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TOURISM MINISTER OPENS KERALA'S PAVILION AT TTF CHENNAI

Kerala Tourism Minister Kadamampally Surendran inaugurated the State Tourism's pavilion at the recently-held 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, displayed an alluring array of products against an aesthetically designed backdrop based on the State's widely-appreciated theme 'Human by Nature.'

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

Rani George IAS, Secretary, Tourism, who was present on the occa-



sion, 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 Kerala showcased their products at the three-day fair.

Kerala also participated in South Asia's leading travel show SATTE held from January 8-10 in New Delhi by setting up a 200-sq. m. pavilion.

TTF Chennai provides an annual opportunity for tourism industry

from India and abroad to showcase their products and services.

The participants at the fair were Breakout Hotels and Resorts; Clouds Valley; Great Escapes; Hotel Hari-tagiri; 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; Spiceland Holidays; The Elephant Court and The Quilon Beach Hotel.