

Consulate General of India

Jaffna

Press Release

Consulate General of India Hosts Tourism Conclave 2025 to Strengthen India-Sri Lanka Tourism Ties

The Consulate General of India, Jaffna successfully organised the Tourism Conclave 2025 on 18th June 2025 at the Jaffna Thiruvalluvar Cultural Centre, in a hybrid mode (offline and online). The conclave aimed to promote tourism between India and Sri Lanka's Northern Province by enabling discussions among stakeholders, facilitating the exchange of information, and supporting tourism development efforts.

2. The Conclave was inaugurated by Shri Sai Murali, Consul General of India, Jaffna, and Mr. A. Pathinathan, Chairman, Northern Province Tourism Bureau. In his opening remarks, Consul General Shri Sai Murali, emphasized the historical, cultural, and geographical proximity that naturally links India and Sri Lanka, making tourism a vital component of the bilateral relationship. He noted that connectivity is the foundation of tourism and acknowledged the significance of the recently resumed Nagapattinam-Kankesanthurai ferry service, Chennai-Jaffna and Chennai-Trichy flight connectivity. Consul General further underscored India's commitment to supporting Sri Lanka's tourism recovery and encouraged all participants to actively engage, share best practices, and explore new avenues for collaboration to unlock the full tourism potential of the Northern Province of Sri Lanka.

3. The conclave featured presentations by the Nagapattinam delegation (Tamil Nadu), which focused on tourism collaboration enabled by the ferry connectivity. This was followed by detailed presentations from various Indian State & UT Tourism Boards—Tamil Nadu, Kerala, Puducherry, Karnataka, Andhra Pradesh, and Telangana—offering insights into their respective tourism landscapes and possibilities for partnership.

4. Further, the conclave featured knowledge-sharing presentations by prominent figures from the Indian tourism industry- Mr. Sirharan Balan, Chairman of the South India Chamber of Commerce (Tourism) provided insights on the evolving tourism industry and its latest trends. Mrs. T. Devaki, Chairperson of the Travel Agents Association of India (Southern Region) shared her experience and best practices within the tourism sector. Finally, Mr. K. Pandian, Chairperson of the Indian Association of Tour Operators (TN & Puducherry) offered valuable insights for promoting inbound tourism.
