

DESTINATION KERALA MAGAZINE

'HUMAN BY NATURE' IS KERALA TOURISM'S THEME AT WTM 2019

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Kerala Tourism Director P Bala Kiran IAS will lead the Kerala Tourism delegation at the World Travel Market 2019 to be held in London from November 4-6. The Kerala Pavilion will be themed around 'Human by Nature', Kerala's Tourism's new global brand campaign. Celebrating both people and nature equally in a seamless fashion, Human by Nature campaign encapsulates the way of life of the people, the inclusiveness, peace and harmony. "The new campaign theme and the film captures the true spirit of God's Own Country. Instead of celebrating the numbers of national and international travellers visiting the State, the attempt has been to celebrate the human life, nature, culture and heritage of the State," Bala Kiran said.

Trade partners in the delegation include Abad Hotels & Resorts, Intersight Tours & Travels, Allhind Tours & Travels, Pioneer Personalized Holidays, Crown Plaza Kochi, Tigris Valley Wellness Retreat (Kozhikode) and Wild Planet Resort (Munnar).

THE MIDDLE EAST HOGS LIMELIGHT

This year, 50,000 participants as well as 5000 exhibitors from over 180 countries are expected to attend WTM with organisers predicting a record year for 2019, boosted by a strong contingent of exhibitors from the Middle East region. With Expo



2020 on the horizon and the Middle East continuing to represent high growth potential for the travel industry, delegates from the region are looking to achieve an even greater share of the multi-billion-dollar global travel market.

According to research from Colliers International, the UK is predicted to retain its position as one of the top European destinations for GCC nationals to visit - accounting for 8,90,000 trips by 2023. While part of this growth can be attributed to the Middle East - and in particular

the UAE and Saudi Arabia's large expatriate populations, residents from the MENA region are no strangers to destinations within the UK, their culture and history - as well as their retail and luxury hospitality offerings. Besides, the relaxation of tourist visa requirements combined with Brexit weakening the British Pound have provided an additional incentive for Middle Eastern tourists.

Adding to this, several Middle Eastern companies have been short-listed for the International Travel & Tourism Awards (ITTAs) - which takes place on November 5. This year, key exhibitors from the Middle East will include, Dubai Corporation for Tourism & Commerce Marketing, Abu Dhabi Department of Culture and Tourism, Ras Al Khaimah Tourism Development Authority, Sharjah Commerce & Tourism Development Authority, Oman Ministry of Tourism and Jordan Tourism Board.

To create a new and exclusive experience for buyers, exhibitors and visitors, WTM has also revamped its Buyers' Club program.

