

**GOVERNMENT OF KERALA****Abstract**

Tourism Department - 41st IATO Annual Convention (10th to 12th September, 2026) at Visakhapatnam, Andhra Pradesh - Sponsorship - Sanction Accorded - Orders Issued.

TOURISM (B) DEPARTMENT

G.O.(Rt)No.391/2026/TSM Dated,Thiruvananthapuram, 20-08-2026

- Read: 1. Letter dated 14-04-2026 from the President, India Association of Tour Operators (IATO).
2. Letter No.DOT/1065/2026-M4 dated 18-06-2026 from the Director of Tourism, Thiruvananthapuram.

ORDER

The President, Indian Association of Tour Operators (IATO), as per letter read as 1st paper above, has requested sponsorship for the 41st IATO Annual Convention, supported by the Ministry of Tourism, Govt. of India, with Andhra Pradesh as the host State scheduled to be held from 10th to 12th September 2026 at Visakhapatnam, Andhra Pradesh.

2. The IATO Annual Convention, which attracts over 900 delegates each year has business sessions, tourism mart, marketing innovation initiatives, cultural programmes and networking events wherein the State Tourism departments will be allotted presentation slots in the event.

3. The Director of Tourism, as per letter read as 2nd paper above, has recommended to grant appropriate sponsorship for the event from the head of account "3452-80-104-98-00-34-03-P-V Marketing(Plan)".

4. Government have examined the matter in detail and considering the tourism potential of the event, are pleased to accord sanction to the Director of Tourism to expend an amount of **₹5,00,000/-** (Rupees Five Lakh only)

from the Head of Account "3452-80-104-98-00-34-03-P-V Marketing(Plan)", as sponsorship towards the "41st IATO Annual Convention" scheduled to be held from 10th to 12th September 2026 at Visakhapatnam, Andhra Pradesh.

5. The President, IATO shall furnish Utilization Certificate to the Director of Tourism within three months of receiving the sanctioned amount and the Director of Tourism shall verify the authenticity of the Utilisation Certificate.

(By order of the Governor)
RAKESH S P
DEPUTY SECRETARY

To:

1. The Director of Tourism, Tourism Directorate, Park View, Thiruvananthapuram - 695033
2. The President, IATO, 310, Padma Tower-II, 22, Rajendra Place, New Delhi -110 008.
3. The Principal Accountant General (Auidt I/Audit II), Kerala, Thiruvananthapuram.
4. The Sub Treasury Officer, Sub Treasury, Vellayamabalam, Thiruvananthapuram
5. The Information & Public Relations Department (for uploading in the website)
6. Stock File/Office copy (TOUR-B2/325/2025-TOUR)

Forwarded /By order

Section Officer

Copy to:

PS to Minister (Tourism & Culture)

PA to Secretary, Tourism Department