tamil Nadu released the "Tamil Nadu Tourism Policy 2023" at Secretariat on 26.9.2023.



Tamil Nadu Medical Tourism Conference was inaugurated by the Hon'ble Chief Minister of Tamil Nadu at Chennai on 29.04.2023.



The Hon'ble Chief Minister of Tamil Nadu flagged off the 2 new Volvo luxury tourist buses worth Rs.2.92 crores of Tamil Nadu Tourism Development Corporation on 29.11.2023.



The receipt of the 7th Japan Tourism Executive Committee Award for the Mannar Eco Tourism Project by the Hon'ble Minister for Tourism Thiru.K.Ramachandran was shown to the Hon'ble Chief Minister of Tamil Nadu on 02.11.2023.



The Hon'ble Minister for Youth Welfare and Sports Development Thiru. Udhayanidhi Stalin inaugurated the 48th India Tourism and Industrial Fair at Island Grounds, Chennai on 12.01.2024.



The Hon'ble Minister for Youth Welfare and Sports Development Thiru. Udhayanidhi Stalin inaugurated and visited the pavilions in 48th India Tourism and Industrial Fair at Island Grounds, Chennai on 12.01.2024.



The Tamil Nadu Tourism awards were presented at Chennai on 27.09.2023 by Thiru.K.Ramachandran, Hon'ble Minister for Tourism, Thiru.M.Subramanian, Hon'ble Minister for Health and Family Welfare, Thiru. P.K.Sekarbabu, Hon'ble Minister for Hindu Religious and Charitable Endowments, Thiru. Gingee K.S.Masthan, Hon'ble Minister for Minorities Welfare and Non Resident Tamils Welfare.



The social media influencers tour Programme "Discover Tamil Nadu-2023" was flagged off at Chennai by the Hon'ble Minister for Tourism, Thiru. K.Ramachandran, on 27.09.2023.



The Hon'ble Minister for Tourism, Thiru.K.Ramachandran handed over the Tamil Nadu tourism souvenirs to the "Discover Tamil Nadu-2023" social media influencers on 27.09.2023.



The Hon'ble Minister for Tourism Thiru. K.Ramachandran received the Executive Committee Award for the Mannar Eco-Tourism Project of Tamil Nadu from the Chairman, Japan Tourism Exhibition Executive Committee in 7th Japan Tourism Award ceremony held at Osaka, Japan on 26.10.2023.



The Hon'ble Minister for Tourism Thiru.K.Ramachandran along with the awardees at the 7th Japan Tourism Award ceremony was held on 26.10.2023 in Osaka, Japan.



Tamil Nadu Tourism pavilion was inaugurated by the Indian Ambassador for Germany at International Tourism Bourse-2024 (ITB-Berlin) on 05.03.2024.

