



**Department of Tourism**

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**Press Release**

**Tourism Minister Mohamed Riyas to open India's first Travel Lit Fest 'Yaanam' on Friday (October 17)**

- **Kerala Tourism's three-day fest in Varkala brings together writers, travel enthusiasts**

**Thiruvananthapuram, Oct. 16:** South Kerala's scenic coastal town Varkala will reverberate with stories and travel experiences from diverse cultures for the next three days with India's first Travel Literature festival 'Yaanam 2025', organised by Kerala Tourism, getting underway tomorrow (October 17).

Tourism Minister Shri P A Mohamed Riyas will inaugurate the festival at Ranga Kala Kendram at the Varkala Cliff, at 3 pm.

The festival brings together leading travel writers, vloggers and social media influencers from around the world, setting the stage for engaging conversations, besides sharing insights and perspectives on sustainable and inclusive tourism to meet the demands of the present-day travellers.

The speakers at the inaugural session will include Shri V Joy MLA; Varkala Municipal Chairperson, Shri KM Laji; Kerala Tourism Secretary Shri Biju K; Additional Director (General) Tourism Smt Sreedhanya Suresh, Ward Councillor Ajayakumar and the festival director Shri Sabin Iqbal.

Vlogger and actor Anumol will be the chief guest of the inaugural function.

The inaugural function will be followed by an interaction, titled 'In Search of Stories and Characters', where Booker Prize winner Shehan Karunatilaka, writer KR Meera and journalist Pallavi Aiyar will share their travel experiences with the festival director Sabin Iqbal.

The evening will be enlivened by a musical concert led by Ghazal singer Shahabaz Aman. Entry for the concert is free for public.

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 pioneering event will turn destination management into cultural stewardship by showcasing Kerala Tourism's imaginative, innovative and responsible initiatives.



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‘Yaanam’ has an impressive line-up of around 50 renowned speakers from India and abroad, who will narrate their perspectives and experiences.

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

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.

For registration, visit: [www.keralatourism.org/yaanam](http://www.keralatourism.org/yaanam).

**Ends**