



Kerala Tourism receives ‘Best Destination for Romance’ award

- Munnar voted as ‘Best Destination for Romance’
- Kerala Tourism once again made its mark in the tourism industry

Mumbai: Kerala, which is referred to as God’s own country won the award for **‘Best Destination for Romance’ for Munnar** by Lonely Planet Magazine India Travel Award 2017. P Bala Kiran, IAS, Director, Kerala Tourism received the prestigious award by Bollywood actress Diana Penty at the sixth edition of Lonely Planet India Travel Awards. This award is considered as another addition to the series of prominent awards won by Kerala Tourism in 2017.

Speaking on the occasion, P Bala Kiran, IAS, Director, Kerala Tourism said, “It is a euphoric moment for the state’s tourism department. It is overwhelming to be aware of the fact that Kerala is gaining popularity as India’s most preferred destination among the Indian travelers. The state’s tourism department will continue to keep up the positive momentum with its perennial growth trajectory”.

“One of the notable things about such awards is that they inspire other travel enthusiasts to visit and experience unexplored destinations. Moreover, India’s greenest state- Kerala is witnessing constant progress in foreign as well as domestic tourist arrivals since 2011”, **he further added.**

Demonstrating the growth of Kerala Tourism, he stated “As a matter of fact, foreign and domestic tourist arrival in Kerala has escalated by 6.23% and 5.67% respectively in the previous year. Under the leadership of Hon Minister Sri Kadakampally Surendran, there has been very good growth in Tourism infrastructure and is coming up with the new Tourist policy. Kerala tourism has been winning these awards under his leadership.”

Munnar, recipient of ‘Best Destination for Romance’ award, is famed for its romantic cottages, cloudy mountains, lively tea gardens, green valleys and on-going background sound of waterfalls. The calm climate of this photo scenic place makes it one of the most preferred honeymoon destinations in India. Other places of the state like backwaters in Alleppey, Wildlife in Thekaddy, beach in Kovalam and Trivandrum are equally magnificent.

Kerala, hub of cultural and natural heritage, has rightly emerged as a preferred wedding as well as a honeymoon destination, leaving international destinations far behind. In today’s time, luxurious hotels, resorts and exotic beaches of Kerala are the perfect locations for lavishing Indian weddings. The state is witnessing tremendous growth in the wedding tourism from the last couple of years. It would be right to say that Kerala has now become a trendsetter for

foreigners and NRIs' weddings. International as well as domestic vacationers adore the wide range of state's tourist spots from idyllic beaches to backwater resorts, Spa and Ayurveda Centers, hill stations, wildlife and romantic Houseboat.

Lonely Planet Magazine India Travel Award 2017 is applauded for recognizing and acknowledging best national and international travel destinations. Out of a wide range of categories of the award, travelers get to choose the best destination across the globe basis their travel experiences. An Industry's expert panel nominated a couple of destinations across the country for various categories such as romance, culture, adventure, food and drink, wildlife on the basis of certain industry parameters. Out of which, the winners were chosen by the online-based reader's survey. Consequently, this award characterizes the state's popularity and unique entity, the state holds for its visitors.