

For Your Information.....

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Travel and Tourism fair a hit

Chennai: The Travel and Tourism Fair (TTF) received an overwhelming response from the public. Many who visited the fair made a last-minute rush to finalise their plans ranging from holiday trips to Srinagar to rejuvenation camps, trekking, cultural or temple trail, as the curtains to the fair came down on Sunday. Over 9,000 persons visited the fair.

While Kerala tourism department promoted ecotourism and spa-tourism products, Gujarat showcased the grandeur of its culture. Many tourism offices and tour operators including Star Cruise were flooded with bookings from people who visited their stalls. A large number of tourism pavilions had offered the visitors a plethora of opportunities to select holiday destinations suiting their budget from places across India and Nepal. The IRCTC Ltd that had put up its pavilion did a brisk sale of railway timetable apart from holiday packages.

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Seven more Travel and Tourism Fair roadshows planned

Special Correspondent

CHENNAI: Enthused by the response to the 75th edition of Travel and Tourism Fair (TTF), Fairfest Media will conduct seven more roadshows in the next seven months across the country, said its Executive Director G. Ibrahim on Sunday.

Talking to reporters, he said "the number of visitors could have been more but for the rain. Till the end of second day, we received over 5,500 people and we expect to close this show with 9,000 people, including 1,200 trade visitors." According to him, the TTF will conduct its next roadshow in Bangalore from January 15 to 17, followed by Mumbai and New Delhi during February. In July/August, the road shows will be held in Hyderabad, Kolkata, Ahmedabad and Surat. TTF Chennai 2010 had over 125 participants from all over the country, including repre-

sentations from 16 states.

V. Suresh of Good Governance India Foundation presented awards to State Tourism Corporations and tour operators at the valedictory session. Kerala Tourism and J&K Tourism bagged group participation awards and Bihar Tourism secured most promising pilgrimage destination award. Special recognition award was given to Indian Railways and Best pavilion decoration awards went to Karnataka Tourism and Tourism Corporation of Gujarat. Best booth decoration award was bagged by Green Woods.

Lila Bahadur Baniya, Manager, Sustainable Tourism Development Unit, Nepal Tourism Board, said that to tap the tourists from Southern states a private airliner would commence its operations from Bangalore via New Delhi to Kathmandu during May/June this year.

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சென்னையில் பயண சுற்றுலா கண்காட்சி

கேரளாவுக்கு விருது வழங்கப்பட்டது

சென்னை, ஜன.11- சென்னையில் 75-வது இந்திய பயணம் மற்றும் சுற்றுலா கண்காட்சி சென்னை எழும்பூரில் உள்ள ரர்ஜா முத்தையா மற்றும் ராணி மெய்யம்மை அரங்கில் கடந்த 8-ந் தேதி தொடங்கியது. இதில் தமிழ்நாடு, கேரளா உள்பட 16 மாநிலங்களை சேர்ந்த 125 அரங்குகள் அமைக்கப்பட்டிருந்தன

பல அரங்குகளில் சிறந்த ஓட்டல்கள் இடம் பெற்றிருந்தன.

கண்காட்சி நிறைவு விழா நேற்று நடைபெற்றது. கண்காட்சியில் குழு பங்கேற்பு விருதுகேரள சுற்றுலாத்துறை மற்றும் ஜம்மு-காஷ்மீர் சுற்றுலாத்துறைக்கு வழங்கப்பட்டது. இந்தியா, தமிழகம், கர்நாடகம், பீகார், நேபாளம் ஆகியவற்றை சேர்ந்த சுற்றுலாத்துறைகள், இந்திய ரெயில்வே துறை உள்பட 10 நிறுவனங்களுக்கு விருது வழங்கப்பட்டது. விருதுகளை இந்தியா பவுண்டேசன் நிறு

வன ஆலோசகர் வி.சுரேஷ் வழங்கினார்.

நேபாள சுற்றுலாத்துறை மேலாளர் லிலா பக்தூர் பன்யா கூறுகையில், இந்தியாவில் இருந்து நேபாளத்திற்கு 57 விமானம் வந்து செல்கிறது என்றும், பெங்களூரில் இருந்து காட்மாண்டு வழியாக நேபாளத்திற்கு புதிதாக விமானம் (ஸ்பைஸ் ஜெட்) விடப்பட உள்ளது என்றும் தெரிவித்தார்.

விழாவில் பேர் பெஸ்ட் மீடியா சார்பில் ராஜீவ் அகர்வால், ஜி.இப்ராகிம் உள்பட பலர் கலந்து கொண்டனர்.

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Kashmir invites TN tourists to visit this summer

V Ayyappan | TNN

Chennai: Jammu and Kashmir seems to be turning adversities into opportunities as the state's travel and tour operators are showcasing Kargil battlefields in addition to the well-known tourist spots like Srinagar, Gulmarg, and Pahalgam to attract more tourists from south India.

Undaunted by sporadic terror attacks Jammu and Kashmir Tourism has launched an aggressive promotion to lure tourists from Tamil Nadu. Presently, Kashmir receives major-

ity of its domestic tourists from West Bengal, Gujarat, Maharashtra and Karnataka.

"We have started to receive tourists from Kerala and parts of Tamil Nadu. A big group travelled from Coimbatore recently. So, we want to attract more tourists from Tamil Nadu this year and make it one of the prime source markets for domestic tourist arrivals in Jammu and Kashmir. Most of our tourism activities are done by private firms," said Javed Amin, regional director (south and west) J&K Tourism.

Around 23 travel agents from Jammu, Kashmir and Ladakh participated in the three-day Travel and Tourism Fair (TTF) here ending Sunday. J&K tourism also re-

ceived the award for best group participation. Kargil tours start from May when the roads are opened after the winter.

Vaishno Devi and Amarnath continue to be the biggest attraction for domestic tourists. "We are also developing new areas like Sonmarg, Yusmarj, Kokarnath



IN DEMAND: The Pangong lake in Ladakh is 134 km long and extends from India to China

belt. The government has also formed 20 tourism development authorities across the state to develop destinations," said Javed Amin.

Travel agents who have come from Jammu and Kashmir are optimistic about getting tourists from Chennai and other parts of Tamil Nadu even though a brief holiday to J&K may be more expensive than a trip to Thailand or Malaysia for Chennaiites.

"It's expensive but many want to visit Kashmir, Jammu and Ladakh at least once. And those who have visited before are coming back. This works to our advantage," said Madni Ashiq, a tour operator.

"Terrorism and violence are only sporadic. Things have improved," said Amin.

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Tourism expo ushers in holiday mood

Visitors have a range of packages to locations across the country

Staff Reporter

CHENNAI: Summer vacation season is still a few months away. But, the mood to unwind has already set in at the 75th edition of Travel and Tourism Fair that opened at Rajah Muthiah Hall, Egmore, on Friday.

From the snow-covered peaks of Jammu and Kashmir, vibrant Gujarat to coastal Kerala, visitors have a range of packages to tourist locations across the country to choose from. The three-day expo, inaugurated by Tourism Minister N. Suresh Rajan, has over 125 stalls from over 16 States. There are also some stalls offering trips abroad, including to China and Nepal.

Those who plan a theme-based holiday can choose from an array of packages, including heritage sites, ecotourism, nature treks, adventure trips and refreshing spas, which come with alluring discounts.

Visitors are provided information about the destinations at the stalls through the display of colourful pictures and presentations on LCDs. Many exhibitors from the hotel industry have also featured their packages



LOT IN STORE: A family being explained about tourist packages, at the Travel and Tourism Fair which opened in Chennai on Friday. — PHOTO: R. RAVINDRAN

targeting business travellers.

Besides travel guides and tour pamphlets, visitors could also pick up railway time tables and check on tourism magazines and other needs such as foldable tables. Kerala Tourism dominates the expo with over 55 compa-

nies putting up stalls and offering different types of packages. The concept of home stay in Kerala at affordable cost is also being promoted.

Chairman of Fairfest Media Limited Sanjiv Agarwal said the exhibition was

being organised in the city for over a decade now. This is the best time to travel across the globe as the prices have dropped. On an average, a person travels twice a year and the budget per trip is Rs.16,000. Nearly 78 per cent of them travel during sum-

mer, according to a survey conducted among 1,500 visitors last year.

At least half of the exhibitors are from the government sector.

Free gifts are given to those who visit with their family, he said.