

TRAV TALK

KERALA 'FORAYS' INTO SAUDI ARABIA

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Kerala 'forays' into Saudi Arabia

All set to woo travellers from the Gulf region, Anil Kumar, Kerala Tourism Minister, along with a 15-member delegation, organised a roadshow in Jeddah, Riyadh and Dammam this month.



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A three-day roadshow travelled across Saudi Arabia promoting God's Own Country, Kerala.

The ball was set rolling with Kerala Tourism holding

its maiden roadshow in Jeddah on May 6. Riyadh and Dammam followed on May 7 and 8, respectively.

A P Anil Kumar, Kerala Tourism Minister led the road shows taking place in the Gulf region. "Saudi

Arabia is the biggest market for outbound tourists in the Gulf region. Kerala and the Gulf countries have enjoyed historical and traditional ties.

"We want to invite travellers from Saudi Arabia to Kerala's world renowned tourism destinations,"

says Anil Kumar. Over 50 local tour operators participated in the road shows in each of the three cities and a delegation led by the Kerala Tourism Minister and the Kerala Tourism Secretary, including 14 tourism service providers from Kerala participated in the roadshows.

"We are looking forward to a spurt in foreign tourist arrivals in Kerala in the coming years. Saudi Arabia is a very important market for us because there is a lot of scope for Arab tourists to come to Kerala. The feedback after the roadshow was very positive and we also saw the participation of eminent tour operators from Saudi Arabia," says Manoj Kumar, Kerala Tourism Secretary.

The Gulf region recorded more than 9 million outbound tourists in 2011 and the figure is likely to touch 35 million by 2020. Saudi Arabia accounts for 40 per cent of these outbound tourists. The country is approximately a four-hour flight from Kerala and enjoys good air connectivity.



Anil Kumar
Minister, Kerala Tourism



Manoj Kumar
Secretary, Kerala Tourism