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Press Release

Kerala charms Moscow crowd at international tourism fair
Aims to further increase growing number of Russian tourists to state

Thiruvananthapuram, Sep 16: Kerala Tourism is marketing its charms to Russia with a presence at OTDYKH Leisure, a leading International Trade Fair for travel and tourism. The fair which commenced in Moscow yesterday features 1,236 exhibitors from 94 countries and Russian regions.

The four-day OTDYKH Leisure, which is in its 21st year, is the largest international autumn trade fair for tourism in Russia and the Commonwealth of Independent States countries. Kerala Tourism is also conducting a road show at St Petersburg that will serve as a platform for business meets with tour operators and media.

“It is a privilege for the state’s tourism department to participate in this internationally-acclaimed fair,” said Kerala Tourism Minister, Shri AP Anil Kumar. “Since Russia is one of the 43 countries recognised for the ‘Tourist Visa on Arrival’ facility, the state’s exhaustive marketing in the trade fair is expected to create a huge stride in tourist arrivals from this country.”

As part of the Visit Kerala initiative, Kerala Tourism has been hard-selling the state’s key products—Ayurveda, backwaters and culture—across the globe.

The Kerala Tourism stall at OTDYKH Leisure shows off its famed backwaters, beach and Ayurveda in the 32-sq m stand at the fair.

The state welcomed 35,010 Russian visitors in 2014, up from 32,000 in 2013.

Tourism Director Shri P I Sheik Pareeth, who led the Kerala delegation, said last year’s increase in the number of Russian visitors to the state, coupled with their interest in beaches, convinced the officials to market God’s Own Country with its serene beaches as one of the USPs.

“The Indian Embassy in Russia has also offered support for expanding the Kerala tourism market and for conducting cultural exchange programmes,” he added.

The Kerala stand saw the visit of several senior officials, including Director of Jawaharlal Nehru Cultural Centre, Moscow, Shri Ashish Sharma and First Secretary (Consular) Indian Embassy Moscow, Shri K V Sreejesh.

Trade partners from Kerala, who participated in the show, include Abad Hotels & Resorts, Ayurveda Mana, Niramayam Heritage Ayurveda Retreat, Poovar Island Resort, The Paul Resorts & Hotels and Joys Resorts and Hotels.

The exhibition is on till September 18.

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