



Department of Tourism

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Press Release

Kerala Tourism pavilion grabs eyeballs at Vakantiebeurs 2017 in the Netherlands

Thiruvananthapuram, Jan 20: Kerala's many advantages as tourism destination were on full display for the jet-setting Dutch and other European travelers at the five-day Vakantiebeurs 2017, the biggest tourism trade event in the Netherlands.

Laidback cruises on serene backwaters and Ayurveda rejuvenation therapies showcased at the Kerala pavilion grabbed attention and generated several enquiries at Vakantiebeurs 2017, which was held in the city of Utrecht from January 10-15 and drew up to 1,08,000 visitors.

The pavilion spread over 18 sq m, marked Kerala Tourism's first appearance at the trade fair which is held annually in the second week of January in Utrecht and provides a gateway to the highly promising Dutch and European markets.

For Kerala Tourism, the Netherlands is the 11th biggest originating market with 22,276 tourist arrivals registered during 2015, a 40% increase from 2010.

"South India is yet to get as much attention in the Dutch market as the north of the country, and Vakantiebeurs was a chance for us to close the gap," said Tourism Minister Mr. Kadakampally Surendran. "Our promotional campaigns in such prestigious fairs will help Kerala compete not just with north Indian destinations but international ones such as Sri Lanka and Thailand."

Kerala Tourism's pavilion had the theme 'Slow Down in God's Own Country', a nod to the relaxing and rejuvenating offerings of the state. The Dutch are big-time travellers and are keen to gather more information on new destinations, said Dr Venu V, Principal Secretary, Tourism.

"Our pavilion attracted many enquiries which we expect to translate into holiday bookings over the next two years," he added.

Surveys show that of the Dutch people who visited the Vakantiebeurs event, 64% were there to gather information on holidays still to be booked and 54% to discover new holiday destinations.

Kerala Tourism is planning to conduct familiarization tours for selected tour operators and media-persons from Netherlands so that they can have a first-hand experience of 'God's Own Country'. Apart from this, publicity materials will be distributed to the end consumers in Dutch, said Tourism Director Mr. U V Jose.

"Kerala offers the advantage of easy linkages as well. Jet Airways flies to Mumbai and Delhi directly from Amsterdam, and has plans to operate direct flights to a southern Indian destination in the future which will benefit Kerala Tourism even more," Mr. Jose said.

The Kerala Tourism delegation was led by Mr. Anil V.S, Deputy Director-Marketing. The co-exhibitors of Kerala Tourism were Kumarakom Lake Resort, Pioneer Personalized Holidays and Spice land



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Holidays. Mr. J. S Mukul, Hon. Ambassador of India to the Netherlands and Mr. J.H.C Van Zeen, Hon. Mayor of Utrecht visited the Kerala Pavilion and extended all their support for promoting Kerala in Netherlands.

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