Kerala Tourism's first STREET project inaugurated in Maravanthuruthu, Kottayam

SYNOPSIS

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STREET – Sustainable, Tangible, Responsible, Experiential, Ethnic Tourism – is a project developed by Kerala Tourism in order to give the state tourism a makeover, and introduce various new experiences under experiential tourism. There are 10 STREET projects in line, and Maravanthuruthu Water Street is the first of the 10 to be developed by Kerala Tourism through its Responsible Tourism Mission Kerala programme. The Local Self Governments play an important role in this project.

The idea behind these STREET projects is to add new and interesting features to the existing list of experiences the state tourism has to offer. The plan is to push forward experiential tourism.

Kerala Tourism aims to develop Maravanthuruthu as a sustainable and experiential tourism destination, and inaugurating Maravanthuruthu Water Street – a water street festival – is the first step.

In order to make this water STREET experience possible, the Responsible Tourism Mission Kerala, along with the local panchayats, cleaned and revived a total of 18 canal networks and three rivers. Kayaking and night safari expeditions on the canals are included in the plan.

Through these STREET projects, the practice of responsible tourism is expected to reach more destinations and consumers. Another plus being, integrating more less-explored destinations into the picture. Just like the Water Street theme, the STREET project has many themes including Green Street, Cultural Street, Ethnic Cuisine Street, Village Experiential Tourism and Art Street to name a few.

FAQS

Which other destinations will have STREET projects?

Maravanthuruthu and Manachira in Kottayam, Kadalundi in Kozhikode, Thrithala and Pattathara in Palakkad, Vaiyaparamba in Kasaragod, Kanthallur in Idukki, Chekkad in Wayanad, and Ancharakandi and Piranji in Kannur.

What is the best time to visit Kerala?

Is Kerala open to tourists now?