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Press Release

Kerala ranks among India's top tourism destinations for both luxury and budget travel, says panellists Yaanam Fest

Varkala (Kerala), Oct 18: Kerala offers immense potential as a destination that caters equally well to luxury and budget travellers, according to leading travel experts at Yaanam, India's first travel literary festival being held in here.

Speaking at the session "Writing on Travel Destinations," travel documentary filmmaker Priya Ganapathy said Kerala's tourism industry has successfully balanced both luxury and budget segments, making the state a versatile destination for all categories of travellers. She added that beyond regular destinations and packages, the tourism sector should now focus on offering unique experiences through lesser-known attractions that provide travellers with memorable, offbeat encounters.

Travel documentary filmmaker Anurag Mallick pointed out that North Kerala, with its culturally rich traditions and vibrant rituals like Theyyam, holds vast untapped tourism potential. He stressed the need to bring such festivals and regions to wider audiences to maximize their tourism benefits.

Food guru Karen Anand observed that over the past two decades, travel habits have evolved significantly, with more people taking to travel. This period has also seen a growing popularity for travel writing, photography, and video documentation of journeys.

Actress and vlogger Anumol, sharing her solo travel experiences, said that travel is not just about visiting places but also about meeting people, understanding their lives, and immersing oneself in those experiences.

During the session "Couch Surfing, Anyone?" Dr. Ginu Zachariah Umman, Chairman Kerala Food Commission, emphasized that the essence of tourism lies in leading people to authentic and unique experiences.

In a session titled "My Cuban Days", journalists and author N P Ullekh, in conversation with culture and travel writer A U Faizal Khan, recalled his experience of visiting Cuba.

The Yaanam Festival, which blends travel and literature on the scenic Varkala cliffs, will conclude on October 19.

Ends