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## Press Release

### ***Kerala's Boat Race a major attraction in FITUR 2017 in Spain***

#### *Kerala Tourism to hold road shows in Lyon and Rome*

**Thiruvananthapuram, Jan 23:** The fascinating boat race, a signature event of Kerala, turned out to be a stellar attraction as Kerala Tourism showcased the mesmerizing grandeur of God's Own Country at the just concluded FITUR, one of the world's largest tourism and travel fairs.

The sprawling stall of Kerala Tourism at the January 18-22 travel industry fair in the Spanish capital of Madrid had recreated the theme of boat race, the hugely popular sporting spectacle; and it swept the visitors off their feet.

"Our stall drew a huge response from the travel industry and the general public alike. We had fruitful discussions and meetings with the industry partners in Spain. They were quite inquisitive about the boat race, serene backwaters and the Ayurveda rejuvenation therapies. They have agreed to send more tourists to Kerala by including our destinations in the travel packages" said Kerala Tourism Director Shri U V Jose, who led a strong delegation of officials and various tourism stakeholders to the annual fair.

Mr. Vinod Zutshi, Secretary, Union Ministry of Tourism, and Mr. D B Venkatesh Varma, Indian Ambassador to Spain, were among the visitors to the Kerala pavilion.

Shri Jose said this was for the 13th year on the trot that Kerala Tourism participated in FITUR, which provides a platform for the global tourist industry to promote commercial agreements and hammer out actionable strategies for growth of tourism.

Eyeing for a robust growth in tourist arrivals from European countries, Kerala Tourism has also decided to hold road shows in Lyon (France) on January 24 and in Rome (Italy) on January 26.

The partners of Kerala Tourism which attended the FITUR 2017 were CGH Earth, Kumarakom Lake Resort, Pioneer Personalised Holidays and Marvel Tours.

"Spain has emerged as a major tourism market for Brand Kerala. We are confident of attracting tourists in large numbers from Europe and the rest of the world to our state in the current year as well," he added.

In recent times, Kerala has witnessed a healthy increase in tourist arrivals from Spain. In 2015, 14,187 tourists arrived in the state, registering a growth of 21.7 per cent compared to last year.