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Press Release



Kerala Tourism makes a strong presence at ITB-Berlin

Thiruvananthapuram, Mar 10: Kerala Tourism has made a strong presence at ITB-Berlin with its riveting experiential products and initiatives catering to the demands of the post-Covid travellers, as the world's leading travel trade show resumed its in-person mode after holding it virtually in the last two years in the shadow the pandemic.

A pair of gigantic Kettukaala (giant effigies of bulls seen at temple festivals in Kerala) at the stand was the central attraction of Kerala's 122 sq. m space highlighting the theme 'The Magical Everyday' at the March 7-9 event.

The event drew global leaders of tourism industry to meet, interact and clinch business decisions.

Led by the state Tourism Department Principal Secretary, Shri KS Srinivas and Director Shri PB Nooh, the Kerala pavilion had 13 co-exhibitors at the hybrid in-person event, which saw the convergence of more than 5,500 exhibiting companies from 161 countries.



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The Kerala stand was inaugurated by the Hon Indian Ambassador to Germany H.E. Parvathaneni Harish IFS, along with Mr. Arvind Singh, Secretary - Ministry of Tourism, India, along with the Kerala Tourism Secretary and Director.

The premier event that shapes the future of travel, the exhibitors at this edition of ITB-Berlin highlighted the changes sweeping the tourism sector across the world, showcasing decisive trends that define the demands and preferences of the global travel community.

“We have been able to make a strong statement before the leaders of global tourism industry with our unique products and path-breaking initiatives. The state’s tourism industry will benefit substantially from the business interactions that transpired at the event”, said Kerala Tourism Principal Secretary, Shri KS Srinivas.

“Last year we made an all-time record in attracting domestic tourists. The active presence of Kerala in major events like ITB-Berlin will significantly contribute to regaining the state’s position as a preferred destination for overseas travellers from this year onwards”, said Shri PB Nooh, Director, Kerala Tourism.

Ends