Once global, now local

In a bid to restart tourism post COVID-19, industry stakeholders launch Kerala Kaamnaam, an initiative to offer hotels and experiences to local travellers at competitive prices.

The Association of Tourist Trade Organisations India (ATTI) has pitched its first proposal Kerala Kaamnaam, which seeks revival through regional and local tourism.

Former president of ATTII, Pradeep Menon says, "Kerala has managed the situation well and we are hoping that we will see two Covid-free states. In that case, people will get the confidence to travel. We don’t see international travel starting till the end of the year. International travel is a long way off and we are not seeing any sign of it being possible."

Under this scheme, around 200 hotels have come together to provide the opening of high-end boutique hotels and rooms to local tourists, allowing them experiences that were tailor-made for the international guest.

Kerala Kaamnaam will begin at a minimum of INR 1,000 and above. There will be 50 hotels available at a discounted rate of 10% and 15% for those who go for the package. The initiative will allow Indian tourists to enjoy the beaches and the palm均 or the rainfall and the golden sands. The initiative will also allow Indian tourists to enjoy the saline waters and the palm均 or the rainfall and the golden sands.

Kerala Kaamnaam is part of a larger plan to attract tourists to the state. The plan includes the development of new tourism projects, the revival of existing projects, and the promotion of local tourism. The plan is expected to boost the local economy and create jobs.

Kerala Kaamnaam is a step in the right direction, says Menon, adding that the proposal is for local and domestic tourism. The initiative will also help in the revival of the local economy.

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