



Department of Tourism

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PRESS RELEASE

Keralam's experiential tourism receives global resonance: Minister Vishnunadh at ITB Asia in Singapore

- **Enthusiastic visitors flock Keralam pavilion**

Thiruvananthapuram, Oct. 22: Kerala Tourism's participation in ITB Asia 2026, the largest travel trade show on the continent that opened in Singapore on Wednesday, generated significant excitement among visitors and business delegates eager to explore the state's diverse and unique tourism offerings and build lasting partnerships.

Held at the Sands Expo and Convention Centre in Singapore, the three-day event positioned Keralam's pavilion as a key highlight amid the large gathering of tourism professionals and travel enthusiasts.

Shri PC Vishnunadh, Minister for Tourism, Culture and Cinema, Government of Keralam, led the Keralam delegation, which also included Shri Sumit Kumar Thakur, IAS, Additional Director (General), Kerala Tourism.

Shri Vishnunadh, along with Ms Sakina Masood Itoo, Minister for Health, Medical, School and Higher Education, and Social Welfare, Jammu and Kashmir, and Dr Shilpak Ambule, High Commissioner of India in Singapore, inaugurated the Kerala Tourism stand.

Spanning 27 square metres, the Kerala Tourism Pavilion (F130) features the evocative theme "Your Nearest Faraway," capturing the essence of Keralam's breathtaking landscapes that define the state as a premier experiential tourism hub.

The visuals highlight Kerala's tranquil backwaters, Ayurveda, and iconic houseboats, immersing visitors in the state's rich offerings through engaging imagery and informative panels.

Shri Vishnunadh said "the distinctive offerings that Keralam presents, now further enriched by the introduction of experiential tourism, have been gaining substantial traction and interest from global tour planners. This includes a deeper engagement with the cultural heritage and natural beauty of our state."

Keralam's proactive involvement in international tourism initiatives is a well-crafted strategy to boost targeted marketing, maintain strong visibility in the global tourism landscape, and enter emerging Asian markets with exciting prospects, the Minister said.



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“Kerala's vibrant annual festivals, such as Onam, are increasingly captivating international travellers. These festivals not only showcase the state's rich cultural heritage but also promise unique experiences to visitors,” the Minister added.

The delegation engaged with stakeholders, including trade buyers, airlines, and media, to build connections and explore opportunities to promote Kerala as a premier travel destination.

“Like its parent event, ITB Berlin, ITB Asia brings together key players in the region's travel industry along with international exhibitors and buyers from different verticals including MICE (Meetings, Incentives, Conferences, and Exhibitions), leisure, and corporate travel, enhancing networking opportunities,” said Shri Sumit Kumar Thakur.

Kairali- The Ayurvedic Healing Village and Somatheeram Ayurveda group joined Kerala Tourism at the event as co-exhibitors, emphasising their commitment to wellness tourism.

The B2B trade show draws over 18,000 attendees from the MICE, corporate, leisure, and travel technology sectors, with the entire appointments pre-scheduled. The event will conclude on October 23, striking lasting partnerships and attracting more visitors to Kerala.

Ends