Putting the spread of food to good use

Kerala Tourism aiming to win tourist footfalls with unique cuisine contest

Students of SRM Welkin Higher Secondary School, Sopore, shared a video they made to promote the cuisine contest.

video on the official webpage of the contest. The winners will get an all-paid seven-night family trip to Kerala post-COVID-19. The travellers may select from the array of dishes shared on the website and cook the dish of their choice.

Kerala Tourism has shared more than 100 cooking videos on its website to help assist the newbies in cooking the dishes. The minimum duration of the video is three minutes and the maximum five minutes with the file size of one entry not exceeding 500 MB. The contest has struck the right chord with travellers for various reasons. Being stuck at home due to the COVID-19, many people have taken up cooking as a hobby. Just a month after its launch, the campaign received 3,000-plus registrations from various countries, including South Africa, Sri Lanka, Germany, Ecuador, Canada, UK, Australia, Spain, Singapore, New Zealand, Russia, US, Algeria, Netherlands, Greece, Zimbabwe, Romania, France, Nepal, Afghanistan, Azad Kashmir, Pakistan, Bahrain, Bhutan, Russia, Ghana, Guyana, Indonesia, Israel, Italy, Japan, Kuwait, Malaysia, Montenegro, Myanmar, Oman, Philippines, Poland, Portugal, Serbia, Taiwan, and Tajikistan.

Within India, officials say around 2,000 travellers have registered so far and the contest is open till June.

The contest has received endorsements from a cross section of people including a group of children below 12 years from the SRM Welkin Higher Secondary School, Sopore, who shared a short video that they made to promote the contest. Some travel enthusiasts from Zimbabwe also shared a similar video. There are also people like Rosana Dana Salla from Romania who dressed up in Kerala attire and uploaded videos.

Trending topic: Kerala’s tourism industry, which is reeling under crisis due to the pandemic, is hopeful that such innovative campaigns will help to maintain "Brand Kerala Tourism" a trending topic.

Renowned chefs, academicians and social media influencers have volunteered to be the celebrity ambassadors of the contest. Prominent names among them are chef Manjeet Gill, chef Ricksy Narayan, chef Ajay Sood, executive chef Giovanni Fortunato from Italy, and chef Nelles Eka, Asian Book of Records, known as the "Lady with a Chef Coat".