



**Department of Tourism**

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**Press Release**

**Kerala launches project to tap tourism potential of Malabar**



**Thiruvananthapuram, Jan 15** : Kerala has launched a major marketing initiative to tap the immense tourism potential of the Malabar region by roping in top tour operators from India and abroad to attract domestic and foreign visitors to the seven northern districts.

Tourism Minister Shri P A Mohamed Riyas today released the logo of the initiative called 'Fam 2 Malabar 500', which will see around 500 tour operators from India and abroad being brought to Thrissur, Palakkad, Malappuram, Kozhikode, Kannur, Wayanad and Kasaragod districts this year to familiarise themselves with the possibilities of the region to emerge as a vibrant tourism hub.



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The logo release function was attended by Dr. Venu V, Additional Chief Secretary, Tourism, Govt. of Kerala, and Shri Prasanth Vasudev, Deputy Director, Tourism.

“This initiative will help mark Malabar firmly on the global tourism map and attract domestic and international visitors to the region through the packages of tour operators,” Shri Riyas said.

The Government will extend all support to the tour operators and the industry bodies partnering with the campaign, Shri Riyas said.

The tour operators coming in different groups as part of ‘Fam 2 Malabar 500’ will be taken on familiarisation trips through the panoramic settings of north Kerala and have a hands on feel of Malabar’s history, heritage and lifestyle, especially its rich and diverse culinary traditions.

The first batch of around 70 tour operators will be reaching Kannur on January 17, to be hosted by North Malabar Chamber of Commerce under a package called “Mystical Malabar”.

This group includes tour and travel organisers from Mumbai, Pune, Bengaluru and Kolhapur, and they will be taken to various places of interest in Kasaragod, Kannur and Wayanad districts till January 20.

The visitors will be treated to a performance of Theyyam at Theyyakkavu at Kannur on January 17, besides other folk and martial art traditions of Malabar like Kolkali, Poorakkali, Kalarippayattu on 18th. The team will visit places like Paithalmala, Thalassery Fort, Muzhappilangadu Beach, Aralam Sanctuary, Bekel Fort and the houseboat hub of Valiyaparamba, where they will get houseboat experience.

This initiative will also boost Kerala’s ambitious Caravan Tourism project, in which the Malabar region figures prominently. The Caravan Tourism project has elicited tremendous response within a few months of its launch. As many as 122 operators have so far applied for rolling out 236 caravans and 59 investors for setting up 87 caravan parks, he added.



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As Kerala has unveiled Caravan Tourism as a major initiative, the visiting tour operators will also get an opportunity to know the details of the caravan tourism policy and interact with stakeholders about the salient features of the project.

Tourist Caravans will be displayed at Hotel Magnet, Puthiyatheru in Kannur on January 18 from 8 am to 10 pm for the public, media and tourism industry to view.

**ENDS**