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Press Release

Visit Kerala 2015 kicks off on Vishu *Kerala Airlines offer Vishukaineetam to the passengers*

Thiruvananthapuram, April 16: Kerala Tourism's innovative campaign 'Visit Kerala 2015' has kicked off on Vishu, April 15 with the distribution of *payasam* and authentic Kerala food to the airline passengers of Air India, Air India Express and Jet Airways.

These travellers were also warmly greeted with flowers and welcome cards at the airports across the state.

Served in packets with the Visit Kerala logo, the *payasam* tickled the taste buds of national and domestic travelers in these airlines.

As a campaign to attract more tourists to the state, Visit Kerala was officially launched on April 9 by the Union Minister of State for Culture, Tourism (Independent Charge) and Civil Aviation, Dr Mahesh Sharma.

"We hope that Visit Kerala campaign will be an edge to the Kerala tourism industry and contribute to the state revenue," said Kerala Tourism Minister Shri A P Anil Kumar.

The trade partners in Kerala are ready to woo the travelers to the state during the Visit Kerala period with attractive offers and value added services. A new set of Kerala souvenirs will be marketed with the support of Kudumbashree units.

"Since Vishu is an auspicious day for the Keralities, we thought that this would be a good beginning", said Kerala Tourism Secretary Shri G Kamala Vardhana Rao.

"We have tied up with Air India, Air India Express and Jet Airways to promote Visit Kerala initiative. The airline crew will also wear the Kerala attire on Onam days to showcase our culture to the people visiting the state", said Kerala Tourism Director Shri P I Sheik Pareeth.

"Their in-flight magazines will also carry articles on 'Visit Kerala'," he added.

Visit Kerala will also feature innovative and interactive programmes, ranging from Ayurveda to adventure trips, from destination weddings to heritage tourism, from food festivals to quiz competitions.

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