**Press Release**

## Vision 2031 aims to rebrand Kerala Tourism to cater to global needs

*Minister Riyas releases policy document at milestone event in Kuttikkanam*

**Idukki, Oct 25**: Kerala today unveiled a monumental policy document aimed at rebranding its tourism on the world map.

Tourism and PWD Minister Shri PA Mohamed Riyas released 'Vision 2031' that envisaged the state's transformation into a high-value travel destination across seasons.

Prepared by the state's tourism department and launched at a milestone workshop in picturesque Kuttikkanam of the hill district, 'Vision 2031' lays out steps that will provide infrastructural support to ensure travellers visit round the year while going ahead with its sustainable and environment-friendly plans.

The Minister announced the highlights of the policy document at a day-long event in Marian College, where Finance Minister Shri KN Balagopal inaugurated the 'Vision 2031' seminar by Kerala Tourism. Water Resources Minister Shri Roshy Augustine chaired the opening session.

Shri Riyas, while describing the need for planning of tourist destinations as "very important", said several travel spots in the state are set to hit their peak soon.

"On locating such places in the next five years, we must upgrade them to international standards with cooperation from the local communities," he noted.

"Such planning should be assisted by modern technology such as AI. Easy tourism should be Kerala's USP on the tourism map. We plan to expand popular tourism in a way that strengthens local employment and economy."

The Minister spoke of the need for more promotional activities to increase the inflow of foreign tourists.

"We will make use of the influence of the new media. The goal is to enable the inflow of more foreign tourists than in the pre-COVID period," he added.

The policy document also initiates the concept of tourism villages by identifying and promoting villages of unique beauty and culture. Furthermore, all districts will identify and promote initiatives such as the annual Beypore Festival, organised by the Tourism Department near Kozhikode.

**kerala**
*God's Own Country*

**Department of Tourism**

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579  2321132

Email: info@keralatourism.org

marketing@keralatourism.org

w w w . k e r a l a t o u r i s m . o r g

The Minister said Kerala tourism, as a global brand, is competing with destinations around the world.

"Whether abroad or at home, there should evolve a situation where all Malayalis become brand ambassadors of Kerala Tourism," he said. "No other destination offers such a diverse range of tourism products."

The policy document also gives a new direction to tourism development through a 'Beyond Design Policy' that will go further than the current policies on the layouts of tourism destinations.

The policy aims to transform Kerala into a complete digital and smart tourism ecosystem through integrated visitor management, smart ticketing, AR/VR (augmented/virtual reality) experiences, and analytics based on artificial intelligence.

Human resource development will be achieved through training, certification, academic leadership development, skill development, and industry partnerships for local entrepreneurs, guides, and artisans.

Vision 2031 will facilitate private investments as well as public-private partnerships in sustainable tourism projects through transparent single-window mechanisms. The document places special emphasis on tourism business innovations and investments in related products, including adventure tourism, to harness the future potential of heritage, cultural, and spiritual tourism.

'Vision 2031' envisions focused, responsible, inclusive, experiential, and regenerative tourism. The document seeks to develop tourism in ways that encourage travellers to choose destinations of positive experiences.

The policy outlines planned infrastructure development. As part of improving transport infrastructure, it envisages better roads to tourist destinations, modern airports and airstrips, helipads at hill stations and improved last-mile connectivity.

Vision 2031 proposes expanding inland waterways and ferry terminals, and building marine and cruise terminals to expand waterways and ports. On the anvil is improved tourism infrastructure, including high-end resorts, low-cost accommodation, amusement parks, ropeways, safari parks, wellness centres, and convention halls. Public infrastructure will be enhanced by upgrading sanitation facilities, digital signage, security infrastructure, waste-management systems, and tourist assistance centres.

**Department of Tourism**

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579  2321132

Email: info@keralatourism.org

marketing@keralatourism.org

w w w . k e r a l a t o u r i s m . o r g

Aiming to shift from destination-based tourism to experiential tourism, the department plans to strengthen digital infrastructure, including Wi-Fi hotspots, mobile connectivity, online booking platforms, and virtual tourism experiences.

The policy also proposes a comprehensive tourism corridor project to realise the coastal highway corridor (bicycle and cycle tourism), waterways and canals corridor (houseboats, seaplanes, amphibian vehicles), national highway corridor (caravan tourism and tourist destinations), heli-tourism corridor (heliports and helipads), hill highway corridor (caravan routes) and railway corridor (vista dome trains on scenic routes) by connecting the various landscapes of the state.

The document emphasises the implementation of carbon-neutral green tourism by conserving the state's rich biodiversity, which is blessed by nature, hill stations, beautiful rivers, backwaters, lakes and beaches. A comprehensive plan will be implemented by coordinating various departments to maintain carbon-neutral standards, conserve biodiversity, and make the state pollution-free.

**Ends**