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Press Release

Tourism Minister visits Arabian Travel Market, interacts with UAE, Maldives counterparts

- **Keralam Tourism grabs attention at Arabian Travel Market expo**

Thiruvananthapuram, Sept. 17: Showcasing its immense potential and unique tourism products, the Kerala Tourism pavilion at the four-day Arabian Travel Market (ATM 2026) expo, a leading global event, has drawn a huge number of visitors from the Middle East and other countries since the expo opened on September 14.

Tourism Minister Shri PC Vishnunadh today visited the expo and interacted with Mr Abdulla Bin Touq Al Marri, Minister of Economy and Tourism, UAE and Mr Abdulla Niyas, Minister for Tourism and Civil Aviation, Maldives.

ATM 2026 at the Dubai World Trade Centre is the gateway to global travel and tourism industry.

Shri Vishnunadh, accompanied by Tourism Secretary Shri Biju K, also held meetings with Mr Sudhir Sreedharan, Senior VP, Fly Dubai and officials of Dubai Police Authority.

Shri Vishnunadh said the global event for the inbound and outbound travel industry was a solid platform for Kerala Tourism to showcase its unique and innovative packages globally, especially before the Middle East.

"The Middle East market is significant for the state as the ties between UAE and Keralam have a long history. The stakeholders were able to make out the latest trends and emerging global opportunities," the Minister added.

UAE is an important market for Keralam with 26255 tourist arrivals recorded in 2025.

Kerala Tourism Pavilion (AS7250) at the expo was built in a 69 sq.m space. With the theme "Green Peace – Yalla Kerala," the pavilion featured hill stations and verdant landscape of Keralam in the backdrop and display panels.

The co-exhibitors from the state included three hotels/resorts and three tour operators. They are the following: Kairali - The Ayurvedic Healing Village; The Elephant Court, Thekkady; Somatheeram Ayurveda Group; Intersight Tours and Travels; Santamonica Tours and Travels and Gateway Malabar Holidays.

ATM 2026 is also a global platform for networking and forging successful partnerships for sustainable growth.

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