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Press Release

Kerala Tourism Pavilion gains attention at World Travel Market, London

Tourism Minister Shri P C Vishnunadh leads Kerala delegation

Thiruvananthapuram, Nov 4: Ahead of the inbound international tourism season, Kerala showcased its riveting tourism packages and products at World Travel Market (WTM), London, attracting a steady stream of visitors and business partnerssince the three-day expo opened on November 3.

WTM London is a premier tourism fair that showcases top destinations before tourism buyers and sellers from across the world.

Shri P C Vishnunadh, Hon'ble Minister for Tourism, Cinema and Culture, Government of Kerala, is leading the Kerala delegation to the event, comprising trade representatives from top travel and hospitality establishments from the state Smt. Anjana M, IAS, Director of Kerala Tourism, was also present.

Ms. Sudha Murty, Member of Rajya Sabha, and Founder-Chairperson of Infosys Foundation along with Mr. Gajendra Singh Shekhawat, Minister of Tourism, Government of India.

Shri Vishnunadh said Kerala's paradigm shift to experiential tourism has made a big appeal at the expo where the global travel and hospitality industry converges to strike partnerships and enduring collaborations.

"There has been a renewed interest among travel enthusiasts in the unique attractions Kerala offers---whether the charming nature, vibrant culture and local community experience or Ayurveda-based wellness," Shri Vishnunadh noted

"Our tourism sector has unpacked holistic packages that encapsulate multiple experiences at the expo. Since this strategic shift is being received well around the world, we are expecting a further surge in arrivals during the upcoming season," Shri Vishnunadh added.

The Kerala Tourism Pavilion stands at a 100 sq.m space set up with the theme of "State of Wonder" – bringing the vibrant spirit of Pooram festivals to life and the state's rich cultural heritage, bringing alive the grandeur of Kerala's traditional festivities, including caparisoned elephants, colourful parasols and spectacular cultural displays.

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The seven trade partners from the state to the event included three Hotels/Resorts, 2 Ayurvedic Resorts and 2 Tour Operators. They are: 1. Abad Hotels & Resorts 2. Kairali Ayurvedic Health Resorts 3. Paul Resorts and Hotels 4. Pioneer Personalized Holidays 5. Santamonica Tours and Travels 6. Somatheeram Ayurveda Group 7. UDS Group of Hotels.

Ends