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PRESS RELEASE

Tourism Minister opens Kerala's pavilion at TTF Chennai



Thiruvananthapuram, Jan 24: Kerala Tourism Minister Shri Kadakampally Surendran today inaugurated State Tourism's pavilion at Travel and Tourism Fair in Chennai (TTF Chennai), one of India's leading tourism fairs that showcases a wide range of products and services from the country and Abroad.

Kerala Tourism's 80-sq m pavilion, which became an instant hit, displays an alluring array of products against an aesthetically designed backdrop based on the state's widely appreciated theme "Human by nature."



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“We are bringing the best of Kerala in one of country’s major tourism and travel fairs. I am sure that our unrivalled products will elicit keen response from buyers and result in mutually beneficial business deals and tie-ups”, said Shri Surendran.

State Tourism Secretary Smt Rani George IAS, who was present on the occasion, said Kerala’s participation at TTF Chennai was part of the strong marketing pitch being mounted by the state in partnership with the industry.

As many as 16 trade partners from the state are showcasing their products at the three-day fair.

At the beginning of this year Kerala had participated in South Asia’s leading travel show SATTE, from January 8-10 in Delhi by taking 200 sq mt space.

The second phase of the National Partnership round has also started covering Hyderabad (21 January), Visakhapatnam (23 January), Kolkata (28 January), Guwahati (30 January), Amritsar (11 February), Chandigarh (13 February), Delhi (18 February), Jaipur (20 February), Bengaluru (03 March) and Chennai (05 March 2020).

TTF Chennai provides an annual opportunity for tourism industry from India and abroad to showcase their products and services, bringing together tour-operators, travel agents, hoteliers and airlines to share information and make national and international travel plans.

The participants at the fair are Breakout Hotels And Resorts, Clouds Valley Munnar, Great Escapes, Cochin, Haritagiri Hotel, Hotel Yuvarani Residency, Indian Impressions, KSA Tours and Travels, KTDC, Parakkat Nature Hotels And Resorts, Renai Hotels And Resorts, Rudra Leisure Services Pvt Ltd, Sagara Beach Resort, Spice Country Group Of Resorts, Munnar Spiceland Holidays, The Elephant Court – Thekkady and The Quilon Beach Hotel.