



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

www.keralatourism.org

Press Release

Chinese Ambassador to be state guest at Nehru Trophy boat race

Thiruvananthapuram, July 28: The Chinese Ambassador to India may have missed his country's famous dragon boat race, a national holiday in China, last month, but he will not be skipping Kerala's iconic snake boat race next week.

His Excellency, Mr Le Yucheng, will witness the 63rd Nehru Trophy race at the expansive backwaters of Alappuzha on August 8. Ambassador Le will be a special guest at the event, named after Pandit Jawaharlal Nehru. He will be arriving in the state on a four-day visit on August 7 at the invitation of state Chief Secretary Shri Jiji Thomson.

Mr Le's visit assumes significance as it is taking place barely a month after a hugely successful foray into the Chinese outbound tourism market by Kerala Tourism.

"The Chinese Ambassador's visit to Kerala is a positive response to the visit of senior representatives of the state government to China only a month ago," said state Tourism Minister Shri A P Anilkumar, who had led the high-profile Kerala delegation to China.

"The Ambassador's visit to witness an important cultural symbol of Kerala will create a positive wave about our state among the Chinese tourists and tour operators," Shri Anilkumar said.

"It will go a long way in attracting more and more Chinese tourists to the state," he added.

"Kerala tourism is ready to initiate projects aimed at the Chinese market," said Shri Thomson, who was part of the state delegation to China in June.

"The visit of the Chinese Ambassador marks a significant step in our endeavour to position our state as a natural destination for tourists from China because of so many social and cultural similarities," the Chief secretary added.

"We will strengthen our marketing techniques to attract more Chinese tourists," he said

The visit had marked the first-ever participation of Kerala Tourism in the Beijing International Travel Expo and also a roadshow in Shanghai. A large number of Chinese outbound tour operators had evinced interest in the state on the occasion where Kalaripyattu exponents from Kerala had joined Kung Fu performers in a breathtaking martial arts fusion in the Chinese capital.

The Chinese Ambassador, who has held a number of vital positions in the Chinese Foreign Ministry, including the head of its policy planning department, will arrive with a four-member team. The team, which will reach Kochi on August 7, will stay at Kumarakom the same night before travelling to Alappuzha by a houseboat to watch the Nehru Trophy race the next day.



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

www.keralatourism.org

Following its successful entry into new and emerging markets in the past few years, Kerala Tourism is preparing to tap the vast Chinese market to substantially increase foreign tourist arrivals in the state.

Chinese tourists, who numbered 107 million according to figures available for 2013, constitute the world's largest outbound tourism market. They are considered the highest spending tourists globally.

There has been an increase of 33.45% of Chinese tourist inflow to Kerala in 2014 compared to the previous year.

Ambassador Le will return to New Delhi on August 10.

ENDS