

Kerala Tourism

NEW INDIAN EXPRESS

'Keralam Kanaam', the first step towards reviving sector by wooing local tourists

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Clip 1

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GET GOING

'Keralam Kanaam', the first step towards reviving sector by wooing local tourists

More than 35 resorts and hotels registered with the dedicated portal have come up with special discounted deals and packages aiming at local tourists

Swetha Kadiyala

IN A NUTSHELL
₹25,000 crore loss this year
₹45,000 crore turnover in 2019
Wayanad, Kumarakom, Wagamon, Munnar and Thekkady current popular destinations among local tourists for quick getaway

More than 35 resorts and hotels registered with the dedicated portal, Malayaliyatra.com, have come up with special discounted deals and packages like never before. "Many Malayalis have not experienced what their home state has to offer. Hence, were are making luxury holidays accessible to the public. All the resorts and hotels registered on the web-

site, including 5-star hotels, have slashed their rates to between Rs 4,000 and 5,000 per day," said P V Manu, secretary, ATTOL.

The initiative is expected to provide a breather to the sector. While the Kerala Tourism Department is already in the works for a major big blast marketing campaign for the post-Covid scenario; the focus, for now, seems to be on propelling local tourism.

Although the marginal tourist move-

ment witnessed among domestic visitors over the past month is promising; the footfall of travellers from other states has been completely nil. "We want the tourists to realise that the Kerala experience inherently comes with social distancing practices. We don't have many mass tourism spots and activities like houseboat rides, plantation visits, eco-tourism and treks are all catered to a small group of people or families," said P Bala Kiran, director, Department of Tourism.



Ajay Kanth

As a post Covid-19 measure to attract international tourists to state, Kerala Government has decided to go ahead with 'Kerala Blog Express Influencer Engagement Activity' wherein bloggers from across the world will be brought to Kerala in a post-Covid Indian Edition programme to boost tourism.

The government, in an order issued on August 6, has sanctioned an amount of Rs 88.50 lakh for the conduct of seventh edition of Kerala Blog Express

'Kerala Blog Express' to bring foreign influencers to boost tourism

Influencer Engagement Activity. Though the dates for the conduct of the activity have not been finalised, the tourism department is expecting that the project will be a major branding exercise for Kerala tourism.

The 'Kerala Blog Express' has been one of the main branding activities of the state tourism department that created over 200 ambassadors, who have documented their journeys, experiences, and memories across conventional, digital and social media platforms in several different languages.

Department of Tourism Di-

rector P Bala Kiran said a high-level meeting chaired by Tourism Minister Kadakampally Surendran decided to keep the projects ready for implementation once the situation returns to normal. "Kerala Blog Express is one such project for which all administrative sanction has been given," he added.

Officials said the seventh edition of Kerala Blog Express, which is being planned, will help the state showcase its achievements in the healthcare sector also. In last year's Blog Express, the majority of bloggers were from Latin American countries and 16 of the 26 bloggers were women.