



**Department of Tourism**

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: [info@keralatourism.org](mailto:info@keralatourism.org)

[marketing@keralatourism.org](mailto:marketing@keralatourism.org)

[www.keralatourism.org](http://www.keralatourism.org)

**Press Release**

**Keralam showcases unique products at Arabian Travel Market B2B, ramps up presence in Middle East market**

- **Minister Shri P C Vishnunadh leads Kerala Tourism delegation**

**Thiruvananthapuram, Sept. 18:** Kerala Tourism showcased its riveting packages and products at the B2B meet at Arabian Travel Market (ATM) in Dubai, eliciting keen interest from international buyers present at one of world's leading travel and tourism expos.

The Kerala delegation to the September 14-17 ATM was led by Shri P C Vishnunadh, Minister for Tourism, Culture and Cinema.

Kerala Tourism's strong presence at ATM assumes significance as the United Arab Emirates is an important market for the state, marking 26,255 tourist arrivals from the UAE in 2025.

Recognising the market's significance and its potential for further growth, Keralam focused on strengthening the engagement with the UAE travel trade, placing before the buyers diverse tourism offerings from the state, besides exploring new opportunities for promoting the destination among travellers from the region.

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.

Shri Vishnunadh 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.

The Kerala Tourism B2B Meet, held on September 17 at Conrad Dubai, provided a platform for trade partners from the state to engage with travel trade professionals and industry stakeholders present at the event.

Keralam's official delegation included Shri Biju K, Secretary, Tourism, Government of Kerala, along with eight trade partners.

Dr. Emmadi Vishnu Vardhan Reddy, Consul General of India in Dubai, participated in the B2B Meet and extended the support of the Consulate General of India in facilitating visa-related



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matters and other necessary assistance, contributing towards smoother travel to Kerala and strengthening tourism ties between Kerala and the UAE.

The trade partners from the state were: Chandy's Hotels and Resorts, CGH Earth, Kairali Ayurvedic Health Resorts Pvt Ltd, Kondody Hotels and Resorts Pvt. Ltd, Santamonica Tours and Travels Pvt. Ltd, Somatheeram Ayurveda Group, The Elephant Court and Gateway Malabar Holidays.

Business sessions were held between travel agents from Dubai and the trade partners from Kerala. These sessions helped in developing business-to-business contacts and familiarizing the buyers from Dubai with the tourism products of Kerala, with 60 buyers attending the event.

Kerala Tourism pavilion at the ATM 2026 expo drew a steady stream of visitors from the Middle East and other countries since the expo opened on September 14.

The 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.

**Ends**