



**Department of Tourism**  
Park View Thiruvananthapuram 695 033  
Kerala India Fax: +91-471-2322279  
Tel: +91-471-2326579 2321132  
Email: info@keralatourism.org  
marketing@keralatourism.org  
www.keralatourism.org

## Press Release

### **Kerala voted top destination for honeymooners in India again**

*State receives coveted award after tallying highest votes in Travel + Leisure magazine poll*

**Thiruvananthapuram, Nov 18:** Famous for its tranquil beaches, placid backwaters and rolling hills, Kerala is synonymous with romance. Further proof has come with 'God's Own Country' being recognised as the 'Best Honeymoon Destination' in India yet again.

The honour, based on the results of a readers' poll conducted by *Travel + Leisure India and South Asia*, was announced on Thursday at the fifth edition of the magazine's annual 'India's Best Awards' gala. Kerala shared the award with Rajasthan after both states garnered the most votes.

Kerala Tourism Additional Director-General Shri D. Balamurali collected the award at the ceremony held at The Shangri La-Eros in New Delhi.

"Kerala is renowned for its magical experiences, its rustic charm and the beauty of its diverse landscape, all of which has made the state the go-to destination for honeymooners from across India and the world. It is a matter of pride for us to be cited by *T+L*, which ranks among the leading travel and lifestyle publications," said Shri A.C. Moideen, Minister for Tourism, Government of Kerala.

The awards, which feature the biggest names in the Indian tourism, facilitation and hospitality industries, showcase the best travel opportunities available around the world and in India and anoint the best service providers, the preferred places to stay and the destinations Indians most love to visit.

Kerala has been a fixture at the awards, which cover nearly 50 categories across the tourism sector. This year's function was the culmination of a five-month digital poll on the magazine's website. The five-month poll saw robust voting by thousands of discerning travellers.

"The award reaffirms our reputation as the top destination for newlyweds in India. From the extended coastline to the mist-shrouded Western Ghats and the legendary network of lagoons and estuaries, the romantic getaways on offer here are as unique as they are exotic. The quiet, unhurried pace of life adds to Kerala's allure," said Dr Venu V., Principal Secretary (Tourism), Government of Kerala.

Other big winners on the night were Singapore (Best Country), Hong Kong (Best City), and Switzerland (Best Family Destination), to name a few. France and South Africa shared the award for best international honeymoon destination.



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“This is a significant award for Kerala since it is based on the visitors’ assessment of the on-the-ground situation at destinations across the state and included stringent parameters and criteria. The honour reflects the varied experiences on offer here and forward-thinking practices implemented from the policy to the product levels,” said Shri U.V. Jose, Director, Kerala Tourism.

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