



Department of Tourism

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Press Release

Kerala Tourism to launch 'Visit Kerala 2015'

Various initiatives to promote tourism

Thiruvananthapuram, January 19: Kerala Tourism's 'Visit Kerala 2015', a new initiative to promote the state's destinations, will be launched this year from April 1, with a series of events ranging from the arts to sports, state Tourism Minister Shri A P Anil Kumar announced today in a press conference

"The main focus of Visit Kerala 2015 will be to strengthen the promotion of tourism products including Ayurveda, Responsible Tourism, and Spice Route- Muziris", said Shri Anil Kumar.

"The tourism department will host a tourism industrial meet to promote responsible tourism and encourage the participation of local communities in tourism sector. The meet will provide guidance to people on setting up home stays and villas with small scale investment", the minister added

In the wake of the fresh initiative, Kerala Tourism will explore more new markets in China and Sri Lanka. Aggressive campaigns that target potential travellers in big traditional markets for Kerala will be conducted in the United Kingdom, France and Germany through trade fairs and roadshows. Consumer fairs and familiarisation trips will be introduced in upcoming markets like the United States. Kerala Tourism will enter markets like China and Sri Lanka through trade fair, road shows and familiarisation tours.

Leveraging the increased air connectivity, a focused Ayurveda and monsoon campaign will be conducted in the Middle East where 90% of the diasporas are from Kerala.

Shri Anil Kumar noted that Kerala's unique product like Ayurveda is marketed more in other countries like Sri Lanka.

Trade fairs, road shows and a familiarisation campaign for tour operators will be Kerala Tourism's pursuit in the Eastern countries.

Apart from the international market, the state tourism is planning a major offseason promotional blitz in the country to counter seasonality in arrivals.

'Visit Kerala 2015' will also promote Kerala Tourism products like cultural festivals, weddings, Meetings, Incentives, Conferences and Exhibitions (MICE) and adventure tourism, besides cycling. The second phase of the Kerala Tourism's, 'Kerala - Home of Ayurveda' campaign, will also be launched in selected national and international markets like Germany.

Kerala Tourism will also showcase the Spice Route and Muziris heritage through an international campaign to promote heritage tourism in the state.

A comprehensive festivals and events calendar will be prepared and promoted through multiple channels, including India Tourism Offices and Indian embassies abroad. Kerala will be promoted as a major "Wedding and MICE destination" through online campaigns. The tourism department will also prepare wedding venue databases.

Adding to this, adventure and cycling holidays will be promoted to attract youth and students.



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“Contests like Visit Kerala Contests will be conducted for tourists, who have holidayed in Kerala in 2015, with attractive gifts and complimentary holidays. Also, there will be social media and online campaigns to promote 2015 as the best time to visit the state, highlighting the festivals and events, along with the contests”, said Shri Anil Kumar.

The minister also noted the increase in the total number of hotel rooms in the state from 40,000 in 2010 to the present figure of 75,000. “This is a good sign for the tourism industry in the state”, he added.

Kerala Tourism will also launch a new theme campaign to showcase Kerala and its unique attractions, to strengthen Kerala’s position as ‘God’s Own Country’ and to create a destination pull. Food festivals will be conducted in cities like Delhi and Mumbai to market Kerala’s authentic cuisine, one of the tourist attractions in the state.

Considering the fact that 2015 has more than 13 long weekends, campaigns for weekends and short breaks will be conducted in metros and nearby cities.

Highlighting the importance of responsible tourism, a ‘God’s Own Country, People’s Own Tourism’ campaign will be conducted across the state to sensitise local communities to tourism and its opportunities.

As part of the destination development initiative, the state will implement master plans and industry-driven cleanliness campaign in major destinations across the state. A hop-on-hop-off bus will also be introduced in the capital city by the tourism department enabling the tourists to go around the city with a single ticket.

The government will also provide incentives to the partners of international trade fair and airline-tour packages with major domestic airlines will be introduced to promote domestic tourism. Kerala Tourism will also brand and design new set of Kerala souvenirs and market it to the tourists with the support of Kudumbashree units.

Visit Kerala 2015 will also take efforts to revamp information and product brochures of Kerala Tourism.

Kerala Tourism Secretary, Shri G Kamala Vardhana Rao; Kerala Tourism Director, Shri P I Sheik Pareeth and Additional Director (General), Smt. Anupama TV were also present at the conference.