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Saturday, Oct 13, 2007

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Diamond date for Kerala tourists

Sanjeev Ramachandran / Chennai/ Thiruvananthapuram October 12, 2007

Kerala Tourism, which clocked revenues to the tune of Rs 9,000 crore during the last fiscal, has unveiled a new concept, Diamond Tourism, which aims at clubbing tourism with diamond shopping while in God's Own Country.

Sunny Diamonds, a Kerala-based diamond brand, has tied up with the state Department of Tourism to promote tourism by raking in the benefits of the price advantage.

"As part of the initiative Sunny Diamonds would team up with a network of tour operators across Europe.

The promotion will be able to give the prospective customer an all-expenses-paid, one-week 5-star holiday package in Kerala while they purchase quality diamonds at Sunny Diamonds, in Kerala," PP Sunny, managing director, Sunny Diamonds, said.

The packages, which are being lined up with active participation from Kerala Tourism and tour operators across Europe, include a euro 7,000-worth all paid 7-nights and 8-nights five-star itinerary coupled with diamond jewellery as an incentive to the traveller.

The company also plans to offer a tour of its diamond manufacturing facility to have a look at the local craftsmanship and educational sessions on assessing diamond quality.

Besides, tour operators' marketing efforts would be complemented further by the big price advantage Sunny Diamonds would offer.

The initiative has also the Le Meridian group as one of the associates in making Diamond Tourism work as per schedule.

:: MARKETS TODAY

Sensex	18419 (-395)
Nifty	5428 (-97)
Rs-\$	39.37
Nikkei	17310 (-149)
Nasdaq	2793 (21)

Updated:12-10-07 20:21 hrs IST

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