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Press Release

Kerala Tourism's pavilion adjudged the best at World Travel Market



Kerala in limelight at London event

Thiruvananthapuram, Nov 08: Kerala Tourism's pavilion at the just concluded World Travel Market (WTM) in London has won the best stand award, besides basking in the limelight right from day-one at the leading international travel and hospitality fair that began on November 6.

Kerala also stood out with its unique products on display at the show with travel and tourism industry majors from around the world, showing keen interest in the state as an all-season experiential tourism hub attracting visitors from niche markets across continents.

"It's really a big recognition for Kerala to win the award at one of world's largest tourism fairs. This is one of the latest in a series of international honours that came by Kerala in recent months," Tourism Minister Shri P A Mohamed Riyas said.

"Kerala made a big impact at WTM 2023 where visitors to our stand, mostly representatives from global travel and hospitality majors, showed keen interest in our products and initiatives", said State Tourism Secretary Shri K Biju, who led the state's delegation to WTM.



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The Kerala Tourism pavilion, which stood on a 126 sq.m space, was themed "The Magical Everyday", celebrating the festivals of Kerala. The central attraction of the stand was the huge 'Kettu Kala' - a gigantic effigy of a pair of bulls.

Shri Biju received the award today on behalf of Kerala Tourism.

Also, on November 7, the show saw the trailer launch of Car and Country's next leg, featuring Kerala. Two Keralites – Deepak Narendran and Ashique Thahir – are at the wheels in this edition, along with Freddie Hunt, a professional racing driver and son of legendary James Hunt, the 1976 F1 World Champion.

Trade partners from Kerala to WTM 2023 were Abad Hotels & Resorts, Alhind Tours and Travels, Cosima Travel and Trade Links, Crowne Plaza Kochi, Intersight Tours and Travels, Kerala Tourism Development Corporation, Pioneer Personalized Holidays, Santa Monica Tours and Travels, Spiceland Holidays, Tamara Leisure Experiences and Xandari Resorts.

The Kerala pavilion at World Travel Market 2023, London was conceptualised and executed by Stark Communications, Kerala Tourism's Marketing Agency.

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