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Press Release

Kerala adjudged Best Wellness Destination by Outlook Traveller



Thiruvananthapuram, Feb 23: Kerala has been adjudged India's Best Wellness Destination by leading tourism magazine Outlook Traveller for the year 2020, in a robust validation of the state's authentic Ayurveda and other traditional systems of holistic healing.

The award was presented by former parliamentarian, columnist and author Shri Baijayant 'Jay' Panda, who was the Chief Guest, at an impressive function in New Delhi on Saturday evening. The award was received by Tourism Information Officer P K Sooraj.

Kerala was also in the final round of awards for best tourism state and best wedding destination. The other tourist attractions of the state that made it the final round were Jatayu Earth Centre, the world's largest bird sculpture based on a unique combination of mythology, technology, culture, adventure and leisure, the Kochi-Muziris Biennale (both in the category of Best Tourist Attraction), Niramaya Retreats Cardamom Club, Thekkady (Best Hill Resort) and Coconut Lagoon, Kumarakom (Best Heritage Hotel).

The award winners who were asked about the favourite destination by the host replied Kerala as their favourite destination, which also was a welcome recognition for Kerala at the event.



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“Ayurveda has always been the USP of Kerala Tourism, bringing in tourists from all parts of the globe. In addition, the state provides a range of other relaxing therapies that rejuvenate people tired of monotonous city life,” said Kerala Tourism Minister Shri Kadakampally Surendran. “The Outlook Traveller Award is a huge recognition that will further bolster the state’s reputation as a destination for holistic healing.”

The Outlook Traveller Awards are considered the benchmark of quality in the travel and tourism industry and felicitate the best each year. With 25 categories, the awards take a 360^o view of the tourism sector and have attracted leading names associated with the travel and tourism industry. They include tour operators, influencers, writers, designers, artists, travel tech disruptors, hoteliers, foreign and state tourism boards, ambassadors and government officials.

This year the awards were a spectacle of engrossing speakers, a stellar jury, engaging panel discussions and a magical evening.

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