



## Department of Tourism

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### Press Release

#### **Framework to position Kerala tourism as a global model on anvil: Chief Minister Shri Pinarayi Vijayan**

#### **CM inaugurates joint conclave by The Hindu Group and Kerala Tourism**

**Kochi, Feb 1:** A comprehensive framework will be prepared to position Kerala a global model in tourism development based on inclusive and development-oriented measures, Chief Minister Shri Pinarayi Vijayan said today.

Delivering the inaugural address at the conclave 'Kerala for All – Tourism Without Barriers', organised jointly by Kerala Tourism and The Hindu Group, the Chief Minister said the state is also working on a set of innovative tourism products that will align with the changing preferences of tourists across the world.

Initiatives such as heli tourism, caravan tourism and seaplanes are part of this plan, Shri Vijayan said.

"What is being envisioned is an inclusive and accessible tourism culture. The government's vision is that all tourism destinations, both small and large, should be equally enjoyable for all travellers," the Chief Minister said.

The concept of 'Kerala for All' is not merely the idea for a summit but a defining idea of a development model, the Chief Minister said.

The State earned 49,053 crore from the tourism sector in 2024 alone, which was higher than the revenue generated during the pre-Covid period, he said.

The Chief Minister noted that Kerala has always taken the lead in promoting an inclusive tourism culture. As part of this, state had organised a global women's summit aimed at promoting gender equality and women empowerment in the tourism sector.

Delivering the key-note address to the conclave, The Hindu Group Director Shri N. Ram said the world had witnessed proof of Kerala's inclusive approach that embraces all sections of society during the Covid period.

Kerala provided healthcare services and safety mechanisms even to guest workers, Shri Ram said, adding progressive societies view Kerala with hope and optimism.





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Shri Suman Billa, Additional Secretary and Director General of Tourism, Government of India, said inclusive development should not be viewed as charity or sympathy but as the basic principle to be adopted by governments in all future infrastructure development projects.

Kerala, he pointed out, is among the leading States in India capable of effectively implementing this approach.

Vypeen MLA Shri K.N. Unnikrishnan, Kerala Tourism Secretary Shri K. Biju, Tourism Director Smt Shikha Surendran, Mayor Smt V.K. Minimol, Responsible Tourism Mission Society CEO Shri K. Rupesh Kumar, Kerala Travel Mart President Shri Jose Pradeep, The Hindu Editor Shri Suresh Nambath, Chief Revenue Officer Shri Suresh Balakrishnan, and Head of Marketing Ms Aparajita Biswas were among those present.

Ends