

## THE TIMES OF INDIA

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# Ayurveda a big hit among Germans

TIMES NEWS NETWORK

**Thiruvananthapuram:** Statistics with the tourism department show that German nationals over the age of 50 are the top consumers of ayurveda in Kerala.

"Europe is the fastest ageing developed region in the world. This is due to the declining birth and death rates," said Kerala tourism director Rani George.

Kerala Tourism had orga-

nized a workshop titled 'Ayurveda: Wellness or Medicine' in Munich last week. The workshop, which was held in the SEVA Academy in Munich, showcased demonstrations on various subjects like ayurveda massage, cooking and oils.

Mark Rosenberg, CEO, European Ayurveda Academy, Dr Detlef Grunert, ayurveda practitioner and an expert in sports medicine and Sylvie Peipe, a medical ethnologist and ayurve-

da therapist were among the panel of experts at the workshop.

Experts in ayurveda talked to delegates from leading newspapers, women's magazines, and lifestyle and wellness publications as well as to tour operators and travel agencies focusing on health and wellness.

The number of tourists visiting God's Own Country for ayurveda treatment alone is on the rise, said the tourism director. Celebrated Italian director Ber-

nardo Bertolucci came to Kerala for ayurvedic treatment some time ago for his chronic back ailment.

Kerala tourism will also participate in two international wellness fairs in Germany next month and tie-up with online shops in a marketing campaign to reach specific customers. There will also be an advertisement blitz in the print media and outdoor locations like metro stations.