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Press Release

Tourism Minister announces Tourism Clubs Reels Contest winners

Thiruvananthapuram, Nov. 01: Ashlin N from Kozhikode, Vysakh AL (Thiruvananthapuram) and Albin Mathew (Wayanad) won the first, second and third prizes respectively in the Tourism Clubs Reels Contest, conducted by Kerala Tourism as part of World Tourism Day celebrations.

The winners of the Reels contest which saw overwhelming participation of youngsters were announced here today by Minister for Tourism Shri PA Mohamed Riyas through his official Instagram page.

Announcing the winners, Shri Riyas said the Tourism Clubs set up across the state for ensuring the participation of youth in the upkeep and development of tourism centres are hogging the limelight with their various activities.

The contest that commenced on September 27, coinciding with World Tourism Day, concluded on October 5.

Shri Riyas said extensive activities are going on in tourism destinations under the auspices of Tourism Clubs. He added that the reels contest helped identify unexplored destinations across the state and bring them to the public's attention.

Around 92 reels were submitted for the contest that was conducted based on the concepts of various tourist destinations in Kerala, art and culture and variety cuisines of state. A judging panel selected the winners, who created reels by following the guidelines in the contest.

Ends