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## Kerala Tourism at FITUR International Tourism Fair

Kerala Tourism unfolded its mesmerising grandeur at the recently concluded FITUR International Tourism Fair 2012 held at Madrid, Spain. Kerala Tourism pavilion, built on the theme of 'Backwater with Chinese Fishing Nets' attracted the visitors and trade professionals who showed tremendous interest in Brand Kerala.

"The fair undoubtedly threw open a sea of opportunities for Kerala Tourism. The travel professionals showed keen interest in learning more about Kerala and its products, spending long hours at the stall. Even the ordinary visitors at the fair were awestruck. The fair turned out to be a right platform to energise and consolidate business and forge new trade alliances. The inputs we got here



would help us find innovative answers to the changing demands of the market and thus further boost the tourism potential of the state," said T K Manoj Kumar, secretary, Kerala Tourism, who led the Kerala delegation.

The Kerala Tourism stall

showcased the entire range of Kerala's natural beauty - serene beaches, emerald backwaters, lush hill stations, exotic wildlife and coconut palms and also houseboats, enchanting art forms, cuisines and folk arts which triggered huge interest in tourism industry operators and the public.

Mohiniyattam performance was also held at the Pavilion.

FITUR show is a meeting point of tourism professionals all over the world and is considered as the second biggest gathering of travel and tourism professionals with around 13,000 exhibitors from 170 nations. ■