

Thiruvananthapuram International Airport

Press Note

TIAL Summer Carnival: A Festive Extravaganza for Travellers

Thiruvananthapuram April 22: Thiruvananthapuram International Airport is all set to observe the second edition of Summer Carnival from April 23 to July 2. This exciting line of activities is poised to be the perfect way to kickstart your journey, with a host of exciting events and irresistible discounts across 40 various retail and F&B outlets at the airport for 70+ days. This year's Summer Carnival comes with the theme of 'Beat the Heat with Cool Offers'.

All passengers will have choices like combos, complimentary add-ons, new product launches with heavy discounts, package deals etc. Along with the offers, the passengers will also experience many surprises. A total of 40 stores – 16 in the food and beverage category and the rest 24 in retail space, each with a strong brand presence in their respective areas are part of the carnival. The outlets are offering combos and promotional offers upto 50% off as part of the summer carnival which will give discerning air travelers value for their money. The combos will be useful for group travelers, especially at the F&B outlets.

TIAL has introduced a new initiative to enhance the convenience of its passengers by placing special QR codes near activity zones. These QR codes can be scanned to access all the information about the exciting offers and activities taking place during the summer carnival at the airport.

Select retail outlets will offer passengers making purchase above certain value, additional discount on their final bill. Some outlets are also mulling to offer discount coupons as well to create the right atmosphere for the carnival. The airport will highlight the various offers from the participating outlets to the passengers and other stakeholders through various static and digital media – both outside as well as inside the terminal.

The carnival-like ambiance at the airport includes a children's activity area decorated in seasonal colors, a picture booth that provides travelers a kaleidoscope experience, and other elements. 2D signages at key locations with logos of participating brands will also subtly remind the travelers of the opportunities that await them during the entire carnival. The ambiance at the airport will create a totally fun filled atmosphere.

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