

**LAUNCHING OF MOBILE APP ON TOURISM INFORMATION ABOUT TAMIL NADU
HON'BLE TOURISM MINISTER VELLAMANDI N. NATARAJAN**

Mobile App :-

Tamil Nadu Tourism Department has launched mobile app in the name of "pinakin" on tourism information about Tamil Nadu with audio facilities for the benefit of both domestic and international tourists. This mobile app covers Tamil Nadu's world heritage tourist spots like Mamallapuram, Thanjavur big Temple, Gangai Konda Cholapuram and Darasuram presently. The app has been created in two languages, Tamil and English compatible to Apple and Androids mobile phones. This will largely facilitate the tourists help to know about the various destinations without the assistance of guides. Tourists can download the app "pinakin" free of cost from iStore or Playstore before visiting these tourists spot of Tamil Nadu. This app will cover other major tourist destination in Tamil Nadu in a phased manner. Users can give their feedback in ttdc.chennai@gamil.com

Tourism Mart :-

As Tamil Nadu has emerging as the most preferred tourist destination in country it has been maintaining all destinations in a spic and span condition. To promote the tourism sector in both domestic and international, a tourism mart was planned during Dec-2015, but due to assembly elections and the IATO convention, it did not happen. Now it has been decided to conduct Tourism Mart of Tamil Nadu on May 20th, 21st and 22nd in Chennai. It will bring together all Tourism Stake holders of Tamil Nadu and other Government Department like Art,

Culture, Handloom and Handicraft etc. TTDC will be the nodal agency for making necessary arrangements and the Tourism Department will take lead in collaborating with all National and international Tourism Stake holders, like all States and Union Territories in India, Airlines, Hotel Associations, Tour operators and Travel Trade Associations, IATO, IHHA, IHA and Travel media. Shortly after pongal, we will call expression of interest from event management agencies to make on organization structure and plan and successfully conducting the first Tourist Mart of Tamil Nadu.

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