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Press Release

Ayurveda Gets the Nod from Russia's Women Travellers

Ancient healing system draws huge audience at Moscow tourism fair

Thiruvananthapuram, March 21: Kerala's millennia-old healing system of Ayurveda has received the stamp of approval from women in Russia as the state tourism department took part in the country's largest tourism fair to woo travellers from Russia to 'God's Own Country' this week.

The public and local industry representatives streamed into the aesthetically designed stall of Kerala Tourism at the 22nd Moscow International Travel and Tourism Exhibition (MITT) held during March 18-21. A major part of the enquiries were on Ayurveda, with local tourism professionals keen to cash in on the interest in Kerala's ancient medical system among Russian women, who are looking for alternative health care practices.

The theme of Kerala Tourism's 24-square metre-stand at MITT this year was Ayurveda and the state's sun-and-sand destinations.

"Kerala Tourism's participation in MITT this year has helped our trade partners to build strong relations with the travel and tourism industry in Russia," said Kerala Tourism Minister Shri A P Anilkumar.

MITT, the largest tourism fair in Russia, attracts tens of thousands of unique visitors every year, nearly three-fourth of them from the travel trade industry. More than 2,000 exhibitors from 203 countries are taking part in the four-day event that concludes on Saturday.

"There was an enthusiastic response to Kerala at MITT," said Shri Anilkumar, who held discussions on boosting tourist arrivals in Kerala from Russia with India's Ambassador to the Russian Federation, Shri P S Raghavan, during the trade show.

"Ayurveda is becoming increasingly popular in key markets like Moscow, St Petersburg and Yekaterinburg (the fourth largest city in Russia), especially among the health conscious women audience," the Ambassador said, urging Kerala Tourism to showcase cultural aspects like Kathakali and Kalari Payattu along with the backwaters and Ayurveda to attract more travellers.

"Kerala's efforts to promote tourism in the Russian market has the full support of our embassy," said Shri Raghavan, who was the Chief Guest at the Kerala Tourism roadshow in Moscow in October last year.

"Our participation in MITT is part of a series of marketing initiatives targeting the Russian market and follows the two trade roadshows held in Moscow and St Petersburg last year," Shri Anilkumar said. "We expect Kerala Tourism to do well in the Russian market in the coming years," the Minister added.

"The evolving Russian travelers are looking at more than beach holidays," said Kerala Tourism Director Shri P I Sheik Pareeth. "It augurs well for a destination like Kerala with our backwaters, hill stations, plantations, wildlife and Ayurveda," Shri Pareeth added.

"Our stall received an overwhelming response to Ayurveda from the visitors and industry professionals," the Director said. "Several leading Russian tour operators, including many medium sized operators, visited our stand and expressed their willingness to enter into agreements on Ayurveda package with our resorts," he said, adding a large number of Russian travellers is looking for a new destination in India for relaxation and rejuvenation.

Three trade partners of Kerala Tourism -- Abad Hotels & Resorts, Joy's Resorts and Poovar Island Resort - were part of the state delegation to MITT 2015.