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Press Release

Kerala Tourism conducts this year's inaugural road shows in Germany

Road shows Held in cities of Dusseldorf and Berlin

Thiruvananthapuram, Feb 7: Kerala Tourism made newer moves abroad to spread the fame of the lush green southern Indian state by conducting road shows in the German cities of Dusseldorf and Berlin.

Held on February 3 and February 5, the two endeavors were Kerala Tourism's inaugural road shows in Germany this year, and the delegation was led by its Director Shri P I Sheikh Pareeth.

"This is the second road show we are conducting in these cities. As part of aggressively marketing the destinations and tapping new markets, we had earlier conducted a road show in Dusseldorf and Berlin," said Kerala's Tourism Minister Shri A P Anil Kumar.

"Since then, we have been receiving positive responses from these markets. This is the reason why we have entered these markets for a second time to consolidate the trade relations", he added

A total of 75 attendees from 40 leading German tour companies were at the show in Dusseldorf on February 3. Consular (Commerce), India Consulate, Frankfurt Shri Surender Kumar, was the chief guest of the show at Dusseldorf, an international finance and trade centre.

"Germany is the third biggest market for Kerala in terms of tourist arrivals. As many as 77,698 tourist arrivals were recorded from there last year. As a highly growing market for Kerala, Germany has recorded a growth of 55% in tourist arrivals in the last five years," said Shri P I Sheikh Pareeth.

He also added that an increasing number of German citizens are visiting the Ayurvedic resorts in Kerala. Considering this fact, Kerala Tourism had also launched an Ayurvedic campaign in the country earlier.

The second road show in the European Union, held on February 5 at Berlin, had 110 attendees from 50 leading German tour companies.

The attendees of the road shows were acquainted with Kerala as Shri Pareeth made a presentation throwing light on the tourist attractions of the state and the new developments in the tourism sector such as the spice route initiative, Muziris project, and responsible tourism initiatives.

The latest and much-acclaimed campaign on Kerala Tourism, the Great Backwaters film, drew huge responses from the buyers after it was screened at both the road shows.

The road shows also served as a platform for several trade interactions during the trade meetings.



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“These interactions, along with the availability of Tourist Visa on Arrival (TVoA) enabled with ETA (Electronic Travel Authorisation) to the German citizens are expected to bring in huge traffic from Germany to Kerala in the coming days,” said Kerala Tourism Secretary, Shri G Kamala Vardhana Rao.

The Indian Missions in Berlin and Dusseldorf and the India Tourism Office in Frankfurt had extended their whole-hearted support for the Kerala Tourism marketing activities in Germany.

Trade representatives from Kerala including the Abad Hotels and Resorts, Anantara Hotels & Resorts, CGH Earth, Intersight Tours & Travels, Pioneer Personalised Holidays, Kerala Voyages, Kumarakom Lake Resort, Marvel Tours, Somatheeram Ayurveda Group, Spiceland Holidays, and Uday Samudra Leisure Beach Hotel, participated in the road shows.

In an effort to consolidate the trade network in Germany, Kerala will participate and showcase their Unique Selling Proposition, Kerala’s ‘Great Backwaters’ and ensure the maximum reach in the upcoming Internationale Tourismus-Börse Berlin (ITB) Berlin, the World’s biggest tourism trade fair to be held in March.

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