

THE HINDU

Taking Keralites on a tour of the State, with huge discounts

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Hospitality players plan to launch 'Keralam Kaanam'

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With most hotels and resorts in Kerala either locked down or staring at negligible or nil room occupancy in the wake of COVID-19, tourism stakeholders are gearing up to launch 'Keralam Kaanam,' a scheme to woo people of the State to avail accommodation at heavily discounted rates.

This is part of Malayali Yathra, an initiative of tour operators and hotels based in Kerala. The relaxation of lockdown norms down the lane will see people travelling within the State, mostly to tourist locales in nearby districts, for a few months.

300 hotels, resorts

The scheme which would cover approximately 300 hotels and resorts in Kerala, targets such regional travellers.

Houseboat operators, who too have been severely

hit by the lockdown, also are part of the scheme, said Anish Kumar P. K, executive committee member and former president of Association of Tourism Trade Organisation of India (ATTOI).

"Kerala's tourism resources are globally acclaimed, but most people of the State prefer day tours and shun overnight stay in hotels. The project aims to familiarize the higher category of hotels in Kerala to prospective customers, at hitherto unimaginable tariff. We hope to roll out the scheme from July 1 to October 30. It will be a new experience for guests, while also generating business for hotels, tour and transport operators. Those who cancelled their outbound tours and NRIs returnees would particularly benefit, since packages under the scheme are available at rock-bottom rates," he said.

These discounted rates will be exclusive for guests

and tour operators from within Kerala. Details are available at www.malayaliyatra.com.

This is the best time to discover Kerala, her villages and tourist/heritage locales. Hotels and resorts are joining the scheme by submitting their discounted tariffs.

Soon after lockdown

"We have begun the groundwork so that travellers can avail the package immediately after curbs are lifted. Kerala Tourism has assured help to market the scheme, while hotels are busy readying safety protocols that have to be adhered to post the lockdown," Mr. Anish Kumar said.

On their part, hotels will not offer these rates to any other operators/individuals/corporates or others, since the project is to support each other, apart from tour and taxi operators, he added.