TOURISM, CULTURE AND SPECIAL INITIATIVES DEPARTMENT

TOURISM

POLICY NOTE
2026 – 2027

DEMAND No. 29

S. RAJESH KUMAR
Minister For Tourism

©
Government of Tamil Nadu
2026

Tourism

Demand No.29

Policy Note 2026-2027

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TOURISM, CULTURE AND SPECIAL INITIATIVES DEPARTMENT

Demand No.29

TOURISM

POLICY NOTE 2026-2027

1. Introduction

Tourism is one of the world's largest and most dynamic sectors, encompassing the activities of people travelling to and staying in places outside their usual environment for leisure, business, health, education or other purposes. It is a multidimensional phenomenon that touches virtually every aspect of human society from economics and culture to the environment and international relations.

Tamil Nadu stands as one of India's most vibrant and historically rich tourism destination. Blessed with over 46,000 temples, 1,070 km of

coastline, misty hill stations, wildlife sanctuaries and a living classical culture, it draws travellers seeking heritage, spirituality, nature and wellness. A land of cultural and religious heritage, Tamil Nadu is one of the leading States in India's tourism industry.

2. History of Tourism

Tourism is not a modern invention. Its roots stretch back to antiquity. In ancient times, the Greeks and Romans travelled to religious sites, festivals and the Olympic Games. Wealthy Romans vacationed at coastal resorts. Commercial aviation after World War II transformed tourism from a privilege of the few into a global mass industry.

3. Key Components of Tourism

Tourism is powered by a complex ecosystem of interconnected sectors that seamlessly work together to shape the traveller

experience. Facilitating these journeys is the travel trade, comprising tour operators, travel agents and online travel aggregators that package and distribute services. Meanwhile, destination management structures the entire experience through tourism boards and Government bodies, while modern technology and Destination Management Organisations (DMOs) optimize operations and planning via advanced booking platforms and intuitive Travel Apps.

4. Economic Significance of Tourism

Tourism is a cornerstone of the global economy. It is one of the top three export categories for most countries in the world which directly and indirectly supports hundreds of millions of jobs globally. In many developing nations, tourism accounts for a significant share of GDP and foreign exchange earnings. Tourism stimulates investment in infrastructures of

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airports, roads, hotels that benefits entire communities.

5. Social & Cultural Impact of Tourism

Tourism creates meaningful bridges between people and civilizations. It fosters cross cultural understanding and tolerance by exposing travellers to different lifestyles, languages and worldviews. It preserves cultural heritage, protect historical sites, traditional arts and indigenous practices. While the commercialization of cultural tourism carries the risk of commodification, it equally creates opportunities for sustainable exchange, where genuine traditions are celebrated and economically supported by the global audience.

6. Tourism in the Modern Era

The 21st century has reshaped tourism in profound ways, starting with a remarkable post-COVID recovery after the pandemic caused

the most severe disruption in tourism history with international arrivals since rebounding strongly. This era has also witnessed the rise of the experience economy, as modern travellers increasingly seek authentic, immersive experiences over passive sightseeing. On the technological front, artificial intelligence is transforming trip planning, personalization, language translation and customer service in hospitality.

7. Tourism in India

India is a captivating tourist destination renowned for its rich cultural heritage, historical landmarks and diverse natural landscapes. From the snow-capped peaks of the Himalayas in the north to the spice-scented backwaters of the south, the country offers an array of unique experiences. The lush tea plantations of the east, the wildlife-rich national parks and sanctuaries of the west and the pristine beaches

along its extensive coastline further enhance India's appeal, making it a destination that attracts travellers from around the world.

Tourism plays a vital role in driving economic growth by supporting allied sectors such as hospitality, transportation, retail and entertainment. It generates employment opportunities, encourages investment and promotes the development of infrastructure across regions. The effective integration of accommodation, transport services, dining experiences and recreational activities enhances the overall visitor experience, reinforcing India’s position as a leading destination in the global travel and tourism industry.

India's tourism sector continues to be a key driver of economic growth, offering a wide spectrum of specialized travel experiences such as adventure tourism, wellness centres, medical tourism, Meetings, Incentives, Conventions and

Exhibitions (MICE), eco-tourism, film tourism, rural tourism and spiritual journeys.

India's Travel and Tourism sector is projected to hit an economic contribution of over INR 22 trillion, emerging as the world's eighth largest tourism economy. By 2034, the sector's GDP contribution is expected to reach INR 43.25 trillion, ultimately supporting up to 64 million jobs across the country.

- India's travel and tourism sector is projected past **INR** 22 trillion - the world's eighth largest tourism economy - reaching **INR** 43.25 trillion and 64 million jobs by **2034**.

According to the India Tourism Data Compendium Report 2025 published by the Ministry of Tourism, Government of India, the country's tourism sector continued its upward trajectory in 2024. Foreign tourist arrivals increased from 9.52 million in 2023 to 9.95 million in 2024, reflecting a steady growth in international travel. Similarly, domestic tourist visits rose significantly from 2,508.81 million in 2023 to 2,948.19 million in 2024.

- India's foreign tourist arrivals rose from 9.52 million in **2023** to 9.95 million in **2024**; domestic visits from 2,508.81 million to 2,948.19 million (India Tourism Data Compendium **2025**).

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8. Tourism in Tamil Nadu

Every dawn in Tamil Nadu unfolds with breathtaking beauty, as the sun's golden rays shimmer across the restless waves of its vast coastline. Mist-laden mountains beckon adventurers and trekkers to explore their hidden trails and scenic wonders, while powerful waterfalls cascade with vibrant energy, echoing the rhythm of the land. This wide variety of natural and cultural sites caters to different types of travellers, making Tamil Nadu a versatile and highly appealing destination for tourists.

The Tourism offerings in Tamil Nadu comprises of

- 7 UNESCO World Heritage Sites namely,
    i. Group of Monuments at Mamallapuram

- Seven **UNESCO** World Heritage Sites: Mamallapuram, the Brihadeeswarar Temple at Thanjavur, Gangaikonda Cholapuram, the Airavatheeswarar Temple at Darasuram, the Nilgiris Mountain Railway, the Western Ghats (natural) and Gingee Fort.

ii. Brihadeeswarar Temple at Thanjavur
iii. Gangaikonda Cholapuram at Ariyalur
iv. Airavatheeswarar Temple at Darasuram
v. Nilgiris Mountain Railway
vi. Western Ghats (Nature category)
vii. Gingee Fort.

- Tamil Nadu is a heaven for wildlife, featuring 5 National Parks, 18 Wildlife Sanctuaries, 17 Bird Sanctuaries, 3 Conservation Reserves and 5 Tiger Reserves.

- Wildlife offering: 5 National Parks, 18 Wildlife Sanctuaries, 17 bird sanctuaries, 3 Conservation Reserves and 5 Tiger Reserves.

- The Point Calimere region in Nagapattinam district is internationally recognized as an important bird conservation site, regularly attracting over 1,00,000 migratory water birds.

- Point Calimere in Nagapattinam is an internationally recognised bird conservation site drawing over 1,00,000 migratory water birds.

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- Tamil Nadu has more than 74 Geographical Indication (GI) tagged products spanning agriculture, food items and handicrafts.

- Tamil Nadu's cultural heritage is a vibrant blend of traditional and classical art forms. The State is renowned for its folk arts such as Mayilattam, Karagam, Kavadi, Therukoothu, Thappattam and Oyilattam alongside the classical dance form Bharathanatyam, together creating a rich and expressive cultural tapestry.

- In addition, Tamil Nadu is home to ecologically significant sites like the Pichavaram Mangrove Forest, a popular tourist destination and haven for migratory birds. The Muthupettai Mangrove Forest in Thiruvarur district, spanning around 120 square kilometres is another evergreen ecosystem that

- Tamil Nadu has more than 74 **GI**-tagged products across agriculture, food and handicrafts.

- Folk arts named in the note: Mayilattam, Karagam, Kavadi, Therukoothu, Thappattam and Oyilattam, alongside Bharathanatyam.

- Pichavaram and the Muthupettai mangrove forest - about 120 sq km in Thiruvarur - draw migratory birds, especially between November and January.

attracts a large number of migratory birds, especially between November and January each year.

8.1 Connectivity access for Tourists

Tamil Nadu boasts a well developed and efficient connectivity network with extensive roadways, railways and air routes that facilitate seamless travel across the State. This strong infrastructure enables tourists to conveniently access and explore the diverse attractions of Tamil Nadu with ease and comfort.

8.2 Tamil Nadu Tourism Department

To support and enhance the experience of tourists visiting Tamil Nadu, the Department of Tourism established on 01.04.1971. The Organisation chart provided in Annexure I. The Department of Tourism has 32 District Tourist Offices, a Tourist Office at New Delhi and 12 Tourist Information Centers across the State.

- The Department of Tourism was established on **01.04.1971** and runs 32 district tourist offices, an office at New Delhi and 12 tourist information centres.

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These centers play a key role in providing timely information to visitors and facilitating various tourism development activities in an efficient manner. The details of the Tourist Offices and Tourist Information Centers are provided in Annexure II and Annexure III, respectively.

8.3 Vision

To position Tamil Nadu as one of the top 5 tourism destinations in South East Asia in terms of Tourist Arrivals, World Class Infrastructure and Unique Tourism Experience.

The stated vision is to place Tamil Nadu among the top 5 tourism destinations in South East Asia by arrivals, infrastructure and experience.

8.4 Strategies

- The Tamil Nadu Tourism Department focuses on implementing the Tamil Nadu Tourism Policy 2023 to encourage tourism investments, enhance infrastructure development and promote private sector participation.

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- It actively promotes eco-tourism and culturally sustainable tourism practices while also developing niche segments such as Meetings, Incentives, Conferences and Exhibitions (MICE) tourism.

- The department proposes to organise its own travel mart to boost tourism development and attract investment. In addition, emphasis is placed on capacity building and human resource development for staff, tourist guides, taxi operators and vendors.
- The state actively participates in domestic and international tourism fairs, marketing meets, publicity campaigns and exhibitions to position Tamil Nadu as a preferred destination.
- Furthermore, the department works to strengthen the coordination and collaboration among stakeholders, including travel

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agencies, tour operators and hoteliers to ensure a more integrated tourism ecosystem.

8.5 Objectives of the Department

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

- Create avenues for generating employment in the tourism industry.
- Identify and explore lesser-known tourist places for the promotion of tourism.

9. 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 Tourists visited Tamil Nadu

Year	Domestic Tourists (in lakh)	Foreign Tourists (in lakh)	Total (in lakh)
2022	2185.04	4.07	2189.11
2023	2860.11	11.75	2871.86
2024	3068.42	11.61	3080.03
2025	3629.78	16.87	3646.65

- Tourist visits in **2025**: **3,629.78 lakh** domestic and **16.87 lakh** foreign - **3,646.65 lakh** in all, up from 3,080.03 lakh in **2024**.

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Tourist arrivals increased from 30.80 crore in 2024 to 36.47 Crore in 2025.

- Arrivals rose from **30.80 crore** in **2024** to **36.47 crore** in **2025** - an 18% jump in a single year.

10. Sustainable Development Goals

The United Nations Organisation 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:

i. Development of adventure and eco-camping sites at lesser-known destinations in order to accelerate economic growth and employment opportunities at these locations.

ii. Formulation of the Scheme for the Registration of Tourist Guides to impart quality training and upskill tourist guides, thus enhancing their livelihood opportunities.

iii. The Tamil Nadu Tourism Policy, 2023 aims to increase investment in the tourism sector in Tamil Nadu through a series of strategic interventions, including fiscal and non-fiscal incentives.

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iv. 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.

11. Sustainable Tourism Policy

With roughly 36.47 crore tourist visits in 2025 concentrated in Tamil Nadu, tourism contributes substantially to regional GDP but strains scarce resources and elevates waste generation in ecologically sensitive zones. However, Tamil Nadu is actively weaving sustainability into its tourism framework measures such as plastic bans and community awareness campaigns reflect the state's commitment to minimising its ecological

footprint. By working closely with tour operators, hoteliers and other departments like the Forest Department, the aim is to create a robust tourism ecosystem that prioritises visitor experience and sustainable growth. There is a need for sustainable tourism development which planned reinvestment of tourism receipts for ecological protection, civic infrastructure, visitor management, heritage conservation, community livelihoods and sustainable destination development. A comprehensive 'Sustainable Tourism Policy' will be framed so as to preserve the State's natural resources and ecological balance. By developing environmentally sustainable infrastructure, Tamil Nadu will transform in to a global destination for eco-tourism.

12. Tamil Nadu Special Area Development Authorities Act (SADA), 2026

The ever-growing population explosion, industrialisation, huge-scale infrastructure development, substantial growth of tourism sector are the challenges being faced in the planning of our modern cities. The haphazard and fragmented development of land and buildings causes strain on civic infrastructure and services. Lack of public amenities, environmental degradation and disturbance of ecological balance have adversely affected the sustainable growth of such areas in the field of industry, tourism apart from habitability and the ecosystem. Hence, there is a need to establish dedicated development authorities to handle these types of challenges.

Accordingly, it has been proposed to empower the Government with the power to notify any area as Special Development Area

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and constitute a Special Development Authority for that area under the proposed legislation. In the first instance, it has been proposed to establish Special Area Development Authority for areas such as Mamallapuram and Kanyakumari, considering their historical, ecological and tourism importance. The Special Area Development Authority to be constituted under the proposed legislation will prepare a Special Area Master Plan for the comprehensive and sustainable infrastructure development of those areas and such Authority shall be the planning authority for the Special Development Area concerned with effect from the date of publication of the Special Area Master Plan, to carry out the purposes of the Act.

- The first Special Area Development Authorities are proposed for Mamallapuram and Kanyakumari, each to prepare a Special Area Master Plan and then act as the planning authority.

Tamil Nadu Special Area Development Authorities Bill was passed by Tamil Nadu Legislative Assembly on 23.01.2026.

- The Tamil Nadu Special Area Development Authorities Bill was passed by the Legislative Assembly on **23.01.2026**, empowering Government to notify Special Development Areas.

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13. Tamil Nadu Tourism Policy 2023

The policy is built on the foundational principles of sustainability, inclusivity and innovation, with a focus on showcasing Tamil Nadu's rich cultural heritage, natural beauty and unique tourist attractions. This policy aims to unlock the state's vast tourism potential, generate employment opportunities, facilitate tourism investments and stimulate economic growth in tourism sector.

Further, this policy emphasizes private sector participation for development to transform the tourism of the State considering the changing needs of the tourists.

Tamil Nadu Tourism Policy 2023 aims to attract investments totalling Rs.20,000 lakh crore over the next five years, offering a framework for strategic interventions, appealing incentives and essential regulatory reforms

- The Tamil Nadu Tourism Policy **2023** targets investment over five yea**rs,** built on sustainability, inclusivity and innovation with private sector participation.

designed to facilitate investment and foster private sector involvement in the tourism domain.

14. Tourist Security Organisation

The Tourist Security Organisation functions under this department, providing various services to the tourists. Safety and security are considered pivotal services in determining factors for choosing a tourist destination to visit peacefully. The Organisation was established in Tamil Nadu in 2010, with services operational at five tourist destinations viz., Mamallapuram, Udhagamandalam, Kodaikanal, Rameswaram and Kanniyakumari. In each of the five locations, one Station tourist warden with five Tourist wardens are functioning and their activities are monitored by the Chief Tourist Warden in Chennai. The organisation presently comprises 31 members, all of them are ex-servicemen. The performance of the tourist

- The Tourist Security Organisation, set up in **2010**, works at five destinations - Mamallapuram, Udhagamandalam, Kodaikanal, Rameswaram and Kanniyakumari - with 31 member**s,** all ex-servicemen, under a Chief Tourist Warden at Chennai.

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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.

The objectives of the Organisation are:

- To ensure safe and comfortable travel.
- Provide proper communication support for tourists in their respective local languages to a maximum extent.
- Assistance in locating missing tourists and their belongings.
- First Aid and Hospital assistance.
- Assistance to both domestic and foreign tourists, providing facilitation services as needed.

- Extending assistance during any unforeseen happenings where tourists may face challenges navigating a new environment or crowded areas.

15. Tamil Nadu Medical Value Travel Summit

Medical tourism is a rapidly growing industry, with millions travelling across borders for medical treatment each year. Tamil Nadu has tremendous potential to become a premier medical tourism destination with its extensive network of multi-speciality and super-speciality hospitals that offer world-class medical treatment. Tamil Nadu is emerging as a global medical tourism hub. At World Travel Mart London 2024, Tamil Nadu showcased its medical tourism facilities alongside its cultural heritage and diverse ecosystems.

In the year 2025, Medical Tourism Summit was successfully held on 04.04.2025 & 05.04.2025 at Chennai by Tamil Nadu Tourism Department in association with Health Department and other medical tourism stakeholders. This medical conference was successfully held with the engagement of more than 30 esteemed international delegates and 150 industry stakeholders, bringing together distinguished service providers in the medical field, facilitators, regulatory authorities, medical industry experts and Government officials and infused with specialized medical intelligence and expertise.

- The Medical Value Travel Summit was held at Chennai on 4 and 5 April **2025** with over 30 international delegates and 150 industry stakeholders.

16. Tamil Nadu Global Tourism Summit 2026 (TNGTS)

Tamil Nadu Tourism has successfully conducted the event of Tamil Nadu Global Tourism Summit 2026 (TNGTS) held on 02.02.2026 and 03.02.2026 at Mamallapuram,

Chengalpattu District. TNGTS 2026 has resulted in 127 MoUs (Memorandum of Understanding) involving investments worth Rs.22,795 crore for the state with 66,000 employment opportunities to be generated in Heritage tourism, Adventure tourism, Eco-tourism, Medical Tourism, Campsites and technology driven projects. 'Guidance Tamil Nadu' is the nodal investment promotion agency of the government of Tamil Nadu and has a dedicated Biz Buddy help desk for investors. The Tourism Facilitation Cell will play a key role in providing expeditious services to investors.

The Department of Tourism constituted the Tourism Facilitation Cell within the Department to assist 'Guidance Tamil Nadu' to monitor and promote tourism investment within the state. The Cell works towards investment promotion, facilitation and monitoring of private

- The Tamil Nadu Global Tourism Summit at Mamallapuram on 2-3 February **2026** produced 127 MoUs worth **Rs.22,795 crore**, with 66,000 jobs expected in heritage, adventure, eco, medical and campsite tourism.
- Guidance Tamil Nadu is the State's nodal investment promotion agency, with a Biz Buddy help desk; a Tourism Facilitation Cell in the department monitors summit MoUs and single-window clearance.

sector investment in tourism, including the following:

- Attract and promote fresh investments in the tourism sector.
- Monitor MoUs and projects from Tamil Nadu Global Tourism Summit 2026.
- Facilitate Single Window Clearance in coordination with Guidance Tamil Nadu.
- Provide handholding support to private investors and Public Private Partners (PPP).
- Identify new tourism markets, promotion strategies and investment opportunities.
- Publish periodic progress reports on tourism investment development.

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17. World Tourism Day

Tamil Nadu Tourism celebrates World Tourism Day annually on 27th September with a range of events. These include student contests, cleaning campaigns, dance programmes, lectures and special cultural events. All the districts of Tamil Nadu host events and initiatives to highlight the state's abundant tourism potential.

- World Tourism Day is observed on 27 September with events in every district.

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

Established on 1st October 1981, the State Institute of Hotel Management and Catering Technology in Thuvakudi, Thiruchirappalli district, formerly known as the Food Craft Institute is registered as a society under the Registration of Societies Act 1975. This institution offers a diverse range of hospitality

- The State Institute of Hotel Management and Catering Technology at Thuvakudi, Tiruchirappalli - formerly the Food Craft Institute - was established on 1 October **1981** and is registered under the Registration of Societies Act **1975**.

programmes, including a comprehensive three-year B.Sc. in Hospitality and Hotel Administration. Additionally, it provides intensive one-and-a-half-year diploma courses alongside shorter craft courses, both covering specialized tracks in food production, food and beverage service, housekeeping and bakery and confectionery.

Students Admission details

Sl. No	Details	Academic Year		
		2023-2024	2024-2025	2025-2026
1	B.Sc. (Hospitality & Hotel Administration)	204	218	218
2	Diploma in Food Production	120	112	110
3	Diploma in Bakery and Confectionery	37	31	22

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4	Craft Course in Food Production and Patisserie	82	54	42
	Total	**443**	**415**	**392**

Apart from its regular courses, the institute conducts Government of India sponsored programmes such as "Hunar Se Rozgar Tak" (HSRT), having organized 85 events during the academic year 2024-2025 to training students in hotel administration. In recognition of these efforts, the Department of Tourism, Government of Tamil Nadu, awarded the institute the Silver Tourism Award 2024 for an educational institution in tourism and hospitality.

- The institute runs the Centrally sponsored Hunar Se Rozgar Tak programme, holding 85 events in **2024-25**.

19. Tamil Nadu Tourism Awards

The Department of Tourism, Government of Tamil Nadu has presented the Tamil Nadu Tourism Awards to various tourism stakeholders. Totally 38 awards are awarded to encourage

- 38 Tamil Nadu Tourism Awards are given across 15 categories to tour operator**s,** airlines, accommodation units, restaurants, guides and other enterprises.

tourism entrepreneurs and potential tourism stakeholders operating tourism related activities in the state. These awards were presented for 15 different categories which include various stakeholders like tour operators, airlines, accommodation units, restaurant, guides and other tourism enterprises contributing positively to the promotion of tourism in the state.

20. Awards received by Tamil Nadu Tourism Department

Karaikudi has won the Golden Banyan Award for Best Heritage Site at THE WEEK HERITAGE AWARDS 2025 held in New Delhi on 13.09.2025.

- Karaikudi won the Golden Banyan Award for Best Heritage Site at The Week Heritage Awards **2025** in New Delhi on **13.09.2025**.

21. Fairs and Festivals

Tamil Nadu is home to a diverse range of customs, traditions and cultures. Throughout the year, the Tourism Department plans and stages a number of fairs and festivals that highlight the

State's rich cultural heritage, elaborate artwork, architectural marvels, traditional crafts and genuine cuisine.

21.1. Indian Dance Festival

The month-long Indian Dance Festival at Mamallapuram runs from December to January, drawing classical dancers from across the country.

Every year, in December to January, Mamallapuram hosts the well known "Indian Dance Festival". To present a vast array of Indian dance styles, this month-long event attracts professional classical dancers from all around the nation. Thousands of visitors from both domestic and foreign countries swarm this historic town each year to take in this magnificent celebration.

21.2 Tamil Nadu International Hot Air Balloon Festival

Tamil Nadu International Hot Air Balloon Festival has grown into a prestigious international event, marking its place as one of South India’s premier tourism attractions. It

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remains the only festival of its kind consistently hosted by a state in India. Tamil Nadu International Hot Air Balloon Festival, organized with the support of the Department of Tourism. This festival has elevated further, with an even larger global participation and enhanced experiences for visitors. Colourful hot air balloons from various countries adorned the sky. The festivities continued with a three-day shopping expo offering an array of handcrafted souvenirs complemented by a dedicated kids' gaming space and live musicals in the evening.

- The Tamil Nadu International Hot Air Balloon Festival is the only festival of its kind consistently hosted by a State in India.

21.3 Tamil Nadu International Kite Festival

The Department of Tourism is taking various initiatives to promote Tamil Nadu as one of prime Tourism destination. In this aspect Tamil Nadu Tourism Department has participated in the "Tamil Nadu International Kite Festival" held at Thiruvidanthai near Mamallapuram in which 3D Inflated Kites were

- The International Kite Festival is held at Thiruvidanthai near Mamallapuram, with 3D inflated kites over the coast.

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flying in the coastal region drawing both domestic and foreign tourists. This edition aims to deliver an immersive experience for attendees, complemented by kids games, food court, musical DJ concerts in collaboration with private partners. It has now become a prominent fixture in the annual calendar. This festival celebrates in a big way and to draw more attraction of domestic and foreign tourists to Mamallapuram in order to promote tourism.

21.4 Summer Festival

During the summer, the Tourism Department organises summer festivals at Udhagamandalam, Kodaikanal, Yercaud, Jawadhu hills and Saral festivals at Courtralam and Suruli falls. 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.

Summer festivals run at Udhagamandalam, Kodaikanal, Yercaud and the Jawadhu hills, with Saral festivals at Courtralam and Suruli falls.

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21.5 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.

21.6 Calendar of Domestic Festival

Tamil Nadu, the "Land of Temples," celebrates its vibrant culture through a series of festivals that are deeply rooted in spirituality, agriculture and ancient traditions. These celebrations are characterized by elaborate rituals, traditional music and a communal spirit that transforms the entire state into a canvas of color and devotion.

Festival Names	Locations	Month
Pongal Festival	All Districts	January
Thiyagarajar Aarathanai Festival	Thiruvaiyaru	January
Jallikkattu Festival	Madurai	January
Summer Festival	Nagapattinam, Yercaud and Tirupathur	May
Summer Festival	Uthagamandalam, Kodaikanal, Cuddalore (Silver Beach), Jawadhu Hill, Kalvarayan Hills	May– June –July
Mango Festival	Krishnagiri	June
ValvilOri Festival	Kolli Hills	July – August
Aadiperukku Festival	Hogenakkal	August
Saaral Festival	Courtralam and Suruli falls	August-September
World Tourism Day	All Districts	September

- The festival calendar includes the Thiyagarajar Aaradhanai at Thiruvaiyaru and Jallikattu at Madurai in January, the Mango Festival at Krishnagiri in June, ValvilOri at Kolli Hills and Aadiperukku at Hogenakkal in August.

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The Great King Raja Raja Cholan, Sathaya Festival	Thanjavur	October
Vaikunda Ekadasi	Srirangam, Thiruchirappalli	December – January
Indian Dance Festival	Mamallapuram	December-January

22. Travel Marts

22.1 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. Organized 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.

Name of Travel Mart / Exhibitions	Locations	Month
SATTE - South Asia's Travel & Tourism Exchange	New Delhi	January
OTM - Outbound Travel Mart	Mumbai	February
TTB - Travel and Tourism Bazaar	Kolkata	February
GITB - Great Indian Travel Bazaar	Jaipur	April
TTF - Travel and Tourism Fair	Hyderabad	July
TTF - Travel and Tourism Fair	Kolkata	July
IITM - India International Travel Mart	Bengaluru	August
IITM - India International Travel Mart	Chennai	August
TTF - Travel and Tourism Fair	Ahmedabad	August – September

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IATO - Indian Association of Tour Operators (Annual Convention)	Odisha	August – September
ITM - India Tourism Mart	New Delhi	September
Paryatan parv	New Delhi	October
IITF - India International Trade Fair	New Delhi	November
India Tourist and Industrial Fair	Chennai	December – March

22.2 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 visit Tamil Nadu Tourism pavilion and hold

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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 Travel Mart	Locations	Month
FITUR -International Tourism Trade Fair	Madrid, Spain	January
ITB - International Tourism Bourse	Berlin, Germany	March
IFTM Top Resa- International French Travel Market	Paris, France	September
JATA -Japan Association of Travel Agents	Osaka, Japan	September
ITB Asia -International Tourism Bourse	Singapore	October
WTM - World Travel Market	London	November

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23. Skill Development at Tourism Department

23.1 Tourist Guide Skill Upgradation Training

The Department of Tourism, Government of Tamil Nadu has issued a scheme for registration for Tourist guides to standardize the quality of services of guides, thereby ensuring a positive experience for tourists visiting Tamil Nadu.

23.2 Skill Development Training programme for Tourism Stakeholders

The State Institute of Hotel Management and Catering Technology (SIHMCT), Thuvakudi, Thiruchirappalli, has been designated as the nodal agency for implementing skill development training programmes in coordination with the District Tourism Officers. The programme is aimed at enhancing the professional skills and competencies of tourism sector stakeholders

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across Tamil Nadu. Under this initiative, 50 training sessions covering 11 courses have been conducted, benefiting a total of 1,643 participants.

23.3 Skill Development on Tourism Hospitality

The Tamil Nadu Tourism Department is planning to collaborate with the Tamil Nadu Skill Development Corporation to introduce a tourism hospitality skill development and certification programme.

24. Tamil Nadu Tourism Destination Development Schemes

Under the "Tamil Nadu Tourism Destination Development Schemes" which is to identify and develop tourist destinations/attractions in the State, the

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following ongoing scheme works were sanctioned in 2025-2026:

Sl. No.	Name of the work	Amount (Rs. in lakh)
1.	Development of Avadhanapatti Lake in Krishnagiri District, Punkanur Lake in Yelagiri Hills in Tirupathur District and boat club and other tourism works in Thamaraikkulam Lake in Tiruvannamalai District.	287.00
2.	Preparation of a detailed project report to create tourism infrastructure facilities in Tiruppur Amaravathi Dam area, Coimbatore Aliyar Dam area, Erode Bhavanisagar Dam area, Salem Mettur Dam area, Krishnagiri Dam area and Theni Vaigai Dam area.	200.00
3.	Development of Tharangambadi in Mayiladuthurai District as a	300.00

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	cultural heritage town, by providing necessary tourist amenities.	
4.	Development of Manimutharu dam in Tirunelveli District as an Eco-tourism destination with adventure tourism activities, Bio-diversity Park and other amenities.	359.20
5.	Provision of Infrastructure facilities for the development of the tourist attractions at Pullaveli Falls, Kottuwarai Falls and Nanganjiyaru dam area in Dindigul District and Puliancholai Falls in Thiruchirappalli District.	553.00
6.	Provision of Infrastructure facilities at Kutladambatti Falls in Madurai District.	293.00
7.	Improved facilities in tourist destinations of Yercaud and Poolampatti (Cauvery Reservoir) in Salem district, such as a parking facility, cafeteria, roundabout	1120.74

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	renovation, footpath and information center.	
8.	Provision of various facilities at Servarayan Hills in Salem District.	356.00
9.	Tourism infrastructure facilities such as basic facilities, lighting facilities, parking, signages, seating facilities, shade tents and children's play areas near Veeranam Lake and Pichavaram in Cuddalore district on the Coastal Trail.	808.50
10.	Provision of improved parking area and better infrastructure facilities for the convenience of tourists in major tourist destinations of The Nilgiris District.	1850.00
11.	Tourism development works will be carried out in Yelagiri, Tirupattur district with a view to improving nature trails.	902.50
12.	Preparation of a detailed project report to create additional tourism	1105.26

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	infrastructure facilities in the historic town of Poompuhar in Mayiladuthurai district on the Chola Trail.	
13.	Basic infrastructure facilities in Kallakurichi district, Kalvarayan hill area, Gomukhi Dam, Manimutha Dam and Karumandurai Fruit Farm Lake in Salem district.	872.60
14.	Creation of world class tourism facilities in collaboration with private players in districts like Kanchipuram,Tiruvannamalai, Nagapattinam, Karur and Madurai.	857.00
15.	To promote lesser-known tourist destinations.	5930.45
16.	The Kalaignar Centenary Jallikattu Arena Centre with attractions showcasing rich history, culture and arts of ancient Tamil Civilization including folk arts, sculptures, handlooms and handicrafts and native flora.	1741.00

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25. Projects completed during 2025-2026

The following tourism infrastructure projects were completed during the year 2025-2026

- Gundar Dam, Tenkasi District - Established adventure and eco-camping sites at an estimated cost of Rs.1.50 crore.
- Muthukuda Beach, Pudukottai District - Developed as a tourist destination at an estimated cost of Rs.3.06 crore.
- Poondi Dam, Thiruvallur District - Developed as a tourist destination at an estimated cost of Rs.3.00 crore.
- Sanjeevirayan Hills, Vellore District - Constructed a new viewpoint at an estimated cost of Rs.1.00 crore.
- Honey Bee Horticulture Park and Ecological Park, Jawadhu Hills – A viewpoint developed at an estimated cost of Rs.95.00 lakh.

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- Kazhugumalai, Thoothukudi District – Provided basic tourist infrastructure at an estimated cost of Rs.1.80 crore.
- Vijayapathy, Tirunelveli District – Provided basic tourist infrastructure at an estimated cost of Rs.99.70 Lakh.
- Ullada, Nilgiris District - Village tourism developed at an estimated cost of Rs.1.09 crore.

26. Government of India Assisted Schemes

26.1 Challenge Based Destination Development (CBDD) Sub Scheme under Swadesh Darshan 2.0

The Ministry of Tourism, Government of India has approved Rs.20.01 crore for Spiritual Tourism - Iconic Transformation of Rameswaram under CBDD Scheme. The works are in progress.

- The Centre has approved **Rs.20.01** crore for the iconic transformation of Rameswaram as a spiritual tourism destination under the Challenge Based Destination Development sub-scheme of Swadesh Darshan 2.0.

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26.2 Special Assistance to State for Capital Investment Scheme 2024-2025 (SASCI)

The Ministry of Tourism, Government of India has approved Rs.99.67 crore for the "Development of Nandavanam Heritage Park, Thiruvidanthai near Mamallapuram" and Rs.70.23 crore for the "Development of Eco Park" at Race course, Ooty. The works are in progress.

- Under **SASCI 2024-25** the Centre approved **Rs.99.67 crore** for the Nandavanam Heritage Park at Thiruvidanthai and **Rs.70.23 crore** for an Eco Park at the Ooty race course.

26.3 PRASHAD Scheme

The Ministry of Tourism, Government of India has introduced the PRASHAD scheme (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) to enhance tourism infrastructure in the identified pilgrimage destinations. Under the PRASHAD Scheme, the project "Development of 8 Navagraha Temples in Tamil Nadu" has been sanctioned at a cost of Rs.40.94 crore.

- Under the **PRASHAD** scheme - Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive - the development of 8 Navagraha temples has been sanctioned at **Rs.40.94** crore.

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27. Tourism Promotion and Publicity

For the promotion of Tamil Nadu Tourism, advertisements were released through RSRTC Tickets - Rajasthan, Train Display Board in Jan Shatabdi, LED screens in Kerala and Mumbai, display of Tamil Nadu Tourism advertisements on the exterior surface of Railway coaches through vinyl wrapping and digital screen advertisements placed inside the Delhi Metro train on the Pink Line-7.

For the promotion of Tamil Nadu Tourism, sponsorship support was provided for the International Kite Festival at Buriram, Thailand, Tamil Nadu Balloon Safari at Pollachi and Chennaiyil Sangeeth Utsav Season-4.

For the promotion of Tamil Nadu Tourism, Information Plaques and Standardized Signages were provided at selected tourist places.

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For the promotion of Tamil Nadu Tourism, documentary videos of 30 minutes duration were produced covering Vellore, Jawadhu, Gingee, Villupuram, Tharangambadi, Coimbatore, Madurai, Thoothukudi, Nagapattinam, Thanjavur and Karur.

28. Coffee Table Books of Tourism Department

- Fairs & Festivals - Traditional Customs and Ancient Cultures of Tamil Nadu
- Forts of Tamil Nadu - A Walk Through
- Wildlife of Tamil Nadu Discover the Natural wonders of the State – Journey into the wild.

29. Tourism Operator Registration System

The Tourism Operator Registration System has been developed as a one-stop solution for the registration of Tourism Operators in the State. With the aim of making tourism safe,

- The Tourism Operator Registration System is a single online window for registering tourism operators, reflecting the shift from destination-based to experience-based tourism.

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accessible and sustainable for all stakeholders by streamlining and standardising tourism activities, a stakeholder-friendly and transparent online process has been formulated. The tourism sector in Tamil Nadu has been highly responsive to the evolving needs of tourists through the introduction of new tourism products and the development of unique destinations, with the industry witnessing a shift from destination-based tourism to experience-based tourism, resulting in the growth of niche tourism sectors.

29.1 Homestay / Bed & Breakfast Establishments

The Department of Tourism has issued registration guidelines to standardise homestay and Bed & Breakfast accommodations across Tamil Nadu, classifying them as Silver or Gold categories.

- Homestays and Bed and Breakfast establishments are registered and classified as Silver or Gold under departmental guidelines.

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29.2 Camping Operators

The Department has released guidelines to accredit camping operators and ensure safe, eco-friendly camping experiences. The camping operator must own the land or hold a valid lease agreement for atleast 3 years from the date of application and tents must be pitched with a minimum gap of 10 feet between two tents, with proper bottom and side sealing if pitched directly on the ground. Emergency preparedness is mandatory - the campsite must maintain the contact list of the nearest hospitals, doctors and ambulance providers at all times, with GPS coordinates of the access point shared with emergency services.

29.3 Adventure Tourism Operators

The Department mandates compulsory registration for all Adventure Tourism Operators to standardise quality and ensure safety. The

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guidelines aim to standardise the operations of all types of Air, Water and Land Adventure Tourism Operators in Tamil Nadu.

29.4 Caravan Park / Caravan Tour Operators

The Department has introduced a registration framework to regulate and promote the emerging caravan tourism concept in Tamil Nadu. Registration is compulsory for all Caravan Tour Operators and Caravan Park Operators in the State and Caravan Parks can be standalone or hybrid in nature. Infrastructure standards are clearly defined — the Caravan Park must be designed so that all caravans parked have easy access to electricity and water connections, sewage outlets and provision for wheelchair accessibility.

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29.5 Tour Operators / Travel Agents / Tourism Transport Operators

The Government has carefully considered the subject and issued guidelines for registration of Tour Operators, Travel Agents and Tourist Transport Operators as part of the unified Tourism Operator Registration System to bring professionalism, accountability and consumer protection across the tourism supply chain. This accreditation ensures that operators adhere to ethical practices, maintain service reliability and operate within a transparent regulatory framework established by the Department.

29.6 Registration & Skill Upgradation Programme for Tourist Guides

The Department has established a comprehensive scheme for registering and upskilling tourist guides to deliver high-quality visitor experiences. Guides are classified as

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General, Expert or Linguist categories based on their qualifications and experience. The Tamil Nadu Tourist Guide Registration Scheme reflects the state's commitment to responsive tourism backed by its abundant natural, cultural and heritage assets, aligning guide services with the evolving needs of both domestic and international tourists. The scheme includes mandatory training, examinations and a Code of Ethics to uphold professional standards.

- Tourist guides are registered as General, Expert or Linguist, with mandatory training, examination and a Code of Ethics.

29.7 Giant / Ferry Wheels

The Department has issued a comprehensive Standard Operating Procedure (SOP) to regulate the installation and operation of giant wheels, ferry wheels and amusement rides. Organisers, amusement park operators and festival committees must obtain prior permission from the respective District Collectors before installing or operating any ride or ferry and all permanent giant wheels must

- An **SOP** regulates giant wheels and amusement rides - prior permission from the District Collector, **ISO** certification within six months, daily inspections, logbooks, trained operators, and a ban on operation during heavy rain, storms or cyclones.

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secure approval from the Department of Tourism and obtain ISO quality certification within six months. The framework mandates daily inspections, logbooks, trained operators and first-aid, firefighting and life-saving gear on-site, with operations banned during heavy rain, storms or cyclones.

30. Challenges and Opportunities

The untapped potential is enormous across several segments:

Agro tourism - Agro tourism is an emerging frontier. Tourism has become a prominent diversification choice for agriculture, offering economic and social benefits that create new opportunities for rural development, while positively influencing the environment, landscape and slowing rural depopulation.

- The note names four untapped segments: agro tourism, **MICE** tourism on Chennai's convention infrastructure, wellness and yoga built on Siddha medicine, and coastal and cruise tourism along the **1,070 km** coast.

MICE (Meetings, Incentives, Conferences and Exhibitions) Tourism — Chennai's expanding convention infrastructure positions Tamil Nadu to capture large-scale international conferences.

Wellness & Yoga Centres — With traditional Siddha medicine and the rising global wellness market needs more development.

Coastal & Cruise Tourism — Tamil Nadu's 1,070 km coastline and emerging port infrastructure offers scope for cruise circuit development.

31. Tamil Nadu Tourism Development Corporation (TTDC)

Set up in 1971, Tamil Nadu Tourism Development Corporation (TTDC) serves as the State's nodal agency for advancing the tourism sector. The Corporation runs a chain of hotels for traveller accommodation, markets an assorted range of tour packages, manages boat

houses and telescope houses and stages a calendar of tourism fairs and festivals across Tamil Nadu. Affordable accommodation for economy travellers is provided through youth hostels situated in popular hill stations such as Ooty, Kodaikanal and Yercaud.

Tamil Nadu Tourism Development Corporation currently operates a diversified portfolio of tourism assets across the State. The Corporation directly manages 27 hotels with a total inventory of 1,445 rooms and has franchised 23 additional hotels. Its hospitality and tourism infrastructure also includes 15 boat houses, 6 standalone restaurants, 4 Aalayam Hotels, 3 telescope houses, a Blue Flag Beach facility and a fleet of 15 vehicles. In addition, Tamil Nadu Tourism Development Corporation offers 126 commercial shops on a rental basis within its premises.

- The Tamil Nadu Tourism Development Corporation directly manages 27 hotels and has franchised 23 more.

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Under the Public-Private Partnership (PPP) and lease mode, Tamil Nadu Tourism Development Corporation has facilitated the operation of two amusement parks at Lake Park and Boat House in Ooty, one amusement park at Kanniyakumari and a floating restaurant at Muttukkadu.

32. Organisational Set-up of Tamil Nadu Tourism Development Corporation

The organisation is headed by the Chairman with the Managing Director responsible for overall executive management. The General Manager, reporting to the Managing Director, oversees the administration and functioning of all departments.

The Chief Financial Officer, Assistant Chief Manager (Hotels), Manager (Administration), Company Secretary, Senior Manager (IT), Manager (Tours), Manager (Transport), Manager

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(Public Relations) and Manager (Fairs) report directly to the General Manager.

The engineering section is headed by the Superintending Engineer, assisted by the Project Engineer. The financial section is headed by the Chief Financial Officer, under whom the Chief Manager (Finance), Senior Manager (Finance), Manager (Accounts), Manager (Audit) and Manager (Finance) are functioning.

33. Financial Performance of Tamil Nadu Tourism Development Corporation

The Corporation's turnover data

Financial Year	Turn Over	Profit	Loss
	Rs. in Crore		
2020-2021	49.11	-	23.25
2021-2022	84.31	-	11.39
2022-2023	185.81	29.99	-
2023-2024	243.31	32.33	-
2024-2025	237.80	37.11	-
2025-2026 (Tentative)	219.19	35.28	-

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34. Hotel Division

The Corporation holds a portfolio of 50 properties, of which 27 hotels are run under its own management while the rest are leased out. To keep pace with the steadily rising expectations of visitors, a range of bold and innovative measures are being put in place to lift the guest experience and meet prevailing industry standards. During 2025-2026 the rental income of rooms yielded revenue of Rs.68.09 crore together with a profit of Rs.20.88 crore. The hospitality network was further reinforced with the opening of Hotel Tamil Nadu, Chidambaram on 02.02.2026, broadening the supply of quality lodging for pilgrims and tourists who travel to Chidambaram.

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34.1 Amuthagam – Food and Beverage Vertical

During 2022, Tamil Nadu Tourism Development Corporation established a dedicated Food and Beverage (F&B) vertical under the brand name "Amuthagam" to strengthen its focus on the restaurant business. The creation of this separate vertical enables closer monitoring of performance indicators, facilitating informed decision-making, enhanced operational efficiency and improved commercial performance.

Through this vertical Tamil Nadu Tourism Development Corporation ran 30 restaurants in 2025-2026, earning revenue of Rs.38.32 crore and a profit of Rs.9.19 crore.

34.2 Quick Bites

Tamil Nadu Tourism Development Corporation has also set up a quick-service food

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chain under the "Quick Bites" brand, with the aim of placing high-quality fast-food counters at leading tourist spots and boat houses including Blue Flag Beach, Kovalam and Kodaikanal.

In 2025-2026, Quick Bites recorded revenue of Rs.12.51 crore and a profit of Rs.3.00 crore.

34.3 Aalayam

Under the "Aalayam" brand, Tamil Nadu Tourism Development Corporation operates and maintains pilgrim rest houses constructed and owned by the Hindu Religious and Charitable Endowments (HR&CE) Department at Rameswaram, Tiruvannamalai, Kancheepuram and Thiruchendur. These facilities are managed on a 50:50 profit-sharing basis with the HR&CE Department.

- Aalayam rest houses run on a 50:50 profit-sharing basis with **HR**&**CE**; they earned **Rs.18.45 crore** and a profit of **Rs.9.23 crore** in **2025-26**, serving over **3.14 lakh** devotees.

During 2025–2026, the Aalayam rest houses generated a revenue of Rs.18.45 crore

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and recorded a profit of Rs.9.23 crore, while providing accommodation and related services to more than 3.14 lakh devotees.

34.4 Training Initiatives

Tamil Nadu Tourism Development Corporation regularly arranges skill-enhancement training for staff across every division.

In 2025-2026, a professional agency delivered in-house sessions in food and beverage production, housekeeping and front-office work in a phased manner at a cost of Rs.4.25 lakh, with the goal of improving the taste and quality of food as well as service standards in Tamil Nadu Tourism Development Corporation hotels. Separately, seven-day training programmes for chefs were conducted in phases by the State Institute of Hotel Management and Catering Technology (SIHMCT), Thuvakudi, Thiruchirappalli for the

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Madurai and Trichy region hotels at a cost of Rs.3.24 lakh.

In addition, training was imparted to 263 registered tourist guides through the Department of Tourism to promote better tourist experience.

With financial assistance from the Government of Tamil Nadu, 50 training batches were conducted across Madurai, Mamallapuram, Thiruchirappalli, Thanjavur, Kodaikanal, Kanniyakumari and Yercaud, covering areas such as tour guiding, tourist-friendly services, home stay management, responsible tourism, soft skills, food safety and life guard training.

34.5 Boat Houses

Tamil Nadu Tourism Development Corporation boat houses give visitors a tranquil escape through thrilling boat rides and water-sports activities, set against Tamil Nadu's

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wide-ranging landscape and its many water bodies that lend themselves naturally to boating and adventure.

The Corporation runs 15 boat houses at prominent destinations across Tamil Nadu, among them Muttukadu, Mudaliarkuppam, Ooty, Pykara, Kodaikanal, Yercaud, Pichavaram and Coutrallam.

Tourist arrivals and revenue for 2025-2026 are detailed below:

Sl. No.	Boat House	Total No. of Water Crafts / Boats	Tourist Arrivals	Revenue (Rs. in crore)
1	Muttukadu	50	2,29,745	4.27
2	Mudaliar kuppam	34	32,802	1.01
3	Ooty	155	19,36,576	18.55
4	Pykara	32	2,04,000	4.85
5	Kodaikanal	121	5,92,044	4.37
6	Yercaud	70	6,09,000	4.96
7	Pitchavaram	50	2,74,000	5.51
8	Coutrallam	31	6,000	1.06
9	Andipalayam	22	2,919	0.20

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10	Haridranadhi Theppakulam	5	1,300	0.04
11	Manali	12	28,414	0.22
12	Madhavaram	15	60,171	0.38
13	Thiruvotriyur	12	19,922	0.10
14	Vandiyur	8	707	0.02
15	Muthukuda	3	51,000	0.06
Total		**620**	**40,48,600**	**45.60**

34.6 Telescope Houses

To enjoy and explore the panoramic view of the majestic hills and valleys, Tamil Nadu Tourism Development Corporation maintains Telescope Houses at 3 major hill stations of Tamil Nadu viz., Doddabetta in Udhagamandalam, Kodaikanal and Yercaud each of which draws more number of tourists.

In 2025-2026, over 13.19 lakh tourists visited these telescope houses and earned revenue of Rs.1.15 crore.

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34.7 Blue Flag Beach, Kovalam

Lying roughly 40 km from Chennai, Kovalam Beach was the first beach in Tamil Nadu and the ninth in India to receive the prestigious Blue Flag certification from the Denmark-based Foundation for Environmental Education (FEE). This eco-label recognises clean, well-managed beaches that satisfy globally accepted standards.

Having taken over the operation and upkeep of Blue Flag Beach from the Chengalpattu District Administration, Tamil Nadu Tourism Development Corporation actively markets it as a leisure destination. The beach regularly hosts activities such as beach volleyball, beach yoga and clean-up drives.

A safe swimming zone with a changing area, drinking-water provision, outdoor fitness equipment, a children's play area, reclining

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bamboo loungers, hammocks and sit-out umbrellas, the Key amenities are provided here. Bamboo litter bins help keep the surroundings clean, while lifeguards, first-aid staff and surveillance from the watchtower are in place to handle any emergency.

During 2025-2026, Blue Flag Beach drew 5.65 lakh visitors and generated revenue of Rs.3.47 Crore.

35. Tours and Transport Division

Tamil Nadu Tourism Development Corporation enjoys a strong reputation for crafting enjoyable and memorable journeys, offered through a spread of tour-and-travel packages that bring out the State's rich tourism potential. At present the Corporation maintains a fleet of 15 luxury coaches, comprising 43-seater Volvo AC, 35-seater AC and 18-seater

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AC vehicles along with a 63-seater double-decker.

35.1 Tour Packages

With enhancing the visitor experience in mind, the Corporation runs a variety of tour packages that span anything from half a day to a fortnight.

Among its best-known itineraries are the one-day Tiruvannamalai Girivalam tour, the three-day Navagraha tour, the four-day Arupadai Veedu tour, the eight-day Tamil Nadu tour and the eight-day East–West Coast tour.

Beyond these, Tamil Nadu Tourism Development Corporation also puts together tailor-made tours, LTC tours for government staff, educational trips for school pupil and special excursions for differently-abled students.

Over 2025-2026, Tamil Nadu Tourism Development Corporation coaches carried a total of 23,571 tourists and brought in revenue of Rs.7.90 crore

35.2 Other Tour Packages

In its drive to encourage tourism, the Corporation organised the following tours during 2025-2026:

a) Four-days Arupadai Veedu Tour with the HR&CE Department - Tamil Nadu Tourism Development Corporation provided the transport and back-end support for this senior-citizen package put together by the Hindu Religious and Charitable Endowments Department.

b) Tours for Non-Resident Tamils - to display the captivating beauty of Tamil Nadu and to renew the bond between past and present across generations, Tamil Nadu Tourism

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Development Corporation arranged a 15-days tour for 100 Non-Resident Tamils from different parts of the world under the 'Reaching Your Roots'(RYR) scheme of the Department for Rehabilitation and Welfare of Non-Resident Tamils.

c) Special Pilgrimage Tour - many devotees from across Tamil Nadu and adjoining States who visit Tiruchendur also wish to see the sacred Nava Tirupati and Nava Kailayam temples set along the Tamirabarani river in Tirunelveli District. To meet this demand, Tamil Nadu Tourism Development Corporation launched a dedicated pilgrimage package running from Tiruchendur to these temples, which carry deep religious significance and are linked with the Navagrahas.

d) Introduction of Cholas Trail Heritage Tour Package - Tamil Nadu Tourism Development Corporation introduced the "Chola Trail Tour",

a curated three-day heritage package that showcases the history, culture, architecture and maritime legacy of the Chola Empire.

35.3 Launch of the Double-Decker Panorama Ride in Chennai

Seeking to enrich urban tourism and showcase Chennai as a lively destination, Tamil Nadu Tourism Development Corporation rolled out the Double-Decker Panorama Ride during 2025-2026. The purpose-built double-decker vehicle winds through Chennai's landmark locations, letting passengers soak in the city's blend of history, culture, architecture and modern growth. Across 2025-2026, the ride was enjoyed by 4,002 tourists and earned Tamil Nadu Tourism Development Corporation revenue of Rs.7.40 lakh.

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36. Public–Private Partnership Projects (PPP)

Tamil Nadu Tourism Development Corporation appreciates the decisive role that the PPP mode plays in growing and modernising the tourism industry and is keen to promote Public–Private Partnerships for building infrastructure so that the strengths and resources of both the public and private sectors can be drawn upon. Maragatha Poonga / Glow Garden, Mamallapuram developed under the PPP mode with eye-catching lighting, amusements and other attractions at an estimated cost of Rs.8.00 crore.

37. Digital and Social Media Promotions

Tamil Nadu Tourism Development Corporation has harnessed social media to connect with a wider audience the younger generation in particular by maintaining a

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presence across all platforms and applying digital marketing strategies proactively. This digital footprint works well in carrying its newly introduced packages, such as the Jallikattu tour, temple-circuit tours and other experiential journeys, to a broad audience. It also serves as an efficient channel for publicising discounts and offers at Tamil Nadu Tourism Development Corporation hotels and for sustaining brand visibility. Tie-ups with social media influencers have helped showcase fresh products and services, among them the new boat houses at Madhavaram, Manali and Thiruvotriyur and the luxury Sea Cruise dining at Muttukkadu boat house. Influencer engagement around the 50th India Tourist and Industrial Fair achieved measurable public reach. The Corporation's social media team works closely with the Department of Information and Public Relations to promote every Tamil Nadu Tourism Development Corporation product and service.

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38. Other Promotional Initiatives

Tamil Nadu Tourism Development Corporation actively advertises its products and services through traditional channels too, including print media and FM radio. Events, tour packages and accommodation are regularly publicised on LED screens and hoardings at prime locations, while signage installed at key spots boosts the visibility of Tamil Nadu Tourism Development Corporation properties. Sales and marketing representatives, equipped with printed promotional material and pamphlets, are deputed to the Tamil Nadu Tourism pavilion at travel marts in other States and abroad, generating focused reach across India and overseas and helping grow B2B business.

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39. e-Governance Initiatives of Tamil Nadu Tourism Development Corporation

Tamil Nadu Tourism Development Corporation has embraced tech-driven e-Governance solutions to deliver its services, enabling hassle-free, real-time online reservations for its hotel properties, Aalayam properties, tour packages and boat rides.

39.1 Online Booking System for Hotels and Tour Packages

Through online bookings the Tamil Nadu Tourism Development Corporation earned revenue of Rs.32.22 crore during 2025-2026.

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The revenue earned by TTDC:

Financial Year	Tour Booking Revenue	Hotel Booking Revenue	Total Revenue
	(Rs. in crore)		
2025-2026 (April 2025 to March 2026)	1.70	30.43	32.22

39.2 Integrated Hotel Management System across all Tamil Nadu Tourism Development Corporation Hotels and Aalayam Properties

Tamil Nadu Tourism Development Corporation has overhauled its website at www.ttdconline.com and linked it with the Hotel Management System of every Tamil Nadu Tourism Development Corporation hotel, so that visitors can book any Tamil Nadu Tourism

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Development Corporation hotel, Aalayam property or package tour from the comfort of their home. The website has also been connected with leading OTA platforms helping carry the Tamil Nadu Tourism Development Corporation brand worldwide and lift revenue. Tamil Nadu Tourism Development Corporation has integrated POS billing software with the Hotel Management System across 58 outlets covering all of its restaurants, bars, Quick Bites counters and kiosks.

39.3 Online Boat Booking System for TTDC Boat Houses

The Corporation has introduced an online boat-ride booking system for every Tamil Nadu Tourism Development Corporation boat house, with a feature that captures boat-ride timings and to allow boat availability to be monitored from the corporate office. Members of the public can log in with a mobile OTP and book rides at

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any Tamil Nadu Tourism Development Corporation boat house. The system records the details of every ride and supports the efficient use of the fleet.

39.4 Tourist Helpline

Tamil Nadu Tourism Development Corporation has set up a dedicated cloud-based helpline for domestic and international tourists seeking travel and tourism information about Tamil Nadu. Designed to offer prompt assistance and handle a wide range of queries, it runs on the toll-free number 1800 4253 1111.

39.5 Fair Ticketing System

Tamil Nadu Tourism Development Corporation has launched a dedicated website, www.ttdcfair.com, for booking tickets to India Tourist and Industrial Fair at Island Grounds.

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39.6 Sutrula Mobile App

The Corporation has built a mobile app named "சுற்றுலா" that lets tourists readily access information on Tamil Nadu destinations, book accommodation and transport, navigate locations via GPS and discover nearby attractions. The app also supports the booking of Tamil Nadu Tourism Development Corporation hotels and tours and helps travellers obtain local information in and around tourist spots.

39.7 Virtual Tours for Tourism Promotion

Tamil Nadu Tourism Development Corporation has rolled out a Virtual Tour initiative spanning 44 leading tourist destinations across the State in 12 languages. Using digital technology, it offers immersive, interactive experiences that let prospective visitors explore destinations remotely, by providing multilingual access, the initiative

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reaches a broader domestic and international audience, removes language barriers and improves the overall reach of Tamil Nadu's tourism promotion.

40. Fairs Division

Through its dedicated Fair Division, the Tamil Nadu Tourism Development Corporation actively hosts festivals and fairs to preserve and promote the region's rich cultural heritage.

40.1 Island Grounds, Chennai

The Tamil Nadu Tourism Development Corporation (TTDC) is transforming the 21-acre Island Grounds into a versatile, year-round event hub. The venue hosted more than 15 small-scale events in 2024-2025, including community marathons and music concerts. The Chennai Metropolitan Development Authority (CMDA) has initiated a new development project

along the eastern side of the grounds to support this growing calendar of public activities.

40.2 50th India Tourist and Industrial Fair, 2026

Since 1974, Tamil Nadu Tourism Development Corporation has hosted the annual India Tourist and Industrial Fair from January to March each year, running for 70 days at Island Grounds, Chennai. In 2025-2026 the 50th edition of the fair was held at the same venue. The fair featured food stalls and entertainment to draw tourists, families and children and showcased pavilions from 43 government departments, including the Tamil Nadu Tourism Department.

41. Conclusion

Tourism is far more than holidays and sightseeing. It is a powerful force that shapes economies, bridges cultures, transforms

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landscapes and enriches human experience. When managed thoughtfully and sustainably, it can be one of humanity's most potent tools for global understanding, economic development and the celebration of the world's extraordinary diversity. As the world grows more interconnected, tourism will remain one of the defining activities of the human story. Tamil Nadu with its unmatched heritage, improving infrastructure, has all the ingredients to become not just India's top tourism destination but a global benchmark for responsible tourism.

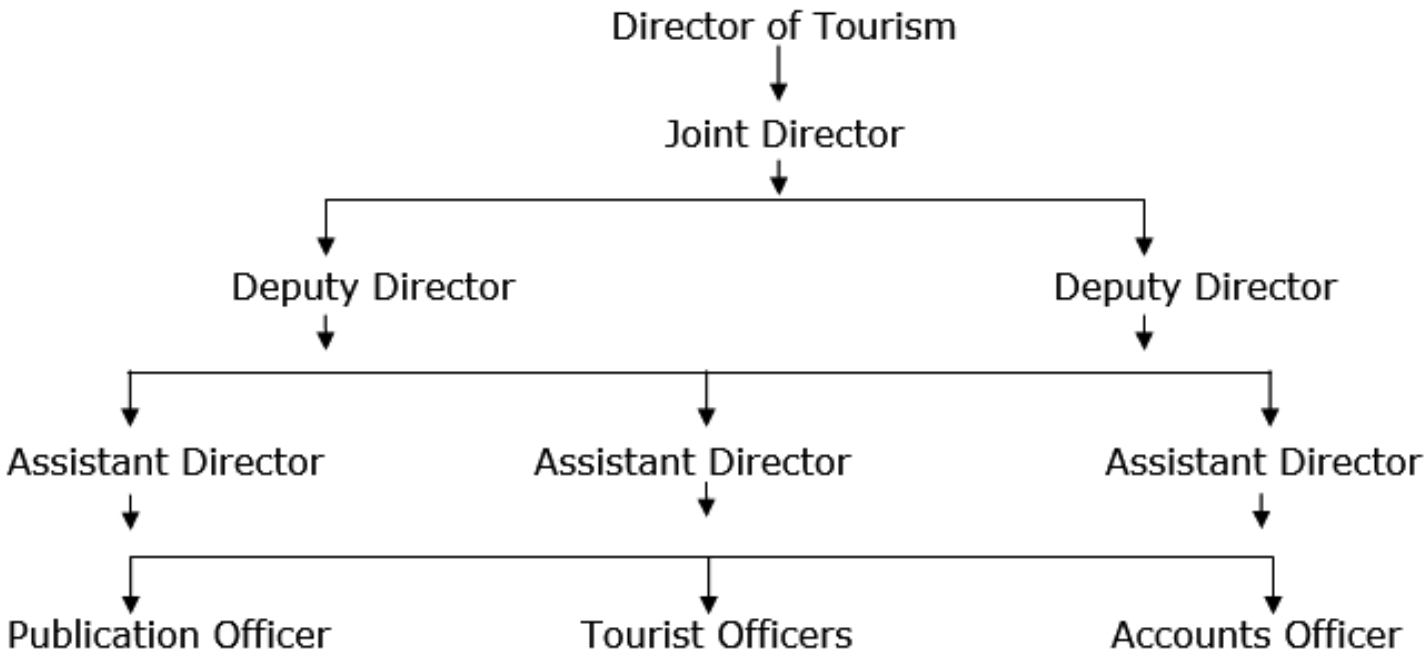
S. RAJESH KUMAR
Minister for Tourism

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Annexure –I

ORGANISATION CHART



Annexure-II

TOURIST OFFICES

TOURIST OFFICES WITHIN TAMIL NADU

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

TOURIST OFFICE OUTSIDE TAMIL NADU
New Delhi

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Annexure –III

TOURIST INFORMATION CENTRES

AT AIRPORTS	AT RAILWAY STATIONS
1. Chennai (International terminal) 2. Chennai (Domestic terminal) 3. Coimbatore 4. Madurai 5. Thiruchirappalli	1. Coimbatore 2. Madurai 3. Thiruchirappalli 4. Tirunelveli

AT OTHER PLACES
1. Gudalur (The Nilgiris District)
2. Rameswaram (Temple)
3. Panchalankurichi (Thoothukudi District)

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The Hon'ble Minister for Tourism, Thiru. S. Rajesh Kumar, inaugurated the Kumari Kalai Thiruvizha by lighting the traditional lamp at the Triveni Sangamam Beach, Kanyakumari on 26.06.2026

1



The Hon'ble Minister for Tourism, Thiru. S. Rajesh Kumar, inaugurated the India International Travel Mart (IITM) 2026 held at Chennai Trade Centre, Nandambakkam, Chennai on 16.07.2026

2



Vivekanandar Mandapam and Thiruvalluvar Statue – Kanniyakumari

3



Dhanushkodi

4



Shore Temple, Mamallapuram

5



Yercaud Lake

6



Kanadukathan, Sivaganga

7



Mariyamman Theppakulam – Madurai



Airavateswarar Temple, Darasuram, Kumbakonam, Thanjavur

9



Kolli Hills

10



Valparai



Nilgiri Mountain Railway

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