

ECONOMIC TIMES

Kerala Tourism Holds Roadshows in Europe

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THIRUVANANTHAPURAM In an aggressive bid to make deeper inroads in Europe, Kerala Tourism conducted a string of roadshows by participating in the World Travel Market (WTM), London, and showcased products in the emerging markets of Scandinavian countries, Denmark and Finland. Kerala Tourism director P Bala Kiran led a high-profile official delegation, comprising prominent trade partners like hoteliers, resort owners, tour operators and service providers from the state, to WTM London and roadshows in Copenhagen (Denmark) and Helsinki (Finland).

