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Press Release

Kerala proposes to host UNWTO meet



- **Tourism Minister Riyas meets UNWTO delegation in Madrid**

Thiruvananthapuram, Jan. 20: Kerala has expressed keen interest in hosting a major global event of United Nations World Tourism Organisation (UNWTO) even as the UN tourism agency proposed to conduct a workshop in the state later this year.

The proposal to host a global meet in the state was made by Kerala Tourism Minister Shri P A Mohamed Riyas during interactions with UNWTO delegation led by its Asian and Pacific Regional Department Deputy Director, Mr. Harry Hwang, in Madrid.

Mr. Riyas leads the Kerala delegation at the ongoing 43rd edition of FITUR, the world's second most important tourism fair in the Spanish capital.

Besides inviting UNWTO officials to the upcoming Responsible Tourism Global Summit in Kerala, the Minister also suggested that the UN tourism agency could consider holding its General Body or an Executive meeting in 2024 in Kerala.

Kerala Tourism Director Shri P B Nooh was also present during the discussions.

The Minister also sought research support regarding the products and sustainable practices to be executed in Kerala.



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The proposal to host the UNWTO comes in the wake of Kerala kicking off a major global campaign with a bouquet of new products and initiatives to turn the entire state into an all-season experiential tourism destination of diverse choices catering to the tastes of post-pandemic tourists.

The trade partners of Kerala Tourism at FITUR are CGH Earth, Abad Hotels and Resorts, Somatheeram Ayurveda Group, and Travel Corporation (India).

Ends