



## Department of Tourism, Government of Kerala signs MoU with SilkAir to boost tourism

Thiruvananthapuram, 26 th April, 2017: Department of Tourism, Government of Kerala today signed a Memorandum of Understanding (MoU) with SilkAir in the presence of Shri.Kadakampalli Surendran, Minister for Tourism, Govt of Kerala. The initiative is to jointly promote tourism to Kerala from priority markets like Australia, New Zealand, China, Korea, Japan and Singapore by conducting roadshows and other special marketing programs in the selected cities.

"Department of Tourism has been looking for more opportunities to spread words about the legacy of Gods own Country across all the global markets and to further increase the tourist footfall in Kerala in the coming years. I expect the agreement with SilkAir will benefit Kerala Tourism in terms of more tourists from the four significant markets with the help of its wide network and reputation as a quality service provider", said Shri.Kadakampalli Surendran, Minister for Tourism, Govt of Kerala.

Commenting on the association, Shri. P Balakiran, IAS, Director, Department of Tourism, Govt. of Kerala said "This MoU with SilkAir will allow us to strategically attract more travellers from the four specific markets to enjoy the unique local experiences here in the state of Kerala- God's own country. This agreement will also bring direct and indirect benefits to many sectors of the economies of both the countries."

"SilkAir offers high-quality service and with their help under this mutually-beneficial MOU, we look forward to welcoming their passengers with impressive hospitality," he added further

Effective from today to for a period of one year from 26<sup>th</sup> April 2017, this MOU will cover a series of joint activities including brand advertising and promotional campaigns, tactical and digital marketing, familiarisation trips, trade fairs, joint roadshows and product development. The joint activities are expected to help boost visitor numbers from Australia, New Zealand, China, Korea, Japan and Singapore to Kerala.

Speaking about the partnership, Shri. Jagdish Bhojwani, General Manager India, Silk Air said, "We're delighted to be associated with Kerala Tourism and we look forward to working together on many exciting activities to promote 'God's Own Country' as an attractive tourist destination to the world. Together with our parent company, Singapore Airlines, we reach out to over 100 Destinations around the world and we're confident that our wide network will help in bringing more visitors to the state. The group's commitment to excellence in customer service will surely make every tourist's Kerala experience special and memorable."

### About Kerala Tourism

Kerala Tourism Department is a major government ministry under the Government of Kerala. It is prime facilitating agency that overviews and supervises entire tourism activities of the state. Kerala Tourism is ranked as one of the fastest growing tourism industry in the country and the ministry has been often adjudged as key department that aggressively worked on to make Kerala Tourism into Top 100 Super brands.

### About SilkAir

SilkAir's pedigree as one of Asia-Pacific's leading regional carriers began in the mid-1970s. SilkAir's positioning as a premium, short-to-medium haul regional carrier gives it a unique appeal amongst leisure and business travellers in Asia. Whilst offering carefully selected meals, a full bar service and elements of in flight entertainment, SilkAir places great emphasis on providing attentive, friendly and relaxing service. The carrier's regional flair is expressed through both its cabin crew and its cuisine – ensuring that your experience of the destination you're heading to begin when you step onto our plane.

For media queries, please contact:

Saritha I V | [saritha@perfectrelations.com](mailto:saritha@perfectrelations.com) | 9946025443