

THE HINDU BUSINESS LINE

Ayurveda tourism hits sweet spot in Germany

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Our Bureau

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More and more Germans over the age of 50 prefer the ancient Indian system of medicine to keep stress at bay and help themselves to a relaxed way of life.

Last week, leading figures from the health sector of Germany took part in a workshop, titled 'Ayurveda: Wellness or medicine', in Munich.

INCREASING DEMAND

Organised by Kerala Tourism, the workshop was aimed at helping the people of Germany understand more about Ayurveda treatment and therapy.

Experts talked to delegates from leading newspapers, women's magazines, and lifestyle and wellness publications as well as tour

operators and travel agencies. The participants also included representatives from health and fitness clubs and associations.

"There is an increasing demand for health and wellness among the people in Germany," said Mr A. P. Anil Kumar, Minister for Tourism, Kerala.

"Our data shows that the highest number of those coming to the State for treatment from abroad is from Germany," says Ms Rani George, Director, Kerala Tourism.

FASTEST-GROWING

Europe is the fastest ageing developed region in the world. This trend is due to the declining birth and death rates.

There is unprecedented growth for Ayurveda's ap-

peal among the above-50 years category in Germany, home to 33 million of them, the largest such in Europe.

A growing number of foreign and domestic tourists arriving in Kerala today also spend their time in Ayurveda therapy.

The number of tourists visiting God's Own Country only for Ayurveda treatment is also on the rise.

BOOST TO STATE

Many check into Ayurveda resorts to receive long-term therapy for various illnesses. Celebrated Italian director Bernardo Bertolucci is one of them who sought treatment for a chronic back ailment.

"The promotional campaign on Ayurveda is a boost to Kerala's tourism sector in Germany," Ms George said.

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