



GOVERNMENT OF KERALA

Abstract

Tourism Department-*Metro Expedition*-Promotional Collaboration on Thiruvananthapuram Destination Handbook -Release of Advertisement- Sanction accorded- Orders issued

TOURISM (B) DEPARTMENT

G.O.(Rt)No.62/2026/TSM Dated,Thiruvananthapuram, 23-01-2026

Read 1 Proposal submitted by the Manager,Advertisement, Metro Expedition.

2 Letter No.DOT/3371/2025-M1 dated 18-11-2025 from the Director of Tourism.

ORDER

The Manager Advertisement, Metro Expedition as per letter read as 1st paper above has requested for the release of Advertisement of Kerala Tourism, in its publication, *Thiruvananthapuram Destination Handbook*, brought out as part of promotional Collaboration with Kerala tourism .It is a comprehensive guide intended to showcase major tourist attractions in and around the city. The handbook will be available in print, e-version, and online formats, with a dedicated newsletter to be circulated to leading travel companies worldwide.

2.The Director, Tourism , as per letter read as 2nd paper above has recommended the proposal for appropriate decision and has proposed to meet the expenditure in this regard from the Head of Account "3452-80-104-98-34-03-P-V- Marketing".

3. Government have examined the matter in detail and are pleased to accord sanction to the Director of Tourism to expend an amount of ₹2,00,000/- (Rupees Two Lakhs Only) from the Head of Account 3452-80-104-98-34-03-P-V- Marketing, towards the release of Advertisement of Kerala Tourism, in the publication of *Metro Expedition- , Thiruvananthapuram Destination Handbook*, aimed at promoting Kerala's tourism sector.

4. The Manager, Advertisement, Metro Expedition, shall furnish a 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)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park View,
Thiruvananthapuram.

The Manager, Advertisement, Metro Expedition (through the Director
of Tourism)

The Principal Account General (Audit), Kerala, Thiruvananthapuram.

The Sub Treasury Officer, Sub Treasury, Vellayambalam,
Thiruvananthapuram

The Information & Public Relations Department (for uploading in the
website)

Stock File/Office Copy

Forwarded /By order

Section Officer

Copy to:

1. PS to Minister, Tourism Department
2. CA to Secretary, Tourism Department.
3. CA to Additional Secretary, Tourism Department