



**Department of Tourism**

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**PRESS RELEASE I**

**Kerala sets all-time record in domestic tourist arrivals in 2023: Minister Riyas**

- ***Foreign visitor arrivals register 87.83 per cent growth***

**Thiruvananthapuram, March 04:** Scripting an all-time record in domestic tourist arrivals, Kerala attracted 2,18,71,641 visitors from within the country in the calendar year 2023, registering a significant 15.92 per cent increase as compared to the previous year, Minister for Tourism and Public Works Shri P A Mohamed Riyas said today.

In 2022, Kerala registered footfalls of 1,88,67,414 domestic tourists. Significantly, domestic tourist arrivals recorded an increase of 18.97 per cent when compared to the pre-COVID year of 2019, the Minister told a press conference here.

Tourism Director Shri P B Nooh was also present.

In 2023, Ernakulam district witnessed the highest influx of domestic tourists with 44,87,930 visitors, followed by Idukki (36,33,584), Thiruvananthapuram (35,89,932), Thrissur (24,78,573), and Wayanad (17,50,267).

Kerala also witnessed a healthy increase in international tourist arrivals with 6,49,057 visitors in 2023, as compared to 3,45,549 tourists in 2022, indicating a remarkable growth of 87.83 per cent.

Ernakulam district was visited by 2,79,904 tourists from abroad, followed by Thiruvananthapuram (1,48,462), Idukki (1,03,644), Alappuzha (31,403), and Kottayam (28,458).

This all-time record in tourist footfalls signified not just the stupendous recovery from the devastation wreaked by the Covid-19 pandemic but also a huge endorsement of the state's high standing as an all-season experiential tourism hub.

"This is a testament to Kerala Tourism's vigorous efforts based on well-crafted policy initiatives and meticulously implemented promotional strategies within and outside the country," Shri Riyas said.

As for the number of visitors from abroad, the minister pointed out that despite a significant uptick, it was still 45.45 per cent lower when compared to international tourist arrivals before the onset of the COVID pandemic.



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Though there has been a steady increase in arrival of foreign tourists, which was adversely impacted by the pandemic, it will take some more time to reach the pre-pandemic level, he said.

“The conflicts in some parts of the world also affect international tourism. Despite these challenges, there has been good progress in foreign footfalls in Kerala. The adventure tourism events planned for this year will help us regain much of the lost ground. We are also working on plans to attract more tourists to the Malabar region”, the Minister said.

To a question, he said the cases of human-animal conflicts in Wayanad will not affect tourism activities in that district.

He also said more regulatory measures are in the offing to ensure safety of adventure tourism activities. As part of this, registration and licensing will be made compulsory for surfing training clubs and similar adventure tourism ventures. For this, a regulatory framework would be adopted.

The phenomenal resurgence of Kerala’s tourism reflected on the resounding success of the innovative campaigns launched by Kerala Tourism both within the country and outside, Shri Nooh said.

Kerala also made a mark by promoting the state as an all-season experiential tourism hub by adding new destinations, giving greater salience to adventure tourism and bringing in innovative ideas to reinforce the sector, Shri Nooh added.

**ENDS**