



Department of Tourism

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Press Release

Preparations in full swing for Yaanam Travel Literary Festival

Thiruvananthapuram, Oct. 11: A Reception Committee has been formed to oversee the preparations for the inaugural edition of Kerala Tourism's 'Yaanam' Travel Literary Festival, scheduled to take place in the picturesque coastal town of Varkala from October 17 to 19.

The review meeting, inaugurated by Shri V Joy MLA and presided over by Varkala Municipality Chairperson, Shri KM Laji was held to discuss logistical arrangements for the festival's execution. Participants at the meeting emphasised the importance of mobilising community engagement for the event.

The MLA highlighted the significance of this festival, suggesting that it could position Varkala prominently on the global travel literature landscape and enhance its reputation within international and domestic tourism circles.

The Reception committee, to be chaired by Shri KM Laji, includes representatives from various local government bodies, tourism industry stakeholders, and community leaders. The Tourism Department presented a detailed report on the festival's programming and anticipated activities, showcasing the unique opportunities it will offer.

Yaanam aims to serve as an interactive platform for a diverse array of voices, including writers, artists, documentary filmmakers, vloggers, travel enthusiasts, and culinary experts, both from India and abroad. The festival's sessions are designed to facilitate engaging discussions, enabling eminent personalities from diverse fields to share their creative journeys, experiences, and insights on literature and travel.

The Yaanam Festival has an impressive lineup, featuring 33 renowned speakers, among them Booker Prize winner Shehan Karunathilaka and the Gratiaen Award-winning author Andrew Fidel Fernando, who will contribute their unique perspectives to enrich the festival.

The event follows the successful staging of Kerala Tourism's earlier conferences aimed at promoting tourism, such as the Wedding and MICE Tourism Conclave and the Responsible Tourism Conclave.

The central theme of the festival, 'Celebrating Words and Wanderlust,' encapsulates the relationship between literature and travel—a concept that is poised to be a pioneering initiative in the country.



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In addition to insightful discussions, Yaanam will host educational workshops on topics such as writing, photography, and wellness, catering to both amateurs and professionals looking to enhance their skills.

For registration and more information, interested participants can visit the official website at www.keralatourism.org/yaanam and participate in the remarkable celebration of creativity and culture, drawing literary and travel enthusiasts from near and far.

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