



Government of Kerala



KERALA TOURISM STATISTICS 2019

RESEARCH AND STATISTICS DIVISION
DEPARTMENT *of* TOURISM



GOVERNMENT OF KERALA
DEPARTMENT OF TOURISM



Government of Kerala

**KERALA TOURISM
STATISTICS 2019**



Prepared by
**RESEARCH & STATISTICS DIVISION
DEPARTMENT OF TOURISM**



Sri.KADAKAMPALLY SURENDRAN

Minister for Devaswoms,
Tourism and Co-Operation, Kerala
Ph (Office): 0471-2336605, 2334294
Thiruvananthapuram

MESSAGE

Kerala is after all India's most distinguished state. This land of rare natural beauty is steeped in history and culture, but it has still kept up with the times, Kerala has taken its tourism very seriously. It is not for nothing that the Eden in these tropics; God's own country was selected by National Geographic Traveler as one of its 50 "destination of life time".

When it comes to building a result oriented development programme, data collection is key in any sector. To capitalize the opportunity to effectively bench mark, it is essential to collect data's concerned with the matter.

In this context statistical analysis of tourist arrivals to a destination is gaining importance .We need to assess whether the development of destination is sufficient to meet the requirements of visiting tourists. Our plan of action should be executed in a meticulous manner on the basis of the statistical findings. Kerala Tourism Statistics 2019 is another effort in the continuing process of Kerala Tourism to keep a tab up-to-date data for timely action and effective planning, in the various fields concerned with tourism.

I wish all success to this endeavor.

Kadakampally Surendran



MESSAGE

Kerala Tourism has always attracted tourists, both domestic and foreign with its natural beauty and the warmth and hospitality of the people of Kerala. The changing trends in the travel scenario bring changes in the markets of Kerala Tourism and we devise our marketing strategies accordingly. 2018 brought a huge setback to Kerala Tourism with the massive floods that happened in Kerala. But we could overcome the crisis with strategic planning and implementation of a well thought out plan and the Department of Tourism and the Tourism trade joined hands to achieve a remarkable growth in 2019.

'Human by Nature', the new marketing campaign launched by Kerala Tourism in 2019 along with other initiatives of Kerala Tourism could bring a growth rate of 17.8% in domestic arrival and 8.5% in international arrival in 2019.

The Responsible Tourism initiatives of Kerala Tourism developed deep roots in the community by generating employment and empowering the local people economically, socially and environmentally. Climate change and other crises happening across the world emphasise the need to move on to Sustainable Tourism. Kerala Tourism with its responsible initiatives like Miyawaki Forest in urban areas is a small step in this direction. Each one of us in the tourism industry needs to take definite steps towards attaining the goal of Sustainable Tourism.

Kerala Tourism Statistics brought out by the Department of Tourism every year helps the Government in formulating new policies for the sector. The book would definitely be useful to planners, stakeholders, research scholars etc and would provide vital details on the arrival of domestic and foreign tourists.

My appreciation to the Research and Statistics division of the Department of Tourism in bringing out Kerala Tourism Statistics 2019.

A handwritten signature in black ink, reading "Rani George".

Rani George, IAS
Principal Secretary to Government,
Tourism Department





FOREWORD

In Kerala, Tourism has emerged as one of the few economic alternatives to develop the state economy. It has been recognised as an important sector for the development on account of its potential for generating income and employment. In the context of poor prospects of the manufacturing sector and traditional sectors and the uncertainties facing expatriate employment in the Gulf, tourism is considered as one of the sector which can drive Kerala economy to take the state to the pinnacle of socio economical development.

As Tourism is concerned the 2019 was a remarkable year for Kerala Tourism with the international tourist arrival to Kerala nearing 12 lakhs and the foreign exchange earnings crossed Rs 10,000 crore . Domestic tourist arrivals during 2019 were 1.83 Crores while the total revenue generated from the tourism industry is estimated at 45010.69 crores. The increase in the foreign tourist arrival is 8.52%, domestic tourist arrival is 17.81 and that of total tourist arrival is 17.2%. The % growth in domestic tourist arrival / total tourist arrival is the highest registered in the past 24 years and is a proud moment for the entire Kerala Tourism team.

I am sure that this publication titled Kerala Tourism Statistics 2019 prepared by the Research and Statistics Division of the Department of Tourism will be useful for all tourism stake holders and researchers.

My sincere appreciation to the staff who toiled to bring out this publication every year.

A handwritten signature in black ink, appearing to read 'P. Bala Kiran', with a long, sweeping horizontal line extending to the right.

P. Bala Kiran, IAS
Director, Department of Tourism

CONTENTS

CHAPTER 1 KERALA AT A GLANCE

- 1.1 Kerala at a Glance
- 1.2 Geographical Features
- 1.3 Area and population of Kerala
- 1.4 Kerala Tourist Statistics 2019 –A Nutshell

CHAPTER 2 KERALA TOURISM INITIATIVES / ACHIEVEMENTS 2019

- 2.1 Kerala Tourism
- 2.2 Major Marketing Campaigns 2019-2020
- 2.3 Kerala Tourism Awards 2019-2020
- 2.4 Cultural Initiatives 2019-2020
- 2.5 Backwaters Tourism
- 2.6 Supporting Organizations
- 2.7 Major Projects
- 2.8 Information Technology Initiatives 2019-2020

CHAPTER 3 TOURIST STATISTICS 2019

- 3.1 Tourist Statistics 2019-Highlights
- 3.2 Month wise Foreign and Domestic Tourist Arrivals-2019
- 3.3 District wise statistics of Foreign and Domestic Tourist Arrivals-2019
- 3.4 Total Number of Tourist
- 3.5 Tourists Arrivals 2008-2019
- 3.6 Financial Year wise Tourist Arrivals
- 3.7 Time of Visit
- 3.8 Month wise Details of Foreign and Domestic Tourist
- 3.9 Foreign and Domestic Tourist of Last ten years
- 3.10-3.13 Earnings from Tourism

CHAPTER 4 FOREIGN TOURISTS

- 4.1 Year Wise Foreign Tourist Arrival (2015-2019)
- 4.2 Month wise Details of Foreign Tourists (2013-2019)
- 4.3 Region wise Arrival of Foreign Tourist to Kerala (2010-2019)
- 4.4 Month wise Statistics of Foreign Tourist 2019
- 4.5 Quarterly Comparison of Foreign Tourist Arrival (2015-2019)
- 4.6 Tourist Arrival-District wise
- 4.7 District wise Nationality wise statistics of Foreign Tourist Footfall

- 4.8 Destination wise Foreign Tourist Arrival 2019
- 4.9 District wise Arrival of Foreign Tourist for the last ten years
- 4.10 Month wise Arrival of Foreign Tourist For the last ten years
- 4.11 Nationality wise Foreign Tourist Arrivals
- 4.12 Market Performance of top 15 Countries
- 4.13 Ranking of Countries According to highest Tourist Arrival (2017-2019)
- 4.14 Month wise Tourist statistics of European Countries 2019
- 4.15 Seasonality in Foreign Tourist Arrival in Kerala

CHAPTER 5 DOMESTIC TOURISTS

- 5.1 Year wise Domestic Tourist Arrivals
- 5.2 Main Source Market of Domestic Tourists
- 5.3 Month wise details of Domestic Tourists
- 5.4 Domestic Tourist arrivals- Region wise
- 5.5 Domestic Tourist arrivals-District wise (Five years)
- 5.6 Domestic Tourists Visits to Destinations (2018 & 2019)
- 5.7 District wise Statistics of Domestic Tourists -2019
- 5.8 Month wise Domestic Tourist Arrival in Kerala (10 years)
- 5.9 Quarterly Comparison of Domestic Tourist Arrivals
- 5.10 District wise Arrivals of Domestic Tourists (10 years)
- 5.11 Seasonality of Domestic Tourist Arrivals in Kerala

CHAPTER 6 ACCOMMODATION STATISTICS 2019

- 6.1 Availability of Accommodation facility in Classified Hotels in Kerala
- 6.2 District wise Statistics of Accommodation units
- 6.3 District wise number of Rooms in Kerala

CHAPTER 7 PLAN OUTLAYS

- 7.1 Plan Allocation and Expenditure (2019-2020)
- 7.2 Plan Allocation and Expenditure for the last 10 years

CHAPTER 8 ANNEXURES

- Annexure I Definition
- Annexure II Important Tourist Destination and Attractions
- Annexure III List of Approved Tour Operators
- Annexure IV DTPC Offices in Kerala
- Annexure V Offices of Kerala Tourism
- Annexure VI Tourist Information Offices



REPORT PREPARATION TEAM

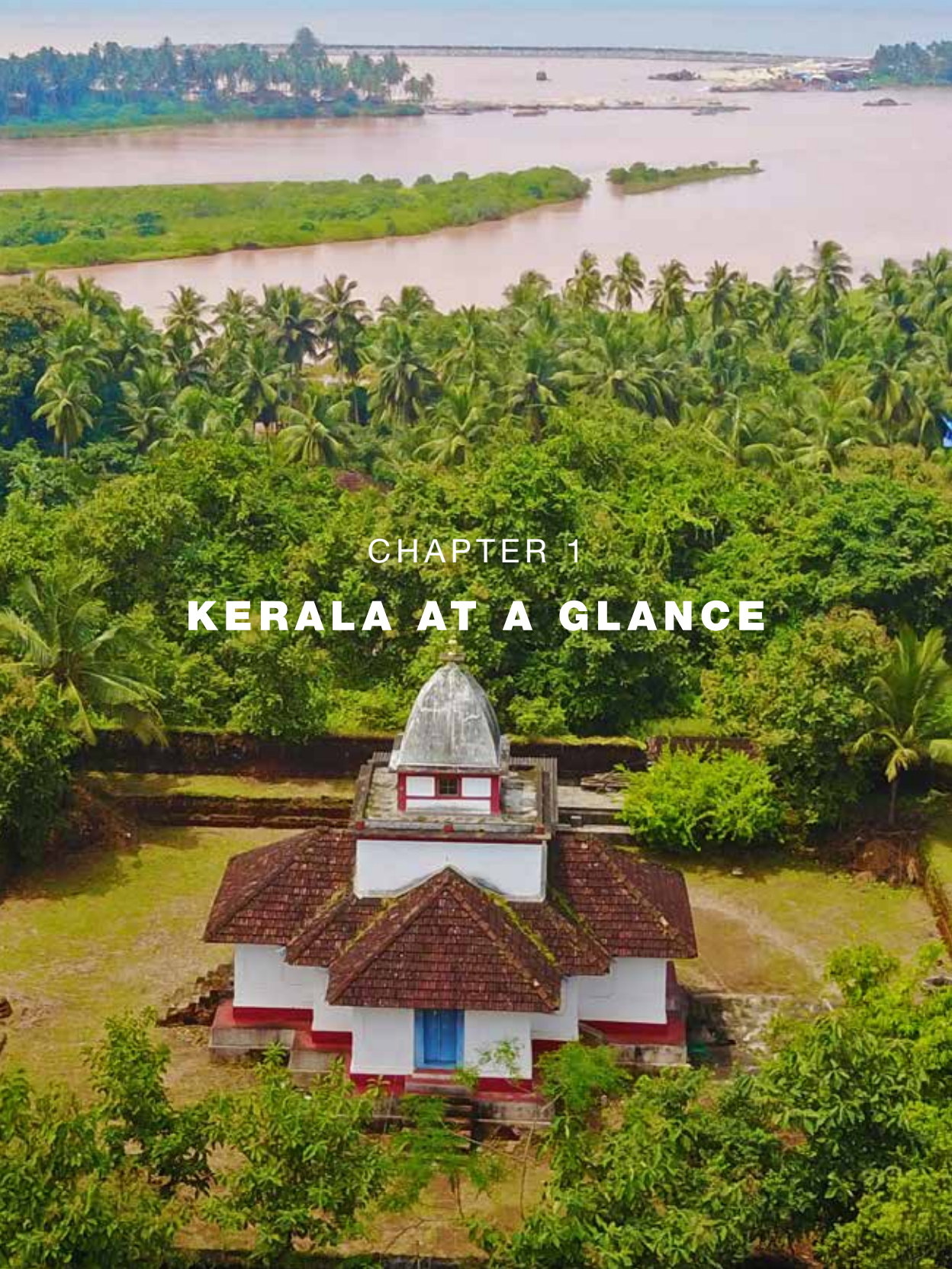
Sri.C.G. Rajesh
Research Officer

Smt.Sajini G.K.
Statistical Assistant. Gr. I

Sri.S.R. Retheesh
Statistical Assistant. Gr. II

SOURCE OF DATA

The Statistics contained in this book are compiled on the basis of monthly data collected by the Department from accommodation units all over Kerala , India Tourism Statistics and from various studies conducted by Kerala Tourism.



CHAPTER 1

KERALA AT A GLANCE

1.1 KERALA AT A GLANCE

Kerala, the greenest state, is on the southern most tip of India is blessed with excellent tropical weather and networked by 44 rivers, 34 lakes, canals, ponds, paddy fields that have made it popularly known as the ‘Gods Own Country’ in the tourism circles. This lush green strip of land lying between the Arabian Sea and the steep Western Ghats has an area of about 38,863sq.km and is inhabited by about 33.39 million people as per Census – 2011. Kerala has always been leading among the states in different human development indicators like highest literacy, life expectancy and lowest child mortality. Some of the basic facts about Kerala are summarized below;

POPULATION PARAMETERS

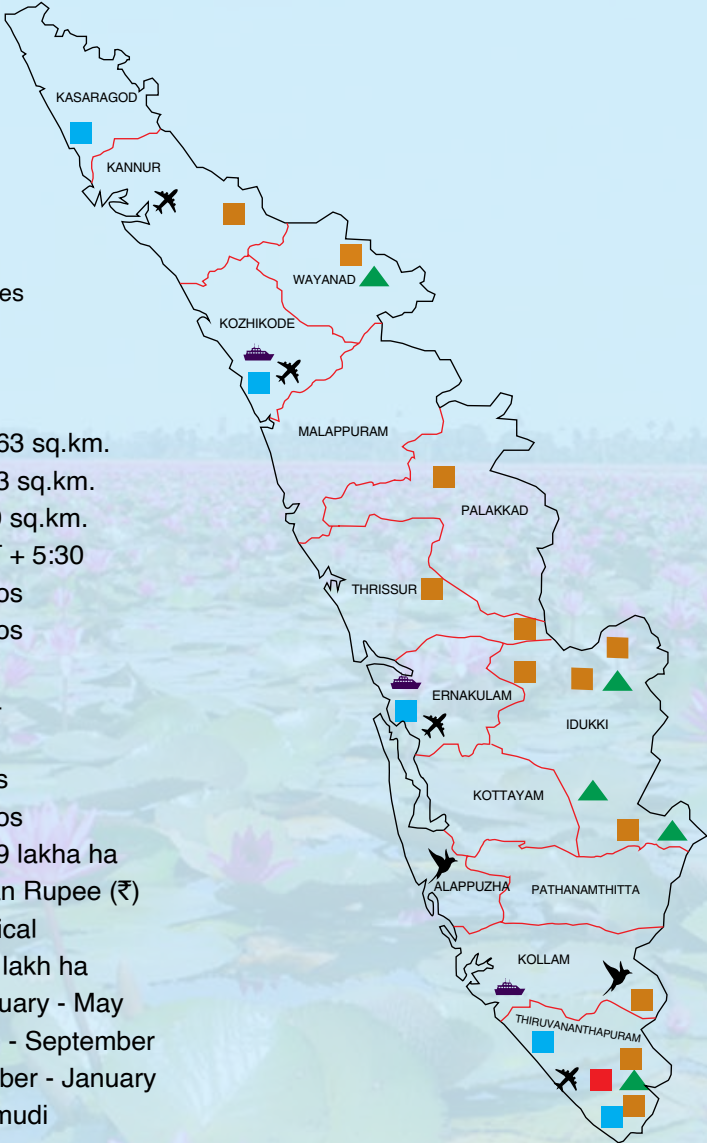
Total Population (Census-2011)	: 33.41 million
Male Population	: 16.03 million
Female Population	: 17.38 million
Density of population	: 860 per sq. km
Share of Kerala in the total Population	: 2.76 %
Sex Ratio	: 1084 women for 1000 men
Literacy Rate	: 94 %
Male Literacy Rate	: 96 %
Female Literacy Rate	: 92 %
Regional Language	: Malayalam

1.2 GEOGRAPHICAL FEATURES

Location: The State lies between 8° 18' and 12° 48' North latitude, and between 74° 52' and 77° 48' longitude.

- Capital City
- Airports
- Major Hill Stations
- Bird Sanctuary
- Major Beaches
- Major Wildlife Sanctuaries
- Seaports

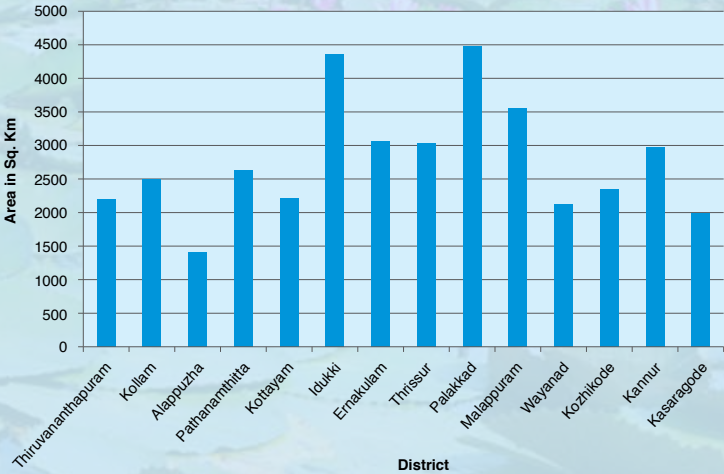
Area : 38.863 sq.km.
Water Bodies : 954.3 sq.km.
Forest Area : 9400 sq.km.
Time : GMT + 5:30
Districts : 14 nos
Taluku : 75 nos
CD Blocks : 152
Villages : 1664
Panchayats : 941
Corporations : 6 nos
Municipalities : 87 nos
Cultivated Area : 20.89 lakha ha
Currency : Indian Rupee (₹)
Climate : Tropical
Wetlands : 0.39 lakh ha
Summer : February - May
Monsoon : June - September
Winter : October - January
Highest Peak : Anamudi
Longest River : Periyar



1.3 AREA & POPULATION OF KERALA (As per Census2011)

Table 1.3 :District wise Population, Density and Sex Ratio

District	1991			2001			2011		
	Population	Sex Ratio	Density	Population	Sex Ratio	Density	Population	Sex Ratio	Density
Thiruvananthapuram	2946650	1036	1344	3234356	1060	1476	3301427	1087	1508
Kollam	2407566	1035	967	2585208	1069	1038	2635375	1113	1061
Pathanamthitta	1188332	1062	451	1234016	1094	468	1197412	1132	452
Alappuzha	2001217	1051	1415	2109160	1079	1492	2127789	1100	1504
Kottayam	1828271	1003	828	1953646	1025	885	1974551	1039	895
Idukki	1078066	975	242	1129221	993	259	1108974	1006	255
Ernakulam	2817236	1000	926	3105798	1019	1012	3282388	1027	1072
Thrissur	2737311	1085	903	2974232	1092	981	3121200	1108	1031
Palakkad	2382235	1061	532	2617482	1066	584	2809934	1067	627
Malappuram	3096330	1053	872	3625471	1066	1021	4112920	1098	1157
Kozhikode	2619941	1027	1118	2879131	1057	1228	3086293	1098	1316
Wayanad	672128	966	315	780619	995	366	817420	1035	384
Kannur	2251727	1049	759	2408956	1090	812	2523003	1136	852
Kasaragod	1071508	1026	538	1204078	1047	604	1307375	1080	657
Kerala	29098518	1036	749	31841374	1058	820	33406061	1084	860



1.4 KERALA TOURIST STATISTICS 2019 – A NUTSHELL

Kerala is a leader in India when it comes to the destination management, tourism promotion as well as tourist arrivals. The statistics are as shown below-

FOREIGN

No. of Foreign Tourists in 2019	-	1189771
No. of Foreign Tourists in 2018	-	1096407
% Variation over Previous year	-	8.52 %
Foreign Exchange Earnings 2019	-	₹10271.06crores
Foreign Exchange Earnings 2018	-	₹8764.46crores
% Variation over Previous year	-	17.19%

DOMESTIC

No. of Domestic Tourists in 2019	-	18384233
No. of Domestic Tourists in 2018	-	15604661
% Variation over Previous year	-	17.81 %
Total revenue generated 2019 (Direct and Indirect)	-	₹45010.69 Crores
Total revenue generated (Direct and Indirect)2018	-	₹36258.01Crores
% Variation over Previous year	-	24.14%



2.1 KERALA TOURISM

Kerala Tourism is having a global presence and with its clear strategy for growth sheer marketing activities, it has gained a lot of tourist from all over the world, especially from UK, USA, France , Germany, Saudi Arabia and Australia. Kerala Tourism is to position itself as a global destination for tourism which is based on the advantage of the local resources, thereby attracting investment and resulting into sustainable development for the people of Kerala. An equable climate, a long shoreline with serene beaches, tranquil stretches of emerald backwaters, lush hill stations and exotic wildlife, waterfalls, sprawling plantations and paddy fields, enchanting art forms, magical festivals, historic and cultural monuments, exotic cuisine, all of which makes Kerala a unique experience.

Kerala has been well known for hundreds of years for its practice of Ayurveda. Ayurveda is the traditional health science of India. The word “Ayurveda” means science of life which explains the knowledge of various guidelines to be followed to keep one healthy. In Kerala Ayurveda is not just a healthcare system but it is a part and parcel of every aspect of life, in fact it is a lifestyle in Kerala so to speak. Travellers from the western world have been travelling here for spiritual and physical awakenings ever since the Beatles made their sojourn to India in the mid-1960s. Ayurveda is popular in UK, France, Spain, Italy, Germany and few Gulf countries like Saudi Arabia and UAE. The growth rate of tourists flocking for Ayurveda is increasing every year.

The backwaters of Kerala is a unique product of state and is found nowhere else in the world. Backwaters are a network of lakes, canals and estuaries and deltas of forty-four rivers that drain into the Arabian sea. The backwaters of Kerala are a self-supporting eco-system teeming with aquatic life. The canals connect the villages together and are still used for local transport. The Kerala Backwaters offer a spectacular opportunity to see Kerala and are easily traversed by boat. Houseboat rentals are very popular with honeymooners.

RECENT ACCLAIMS AND AWARDS

In recent years the Kerala Tourism has received several awards and citations for their tourism related activities. These awards are the direct result of the concerted efforts of both the public and private sector working together to take Kerala's tourism industry to a world class level.

2.2 MAJOR MARKETING CAMPAIGNS 2019 – 2020

- Print campaign in the National Market (Off-Season campaign)
- TV campaign in the National Market (Off-Season campaign)
- Airport campaign in the National Market (Off-Season campaign)
- Theatre campaign in the National Market (Off-Season campaign)
- Radio campaign in the National Market (Off-Season campaign)
- Digital campaign in National Markets (Off-Season campaign)
- Print campaign in the Middle East Market
- TV campaign in the Middle East Market
- In-Flight TV Branding in the Middle East Market
- Print campaign in the National Market (Brand campaign)
- TV campaign in the National Market (Brand campaign)
- Airport campaign in the National Market (Brand campaign)
- Digital campaign in National Markets (Brand campaign)
- Print campaign in the US market
- Print campaign in the Europe Market
- TV campaign in the Europe Market
- Tube Branding in the Europe Market
- Bus Branding campaign in the Europe Market
- Digital campaign in the Europe market
- Print campaign in the Australian Market
- Bus branding campaign in the Australian Market
- Tram branding in the Australian Market

2.3 KERALA TOURISM AWARDS 2019 – 2020

1. Das Goldene Stadttor award for human by nature print campaign 2020
2. Das Goldene Stadttor award for human by nature Film 2020.
3. UNWTO accessible tourism destination award 2019
4. Asia spa india awards 2019 – best wellness destination.
5. Pata gold awards for travel advertisement broadcast media –come out and play tv campaign,2019
6. Pata gold award for website- 2019
7. Pata gold awards for women empowerment initiative – ethnic restaurant at kumarakom, 2019
8. Digis 2019 digital award video campaign for kerala tales – gold
9. Mcube 2019 award – video campaign for kerala tales – special mention



National Tourism Awards 2017-18



PATA Gold Awards 2019



PATA Gold Awards 2020



2.4 CULTURAL INITIATIVES 2019-2020

- **Onam celebration 2019** was celebrated from September 10 to 16 (a week long celebration). Programmes were arranged all over Kerala with great people participation
- Joint Initiative with Cultural Department to promote traditional arts and festivals
- **Nishagandhi festival:** The only event of its kind that captures the spirit of the season. It is held at the sprawling Kanakkunnu palace grounds during January every year. In last year the festival include a dance festival and Kathakali fest on 7 days from January 20 to January 26 .
- **Nishagandhi Monsoon Ragolsavam:** It is the musical fest including instrumental, carnatic, contemporary fusion type held at Nishagandhi Auditorium during July 20 to 24 2019.
- **UTSAVAM** - the Kerala Arts festival for the promotion of local cultural programmes conducted on January for a period of 6 days in 28 selected venues all over Kerala.

PROMOTION AND PUBLICITY

The Department of Tourism has undertaken various innovative initiatives in the areas of promotion and publicity. Spice route for tourism marketing, Department of Tourism has proposed to activate the spice route destinations in Europe, Middle east and Fareast connecting muziris . The result is evident in the very high growth rate of tourist arrivals in Kerala. The major initiatives in these promotions include conducting fairs and festivals, participating in major tourism marts, advertising in print and electronic media, etc. The following are some of the International and National festivals Roadshows and fairs in which the Department of Tourism has participated on 2019 -20.

INTERNATIONAL TRADE FAIRS

Trade Fairs	Country	Country
• PATA Travel Mart	Kazakhstan	18 - 20 Sep 2019
• ITB Asia	Singapore	16 - 18 Oct 2019
• JATA Tourism Expo	Japan	24 - 27 Oct 2019
• WTM London	United Kingdom	04 - 06 Nov 2019
• CITM, Kunming	China	15 - 17 Nov 2019
• FITUR Madrid	Spain	20 - 26 Jan 2020
• Destinations Show London	United Kingdom	30 Jan - 02 Feb 2020
• BIT Milan	Italy	09 - 11 Feb 2020
• IMTM, Tel Aviv	Israel	11 - 12 Feb 2020

INTERNATIONAL ROAD SHOWS

City	EventDate
• Budapest	16-Sep-19
• Warsaw	17-Sep-19
• Tokyo	22-Oct-19
• Helsinki	29-Oct-19
• Copan Hagen	30-Oct-19
• Shanghai	19-Nov-19
• Beijing	21-Nov-19
• Doha	02-Dec-19
• Muscat	03-Dec-19
• Abu Dhabi	05-Dec-19
• Lyon	28-Jan-20
• Berlin	30-Jan-20
• Geneva	12-Feb-20
• Brussels	13-Feb-20

NATIONAL PARTNERSHIP MEETS 2019 -2020

City	Event date
• Patna	16-Jul-19
• Lucknow	18-Jul-19
• Indore	23-Jul-19
• Bhopal	25-Jul-19
• Pune	06-Aug-19
• Mumbai	01-Oct-19
• Nasik	03-Oct-19
• Rajkot	17-Sep-19
• Ahmedabad	19-Sep-19
• Surat	20-Sep-19
• Hyderabad	21-Jan-20
• Vishakapatnam	23-Jan-20
• Kolkatha	28-Jan-20
• Guwahathi	30-Jan-20
• Amritsar	11-Feb-20
• Chandigarh	13-Feb-20
• Delhi	18-Feb-20
• Jaipur	20-Feb-20
• Bengaluru	03-Mar-20
• Chennai	05-Mar-20

NATIONAL TRADE FAIRS 2020

Event Name	Event Date
• ABP Kolkatha	28 - 30 June 2019
• TTF Kolkatha	12 - 14 July 2019
• IITM Bengaluru	02 - 04 Aug 2019
• IITM Chennai	09 - 11 Aug 2019
• TTF Ahmedabad	30 Aug - Sep 01 2019
• TTF Surat	06 - 08 Sep 2019
• TTF Mumabai	13 - 15 Sep 2019
• IITE Rajkot	11 - 13 Oct 2019
• ITM Ludhiana	01 - 03 Nov 2019
• IITM Hyderabad	22 - 24 Nov 2019
• IITM Pune	29 Nov - 01 Dec 2019
• ITM Lucknow	20 - 22 Dec 2019
• TTB Ranchi	20 - 22 Dec 2019
• SATTE Delhi	08 - 10 Jan 2020
• TTE Bangalore	07 - 09 Feb 2020
• TTF Chennai	24 - 26 Jan 2020
• IITE Nagpur	24 - 26 Jan 2020
• TTF/OTM Mumbai	03 - 05 Feb 2020
• Surajkund mela, Faridabad	01 - 17 Feb 2020
• IITE Vijayawada	28 Feb - 01 Mar 2020

2.5 BACKWATERS TOURISM

Kerala's backwaters is the most captivating attraction for the tourists in Kerala India. The palm-lined, serene backwaters were once just Kerala's trade highways. The backwaters refer to the large inland lakes of Kerala. Kerala lives along these backwaters. The backwaters & lakes of Kerala have commanded its history, shaped her present and promise a future by ethics of offering matchless beauty and outstanding experiences.

Alappuzha Backwaters

Alappuzha (Alleppey) 'Venice of the East' is one of the exotic backwater location, which lies in south Indian state of Kerala in India. Alappuzha offers a kaleidoscopic overview of the natural beauty, with the Arabian Sea on the west and a vast network of lakes, lagoons and fresh water rivers crisscrossing it.

Kollam Backwaters

Located at the distance of 74 kilometers north west of Thiruvananthapuram, Kollam Backwaters is the gateway to the backwaters of Kerala. It was the important erstwhile trading center on the Malabar coast in the ancient times. Ochira is one of the most important pilgrimage place in Kollam.

Kumarakom Backwaters

Kumarakom Backwaters are the group of islands on the Vembanad Lake in the state of Kerala in India. It is located at the distance of 16 km from the district of Kottayam. This beautiful water world is paradise of mangrove forests, emerald green paddy fields and coconut grooves. The best time to visit the place lies between the months of August to February.

Kochi Backwaters

Kochi also known as Cochin Backwaters is the cluster of islands on the Vembanad lake. Most popular among them include Bolgatty, Vypeen, Gundu and Vallarpadam. Kochi is natural beauty visited by the tourists to relax in the serene backwaters.

House Boats

House boats are the prestigious tourism products in God's own country. Centralised in Alappuzha there are around 1000 house boats are operating in the backwaters areas of Alappuzha and Kottayam Districts.

2.6 SUPPORTING ORGANIZATIONS

District Tourism Promotion Councils (DTPCs)

District Tourism Promotion Councils in all the fourteen districts of Kerala provide assistance to travellers. DTPC is an ideal source of specific local information like the easiest route to a destination, exact date of a festival or the speciality of a destination or an event in the District. A majority of the DTPCs hold conducted tours. The District Tourism Promotion Councils have undertaken the responsibility of creating and marketing local tourism products and opportunities. They are constantly improving the quality standards of these tourism products and services. The DTPCs also monitor and supervise the levels of sanitation in tourist destinations. Other related activities of the DTPCs are the creation of awareness of the facilities and services in their specific area development of tourism clubs, dissemination of tourism specific information, promotion of home stay and development of local basic infrastructure like boat jetties, tourist facilitation centres, pay and use toilets, parks and development of unknown destinations.

Kerala Tourism Development Corporation (KTDC)

The Kerala Tourism Development Corporation (KTDC) is a public sector undertaking that conducts and regulates the tourism activities in the state of Kerala. The KTDC is headquartered at Thiruvananthapuram and has offices across all the districts of Kerala. The agency also operates hotels, resorts, and tourist rest houses in key locations in the state. Its official slogan is "Official host to God's own country." It is one of the most profitable ventures of the Kerala government.

Kerala Tourism Infrastructure Limited (KTIL)

KTIL formerly known as Tourist Resort (Kerala) Ltd is the agency meant for joint venture projects. Presently there are 3 hotels at Varkala, Kumarakom, and Ernakulam as joint venture with TAJ group. Investment development for tourism sector, facilitating Investors Meet and acting as consultancy cell for tourism development are other major activities of the company. Apart from that KTIL also undertakes development of innovative tourism products, facilitatory services and investment promotion for tourism projects, project formulation and coordination of major projects recommended by tourism department etc.

Kerala Institute of Tourism and Travel Studies (KITTS)

Kerala Institute of Tourism and Travel Studies (KITTS), an Affiliate Member of United Nations World Tourism Organisation (UNWTO), established in the year of 1988, imparts quality education and training in the field of Travel and Tourism and caters to the manpower requirements of tourism industry by offering various courses directly

benefiting the industry. Besides its headquarters at Thiruvananthapuram, it has study centres at Ernakulam, Malayattor and Thalasserry and a satellite centre at Thrissur. The MBA (Travel and Tourism), BBA (Tourism Management) and B. Com (Travel and Tourism) courses of the institute is affiliated to University of Kerala. In addition to this, the institute offers short term industry demand driven courses and undertakes extension activities like training, capacity building programmes, and research and consultancy on various aspects of tourism development. KITTS also publishes the research journal Indian Journal of Tourism and Hospitality Management, which is approved by University of Kerala. The major courses, training programmes and consultancy works undertaken by KITTS is given below:

Courses	Training Programmes
MBA (Travel and Tourism), Approved by AICTE, Affiliated to University of Kerala	Hunar Se Rozgar Tak, Ministry of Tourism, Govt. of India
BBA (Tourism Management), Affiliated to University of Kerala	Tourism Awareness Programme, Ministry of Tourism, Govt. of India
B. Com (Travel and Tourism), Affiliated to University of Kerala	Entrepreneurship Programme, Ministry of Tourism, Govt. of India
Post Graduate Diploma in Public Relations in Tourism	Quality Improvement Programme for Deputy Directors
Diploma in Airport Operations	Quality Improvement Programme for Tourist Information Officers
Diploma in Logistics Management	State and Local Level Guide Training
Certificate & Diploma courses in Adventure Tourism	Muziris Local Level Guide Training Programme
IATA Programmes	Training Programme for Emigration Officers
Certificate course in Naturalists / Interpreters	Training Programme for Tourism Police
Certificate Course in Bird Watching and Wildlife Photography	Training Programme for Life-Guards
Consultancy Projects	Sustainable Tourism Community Leaders Programme
Detailed Project Report on Destination Development of Varkala (Vision Varkala Infrastructure Development Corporation Ltd.)	Destination Based Skill Development Programme
Detailed Project Report for Documentation and Conservation of Cultural Identities, Traditional Rituals, Arts, Folks, Heritage Sites, etc. from Thaikadappuram to Kadalundi in Kerala (National Centre for Sustainable Coastal Management, Ministry of Environment, Forest & Climate Change)	

With a view to ensure professionalism and skill development in tourism of international standards, the institute maintains network and linkages with national and international organisations. The major industry linkage/ network of the institute is listed below:

- Affiliate Member of United Nations World Tourism Organisation (UNWTO)
- Member of depository library and e-library of UNWTO.
- Member of United Nations Academic Impact (UNAI)
- Member of International Ecotourism Society (TIES)
- Member of Indian Trust for Rural Heritage and Development (ITRHD)
- Industry-Education Member of PATA
- Allied Member of Indian Association of Tour Operators(IATO)
- Member of Kerala Travel Mart (KTM) Society
- Authorised Learning Centre of IATA
- Approved Test Practice Centre (TPC) of National Testing Agency (NTA)

Bekal Resort Development Corporation (BRDC)

Bekal has been identified as one of the most potential beach destinations in South Asia. Government of India declared Bekal as a Special Tom Area in 1992. In order to develop Bekal as a beach destination, Government of Kerala formed the Bekal Resorts Development Corporation in 1995. The idea was to develop Bekal as an international destination

BRDC focuses on planned, environment-friendly and ecologically viable methods of development. The company concentrates on setting up comprehensive tourism infrastructure, at the same time ensuring that the development is beneficial to the local community.

Muziris Heritage Projects Ltd.

Muziris welcomed to the cape of trade culture, left behind by its ancestors from around the world, to the waves of Azhikode where Christianity first entered India, to the Cheraman mosque, which gave out the first Muslim call for prayers, to the Bharani festival at the Kodungallur Bhagavathy temple, to the original culture of the Jewish synagogue, to the village where handlooms spin thinks of heritage, to the Palium palace and to the old waterways that led one to Muziris.

The Muziris heritage Project utilizes at a global level the possibilities of a region, whichlost its glory centuries ago. Muziris is an ancient port town in little Kerala still holds a kind of beauty that is filled with history and culture. Through the project, we get ready to travel back in time for centuries. What this old port town dishes out to us along with history and culture, are the remnants of its past glory, still observable in features like place-names, architecture, diet etc. The Government of Kerala has initiated the Muziris Heritage Project to reinstate the

historical and cultural significance of the legendary port of Muziris. The region is dotted with numerous monuments of a bygone era that conjure up a vast and vivid past. The entire project is designed to involve and integrate the local community in all intended developmental initiatives.

Kerala Adventure Tourism Promotion Society (KATPS)

Kerala Adventure Tourism Promotion Society (KATPS) was registered on Oct 2012 and the mission of KATPS is to promote Kerala as an adventure tourism hub and put Kerala at the top of adventure tourism map of the county.

Aims & Objectives

- To identify spots / develop destinations having potential for adventure tourism in Kerala
- To practice and promote adventure tourism in Kerala
- Increase the number of adventure seekers to state
- Ensuring safety and security in adventure activities in the state
- Act as a facilitator for the adventure tour operators and entrepreneurs in the state.
- Conducting adventure related events and competitions at International and National level there by showcase the adventure tourism opportunities of the state.
- Branding & marketing adventure tourism opportunities in Kerala worldwide.

Major activities of KATPS during the year 2019 - 2020

1. Adventure Tourism Safety & Security Regulations

Safety & Security in adventure activities is the primary concern of the Department of Tourism, Government of Kerala. In order to achieve this goal, KATPS has identified 30 commonly practiced adventure activities in the state. GoK has issued GO on the same "Adventure Tourism Safety & Security Guidelines" on 14th Oct 2019. Based on this regulations, Department of Tourism has introduced Registration System for all adventure activities providers in the state. An online platform has been developed for the registration purpose. KATPS will act as the nodal agency for the registration process.

2. Identify and develop new projects / destinations suitable for adventure activities

a) Adventure Tourism Academy

Adventure tourism has been growing at fast rate In Kerala over the years. The mission of the Kerala Adventure Tourism Academy (KATA) is to generate trained man power in Adventure Tourism and there by bridge the gap between the demand and supply of adventure tourism professionals in Kerala. 12 acres of land at Sastampara in Kattakada Taluk of Thruvananthapuram district has been identified as the suitable land for establishing the Adventure Tourism Academy. Presently the land belongs to Revenue Department and the land transferring process is in progress now. Total expected budget of the project is Rs.9.5 Cr .The academy will conduct training courses for different adventure activities at different durations.

b) Infrastructure development at Thusharagiri

Thusharagiri is the centre of the popular event Malabar River Festival. Malabar River Festival has the scope and potential to become a yearlong training centre for White Water kayaking. So the infrastructure at the happening place of this event needs to be upgraded to make it an international event and to convert it to training centre. Administrative Sanction has been issued for the same

c) Renovation and expansion of Adventure Park at Veli Tourist Village

In the month of August 2018, the Adventure Park at Veli Tourist Village was resorted back to operational condition. Since then the Adventure Park had been attracting adventure enthusiast.

d) Developing infrastructure for Paragliding at Vagamon

Vagamon in Idukki is the permanent centre for paragliding in Kerala. Paragliding Association of India has submitted a report that this site is perfectly safe for paragliding and can be improved upon to make it a world class site. So KATPS is planning to make this destination a popular paragliding site in India.

3. Conduct of Adventure Sports related activities

a) Malabar River Fest 2019

The Malabar River Festival – World Kayaking Championship was held at the Chalipuzha and Iruvanjipuzha rivers at Thusharagiri in Calicut district from 26-28 July 2019. The 3 days event was organized by Dept. Of Tourism under the aegis of KATPS , DTPC, Kozhikode and technically supported by Madras Fun Tools. Top international athletes from various countries including USA, Russia, Australia, Israel, Italy, Nepal, and Malaysia participated the event and ensured that the level of competition was truly world class.

b) Chaliyar River Challenge 2019

Chaliyar Challenge is a multi day river expedition event with overnight camping and adventure covering 68 km, source to the sea format of the Chaliyar River. The event was conducted to showcase the kayaking expedition opportunities in North Kerala

c) MTB Kerala 2019

The 6th Edition of MTB Kerala was conducted from 20th till 22nd December 2019 at Priyadarshini Tea Environs in Manathavady of Wayanad. This even was recognized by the Union Cycliste Internationale (UCI), the International governing body of Cycling. MTB Kerala is the first mountain cycling race in India which was recognized and featured in the UCI calendar.

Over 24 cyclists from 14 countries including India had participated in the 6th edition of MTB Kerala. Cyclists from Armenia, Bahrain, Bangladesh, Canada, Germany, Iran, Malaysia, Maldives, Myanmar, Nepal, Sri Lanka, Singapore and Uzbekistan besides the host country graced the international segment.

Eco-Tourism

Ecotourism is nature based and ecologically sustainable tourism. The number of nature lovers going in search of the experience of nature in its undistorted form is also increasing year after year. So there is great scope for the further growth of ecotourism in the near future. Department of Tourism has identified 105 places having immense potential for ecotourism. These places are being developed as ecotourism destinations giving emphasis to conservation and environmental education. The products such as trekking, bird watching trails etc has been developed and operationalised through the constitution of Eco Developed Committees(EDC)/Vana Samrakshana Samithies(VSS), thereby ensuring local community to benefit from Ecotourism.

Ecotourism Directorate is mainly concerned with the planning and giving financial assistance for setting up of education on ecotourism, developing infrastructural facilities in ecotourism spots , developing eco tourism products in potential ecotourism sites etc. During the financial year 2019-2020, the Project named “Expansion of Ecotourism activities at Silent Valley , Rodovalley, Meesapulimala in Munnar “ was completed . The ongoing projects are Improvements of Cafeteria cum amenity centre at Thekkady, Modernisation of amphitheatre at Thenmala, Deer Rehabilitation Centre at Thenmala, Muttara Maruthimala, Modernisation of tourism facilities in Eravikulam National Park , Nature appreciation and interpretative ecotourism programme in silent valley national park, Cheruchakkichola Ecotourism project, Ecotourism Project at Munderikkadavu, Kannur, etc.

Responsible Tourism

Responsible Tourism (RT) is an alternative approach evolved against the negative impacts of ‘Mass Tourism’. Though the concept of responsible tourism was there from end of 1990s, it was in the Cape Town Declaration of 2002, a definition for Responsible Tourism was declared and detailed picture of responsible tourism was drawn. Responsible Tourism (RT) is mainly conceived with three kinds of responsibilities which are termed as the ‘triple bottom-line’ economic responsibility, social responsibility and environmental responsibility.

Responsible Tourism in Kerala

Responsible Tourism Initiative was launched in Kerala by 2008 in an experimental basis. Four destinations –Kumarakom, Kovalam, Thekkady and Vythiri –were selected in the first phase for RT Initiative. The second phase of RT Initiative started in 2011 by extending the RT activities to three more destinations-Bekal, Kumbalangi and Ambalavayal.

Government decided to apply learning’s from the pilot phases, since 2008, to the whole state and use Responsible Tourism as a tool for poverty alleviation, strengthening

women, conservation of local and heritage art, craft, traditional livelihood activities and local development by assuring the local community involvement in tourism activities. The Tourism Policy 2017 of the state is also based on the RT principles and it is imperative for the Department to mainstream the RT activities by taking the principle of RT to the whole spectrum of tourism activities and encouraging the tourism service providers to adopt the RT principles in their business. Responsible Tourism Mission (RT Mission) is formed to lead the RT activities in the state.

Responsible Tourism Mission

RT Mission is an independent wing functioning in the Department of Tourism under the direct control of Director, Department of Tourism. RT Mission will lead and implement the existing Responsible Tourism Programs and the future RT activities & initiatives taken up by the Tourism Department and Govt. of Kerala. RT Mission is doing tourism resource mapping, publishing of tourism resource directory, trainings to start RT Units of various products directly or indirectly linked with tourism, promotion of various experiential tour packages, supervision and coordination of waste management in selected destinations, RT Network for products sale, RT Art & Cultural Forum, RT HR Directory etc. All the activities of RT Mission are directly linked with local community members and the income generated from the activities is being distributed among them to ensure the economic wellbeing of the community. PEPPER project (People’s Participation for Participatory Planning and Empowerment through Responsible Tourism) of RT Mission is a revolutionary model for participatory development in tourism which became a tag line project of RT Mission. Through this project places with tourism potentials are identified and developed as new tourism destinations. RT Mission activities also help women empowerment through tourism activities. At present there are more than 20000 registered units under RT Mission. The activities of RT Mission also bagged various national and international awards including WTM Grand, Gold, Highly Commended and PATA Gold etc.

2.7 MAJOR PROJECTS

1. Malanad-Malabar River Cruise Project – State & Central

Both Government of India and Government of Kerala have been phenomenal to promote the huge tourism potential of North Malabar, utilizing the possible connectivity of rivers like Valapattanam, Kuppam, Perumba, Kawwayi, Ancharakandy, & Mahe of Kannur district and Thejaswini River and Chandragiri River of Kasaragod district. Central Government accorded administrative sanction on March 2018 for Rs. 80.37 Cr. for thematic Mangrove Cruise, Theyyam Cruise, Muthappan and Malabari Cruise for

construction of Passenger Terminals, Boat Jetties, and associated amenities and State Government accorded administrative sanction during October 2017 and March 2018 for Rs. 59.52 Cr. for Boat Terminals and associated amenities, including Boats Purchase, at Pazhayangadi, Parassinikadavu, Mavilakkadappuram, Peringathur, Monthal, Parapram, Cherikkal, Dharmadom, Pathikkal, Kakkadavu, New Mahi, Punnaikkadavu, Kariyad, Chambad, Mukkuvacheri, Kottappuram, and Madakkal.

2. Thalassery Heritage Project – Phase 2

Further to the substantial completion of Phase 1 projects of Thalassery, Government of Kerala approved the Thalassery Master Plan, and accordingly the phase 2 projects were accorded administrative sanction during 2019-20 for the projects namely Kottiyoor Temple – Tourism Experience Street; St. John's Anglican Church – Street Development and Landscape Design; Thazhe Angadi Street Development; Thodeekkal Temple – Development of museum of murals with tourism amenities; Gundert Bunglow – Museum components; Development of Makreri temple and Museum of music; Mridangasaleswari – Development of Pazhassi Museum and gallery; Jagannatha Temple – Museum of Art; Valliyoor kavu – Development of Market and Exhibition Space, Wayanad.

3. Pilgrim Tourism Projects

Kerala is known to the world tourist fraternity as “God’s Own Country.” The state is blessed with lot of religious institutions which are the reminiscence of our rich culture and tradition. A big number of tourists visiting the State always find their time to visit at least one or two pilgrim sites of Kerala whether it is a temple, mosque, or church. There are a lot of tour groups visiting Kerala only for pilgrimage purpose. So Tourism Department under its visionary leadership has been keen on development of basic amenities and associated infrastructure of selected pilgrim sites to form Pilgrim Circuits. Government of India also rolled out Swadesh Darshan & PRASHAD scheme projects for circuit based pilgrim tourism projects. Pilgrim Tourism projects have been accorded administrative sanction at Chempazhanthy, Aniyoor, Beemapally, Vettucaud, Thekkankurishumala, Varkala, Sabarimala, Kanichukulangara, Erumeli, Thiruvankulam, Thiruvairanikulam, Malayattoor, Guruvayoor, Thirumandamkunnu, and Andallurkavu. In addition, a good number of projects under Heritage and Spice route initiatives are also envisaged at pilgrimage sites.

4. Kovalam-Shanghumukham Akkulam-Veli Projects

These are the four adjacent prominent tourist spots of the State, since the onset of Tourism in India, having their own space in World tourism map. Government has been keen on exploiting the tourist potential in these sites by upgrading these locations to tourist villages, than mere spots. Destination Development at Kovalam Phase 1 and 2, Sanghumukham Beach Front Development – Parking/Traffic, Urban Plaza, & Cultural Hub Concepts; Development of Akkulam Tourist Village Phase 1 and Phase

II, International Convention Centre at Akkulam; Veli Swimming Pool and Park, Veli Miniature Railway, Veli Urban Park, Veli Ecopark and Shoreline, Veli Convention Centre, Veli Multipurpose Tourist Facility Center, Art Café at Veli are the major projects envisaged.

5. KIIFB Funded Projects

Apart from the State fund ventures, Department of Tourism has been able to obtained sanction, from Kerala Infrastructure Investment Fund Board (KIIFB) based on the potentiality of submitted tourism projects to enhance the GDP to the State. Department of Tourism accorded in-principle sanction for the following projects such as Setting up of 3-star hotel complex in SIHM Campus, Kozhikkode; Three star resort at Muzhappilangadu, Kannur; Chethi beach Development; Alappuzha Heritage Project; Rejuvenation of Akkulam lake and its water shed: Rebuilding Kerala – the sustainable way; Comprehensive Development of Muzhappilangad and Dharmadom; Thalassery Heritage project.

6. Travancore Heritage Project

Government of Kerala intends to reinstate the historical and cultural significance of erstwhile Travancore. The region has a majestic past history of culture, trade and nostalgic colonial legacy. The area is also attractive with temples, beaches, hill stations, and other touristic attractions. The area requires the conservation of monuments; heritage structures etc, thereby its development to a World-class Heritage tourism location on a circuit basis, with an advance vision of 30 years and beyond.

2.8 INFORMATION TECHNOLOGY INITIATIVES (2019-20)

IT initiatives for the year 2019-20 focuses on the tactical implementation of technology solutions that supports the digital growth of Kerala Tourism which involves online visibility, high ranking of KT portal, increased site visits etc. Kerala Tourism has managed to maintain its global presence through its various IT based project implementations. Kerala Tourism website still maintains the second position in search results after Wikipedia, if we search for ‘Kerala’ and maintains the first position when keywords such as Kerala Tourism or Kerala Travel are searched.

The continuous updating of information to the website and its enhancements to match the technological up gradation helped Kerala Tourism to maintain its top position in online searches even during her hardest times.

The successfully completed IT Initiatives for the year 2019-20 are as given below:

1. Website Maintenance

Kerala Tourism has been maintaining its top position in the use of ICT solutions and web presence for more than a decade. As part of maintaining this ranking, many updating and revamping projects were implemented. Content research and development, short movie production and video greetings, videos and high resolution photographs for the website, e-brochures etc. were the works undertaken for maintaining the Kerala Tourism website.

On analysing the website traffic, it can be inferred that Kerala Tourism website stands in the top most position passing behind the India Tourism websites, other state tourism websites and even many of the world tourism websites. It is a matter of fact that all them spends a good amount of money for their online presence.

There are trustworthy analytical websites that ranks different websites. www.similarweb.com is one such website which provides exact ranking of websites. Kerala Tourism, the website received 65,47,645 sessions/visits in the financial year 2019-20.

2. The Kerala Tourism You Tube Channel

As part of Kerala Tourism ICT projects videos has been produced and uploaded to the brand channel. At present, the You Tube channel has more than 59,801,145 (more than 5Crore) views and nearly 2 lac subscribers.

3. Survey and mapping of toilet facilities in the state

This project dealt with the survey and mapping of available toilet facilities in and around Kerala for travellers and to make it easily available to them. Availability of good public toilets is one of the most important conditions for tourism development. Here we proposed to survey the availability of toilet facilities and mapping them to make the information easily available to travellers.

The restroom data collected was successfully integrated to the official Kerala Tourism website www.keralatourism.org and to the official Kerala Tourism mobile application as well. As a first phase the data integration has been completed for approximately 940 toilet facilities across the state. This information will be very much useful for the travellers especially women and international travellers visiting the state. The option for rating a facility has also been provided whereby a user can rate the toilet for its cleanliness and usability. This not only helps the travellers in maintaining a healthy trip and keeps up their spirit throughout their journey but also helps the property owners to promote their own property to national as well as international travellers.

4. Promoting Mobile Apps through Online Click Campaign

Kerala Tourism received 5.7 million visits 4.1 million users in the first 9 months of 2018 – 2019 compared to 3.1 million visits by 2.4 million users in the first 9 months of 2017 – 2018. Around 80% of the traffic came through mobile devices. Subsequently, Kerala Tourism developed a state of the art Mobile app (Android version) in the year 2018 – 2019. The total downloads of mobile app until 23rd July 2019 is 22.47k.

It is estimated that more than 6000 Android apps are released everyday through Google play store. Hence, an online campaign was planned to promote the Kerala Tourism application since, it was not easy to popularise a mobile app without campaigns. Hence, a click campaign was implemented which targeted 2.8 lakh clicks from India and 1.5 lakh clicks from outside India aiming to get 10,000 downloads for the mobile apps from this campaign.

As per the Google statistics, the campaign was able to bring in 2,87,368 website visits from within India and 1,52,072 website visits from abroad. This in turn resulted in 12,141 unique user download during the campaign period which was even more than the target. Hence, we could conclude that the online click campaign was a success as it was able to garner more than what we have targeted.

The application was initially launched on the 4th of March 2019 and the total download of mobile app (Android version) until 31 March 2020 has come up to 55,836 which stand as clear evidence for the wide reach of the app and response the tourists enthusiasts has given. Various features of the mobile app like trip planner, things to do, experience Kerala, photo of the week, explore videos, top destinations, nearby toilets, events; village life experience etc. makes the app unique and travel friendly. This mobile version of Kerala Tourism website also provides easy access to the tourism contents.

5. Translation of Website into Languages other than English

Kerala Tourism website www.keralatourism.org is one of the most popular state owned travel websites of the world. According to www.similarweb.com, an internationally renowned site for web traffic analysis, the global rank of Kerala Tourism website in travel and tourism category is 48.

Based on the background study carried out on the worldwide accessibility of Kerala tourism website, it was proposed to translate all the important content of Kerala Tourism website (approximately 500 pages with 80,000 words) into Hindi, Malayalam, Spanish, Arabic, French, Russian and German. This will make the site accessible to approximately more than 3 billion people in their native languages. Communication or exchanges in regional languages are becoming more and more popular on the internet day by day; hence this demanded the translation of the website into Hindi and Malayalam too. This resulted in 3500 new web pages listed in search engines in seven local languages. The

site became accessible to more than 3 billion people in their local language

6. HDR Videos & Panoramic 360 Degree Videos

360° visual environment offers better contextual information than a series of static images or a linear video clip. 360° videos are similar to image panoramas and it uses videos instead of images for creating panoramas. In normal videos, the user interaction is limited to play and pause, but in the case of panoramic videos, we can also pan, tilt, zoom in or zoom out as in image panoramas. So the videos become interactive and this additional control over videos enhances the user experience. While playing the video we can pan the video to left or right horizontally, which covers the whole 360°. Similarly, we can also tilt vertically 180 degrees. 360 video overcomes the limitations of how normal videos are presented and perceived. Viewers of 360° videos become virtual participants in the video, creating a new interactive dimension within the virtual environment.

Hence, Kerala Tourism decided to use these emerging technologies to promote the tourism destinations in Kerala.

In this project, the following are the HDR video projects that we have executed and implemented:

a) HD/HDR 4K Videos: The section dealt with production of six short films with duration of four minutes each on six destinations of Kerala covered in district tour packages. The HDR video destinations are Kannur, Wayanad, Thrissur, Pathanamthitta, Kollam, Thiruvananthapuram.

b) HDR videos of Theyyam: Theyyams are the ritual art forms of Malabar, which are vibrant and colorful. HDR videos of Theyyam can attract the attention of International travellers to Malabar. Production of four short movies with duration of four minutes each of Theyyam performances in Malabar in HDR format was completed and uploaded to Kerala Tourism website and HDR YouTube Channel.

c) Panoramic 360° Videos: This section deal with producing 360 degree videos on the famous festivals of Kerala which attracts international audiences to the state. Here, a total of five movies were being produced using the 360 degree video (4K) technology.

7. Virtual Reality with three dimensional 360 degree videos of the destinations Kerala

This project made use of the 360 degree video to attract travellers to Kerala by sharing real life moments with 360 degree video technology. The videos can also be played as three dimensional videos with suitable display tools. 360 degree videos can play a major

role in inspiring international travellers to visit Kerala. The foreign travellers may have apprehensions in visiting third world countries. 360 degree videos can play a major role in presenting the comparatively high standard of living in Kerala.

This project had two components.

- i. 360 degree videos of various destinations with duration of one minute each. Videos were made on 30 major destinations of Kerala.
- ii. 360 degree videos of festivals and events - 8 videos with duration of four minute each will be made on 8 festivals or events.

8. Design and development of four microsites on Ayurveda, Yoga, Kalari and Malabar

As widely known, www.keralatourism.org, the official website of Department of Tourism, Government of Kerala is one among the top travel/tourism website in terms of visits and has almost active 100,000 pages. According to Google analytics, the website has received more than 65 lakh visits during the year 2019-20. Maintaining the top ranked position in terms of website visit demands successful implementation of new and innovative ideas. As part of this, Kerala Tourism decided to add more interesting contents to the website on a regular basis which attracts maximum visits. The content to be added would be in such a way that it relates to tourism in Kerala which would actually boost up the industry by attracting more tourists to the state. As a result, Kerala Tourism approved decided to go ahead with the design and development of four microsites exclusively for Ayurveda, the ancient Indian system of medicine; Yoga, the art and science of living; Kalari, the classical martial art form of Kerala and Malabar, a land which is well known for its historical aspects, enchanting beauty of nature and colourful ritual/folk art form. The project has been successfully implemented by kerala tourism during the financial year 2019-2020 and is live.

9. Off season campaign for selling tour packages through mobile phone

Kerala Tourism has been organizing off season tourism promotion projects since many years to promote Kerala's unique beauty during summer and monsoon seasons. The 2019 Off Season project aimed to bring tourist traffic to the state by organizing web campaigns. The main idea was to create a web based platform wherein travel agencies, hotels and tour operators can upload special packages details on to it so as to draw attention of the travellers. These packages will be unique and will be designed exclusively for the promotion of Off season.

Kerala Tourism successfully designed and developed a web based engine through which the tourism industry partners can upload their property details and the special packages they intend to offer to the tourists. They can also upload high resolution images of their properties. They can also add, edit or delete any data as and when required.

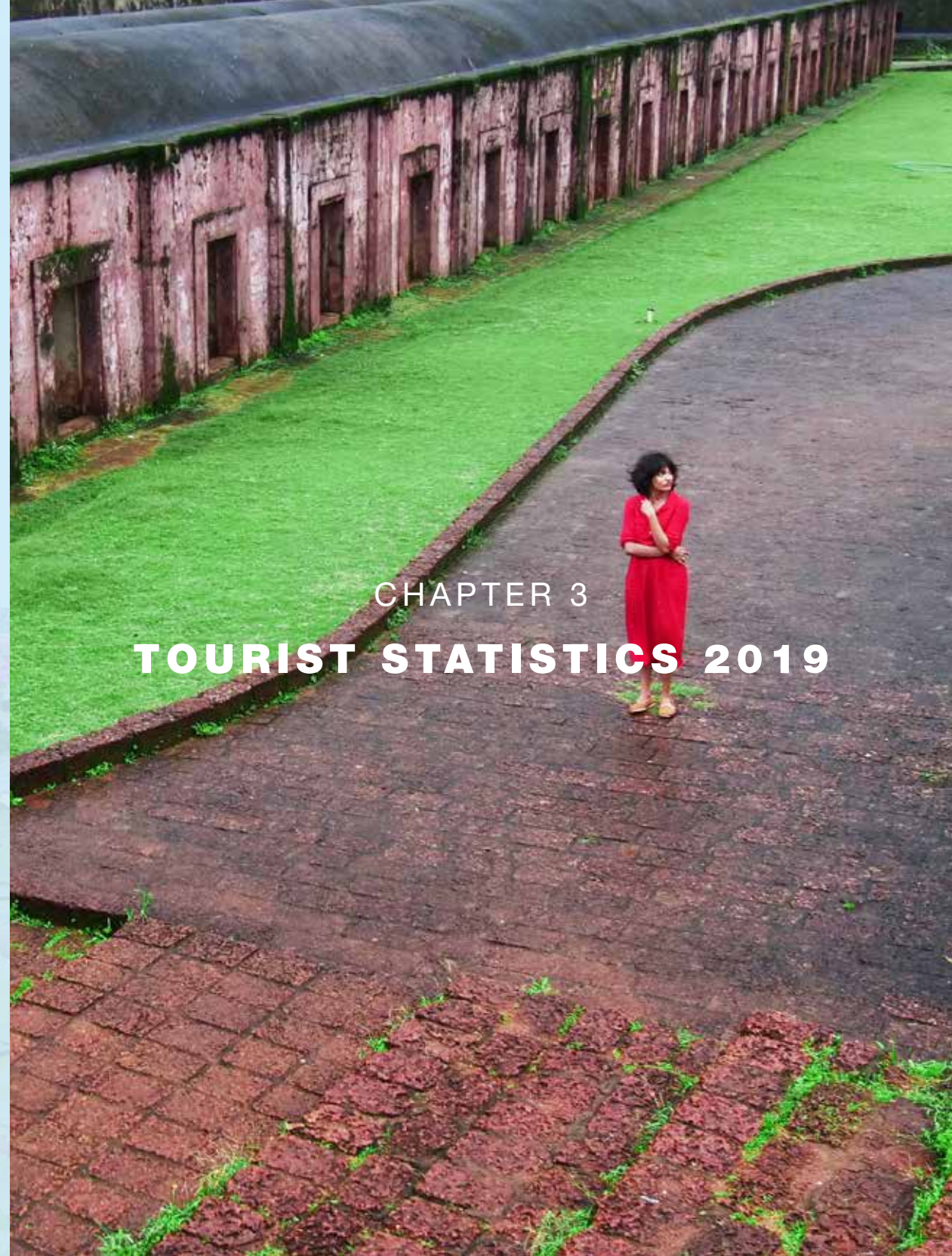
10. Thalassery Microsite

The Thalassery Heritage Tourism Project for Kerala Tourism intended at designing and developing a microsite featuring Thalassery as a tourism destination. Along with the micro-site creation, 4 minutes videos of the four circuits (Harbour Town Circuit, Pazhassi Circuit, Folklore Circuit and Cultural Circuit) and 360 Degree videos of some of the locations were also produced and uploaded to Kerala Tourism YouTube channel. Kerala Tourism successfully implemented this project. This micro site (<https://www.keralatourism.org/thalassery>) will now provide detailed information about the culture and heritage of Thalassery. It highlights the importance of the four tourist circuits, packages and much more, accompanied by beautiful and vibrant pictures, video presentations and 360-degree videos for better virtual understanding.

Summary

Among the ICT project initiatives mentioned above, all the projects except promotional campaigns are long term projects and useful for future tourism ICT initiatives. As per Google Analytics, at present there are 65,47,645 sessions/visits to the Kerala Tourism website. Apart from this the Kerala Tourism You Tube views scored more than 5 Crore. Earlier promotional activities were confined to newspapers and magazines but since the advent of digital era, technology has literally changed us such that our life is now decided by smart phones! Hence, strong digital campaigns must be implemented thoroughly to maintain our online presence. A tourist enthusiast, when he searches for Ayurveda package or holiday package he should get the Kerala packages and related results. Instead if the search result lands on to some packages else were, he may end up choosing some other places other than Kerala. Therefore, it is of great significance that, Kerala, as destination must ensure its 24 hours online visibility and should come up on the top results for a search anything related to Kerala.

Since Kerala Tourism ranks top among the travel websites of Indian states, it's ideal to see the tourism board websites of our neighbouring countries like Maldives, Sri Lanka, Malaysia, Singapore, Indonesia etc. and plan the future programmes accordingly.



CHAPTER 3

TOURIST STATISTICS 2019

3.1 TOURIST STATISTICS 2019 - HIGHLIGHTS

- Foreign Tourist arrival to Kerala during the year 2019 is 1189771 showing an increase of 8.52 % over the previous year.
- Domestic Tourist arrival to Kerala during the year 2019 is 18384233 showing an increase of 17.81% over the previous year.
- Foreign exchange earnings for the year 2019 is 10271.06 Crores which recorded a growth of 17.19% over the previous year.
- Total Revenue (direct & indirect) from Tourism during 2019 is Rs. 45010.69 Crores, showing an increase of 24.14% over the last year's figure.
- Considering the district wise Foreign Tourist arrival Kasaragod district shows the highest variation of 76.35% over 2018.
- Considering the district wise Domestic Tourist arrival, Idukki district shows the highest variation of 44.76 % over 2018.
- Considering the district wise Foreign Tourist arrival Ernakulam district shows the highest footfall of 522232 (5.22 lakhs).
- Considering the district wise Domestic Tourist arrival Ernakulam district shows the highest footfall of 4060134 (40.6 lakhs) .
- The second position in foreign footfall is Thiruvananthapuram district (3.1 lakhs) and third is Alappuzha district (0.96 lakhs).
- The second position in domestic footfall is Thiruvananthapuram (30.38 lakhs) and the third is Thrissur (25.84 lakhs) district
- Considering the destination wise Foreign Tourist arrival Kochi city shows the highest footfall of 270032.
- Considering the destination wise Domestic Tourist arrival Kochi city shows the highest footfall of 2795880.

3.2 MONTH-WISE FOREIGN AND DOMESTIC TOURIST ARRIVALS DURING 2019

TABLE 3.2

Sl. No.	Month	Foreign	Domestic
1	January	160588	1515551
2	February	148024	1335665
3	March	113857	1339252
4	April	86693	1613257
5	May	49952	1818986
6	June	45675	1341496
7	July	78034	1430508
8	August	74210	1321175
9	September	62942	1468337
10	October	94205	1594093
11	November	120848	1652890
12	December	154743	1953023
TOTAL		1189771	18384233

3.3 DISTRICT- WISE STATISTICS OF FOREIGN & DOMESTICTOURIST ARRIVAL FOR THE YEAR 2019

The district- wise foreign and domestic tourist arrival for the year 2019 is given in Table 3.3.

From the table it can be seen that

Foreign Tourist Arrival

- Ernakulam district registered the maximum arrival.
- Pathanamthitta district registered the least number in footfall.
- Kasaragod district registered the maximum increase in percentage of tourist arrival (76.35%) over the previous year.

Domestic Tourist Arrival

- Ernakulam district registered the maximum footfall.
- Pathanamthitta district registered the least number in domestic footfall also.
- Idukki district registered the maximum increase in percentage of tourist arrival (44.76 %) over the previous year.

TABLE 3.3

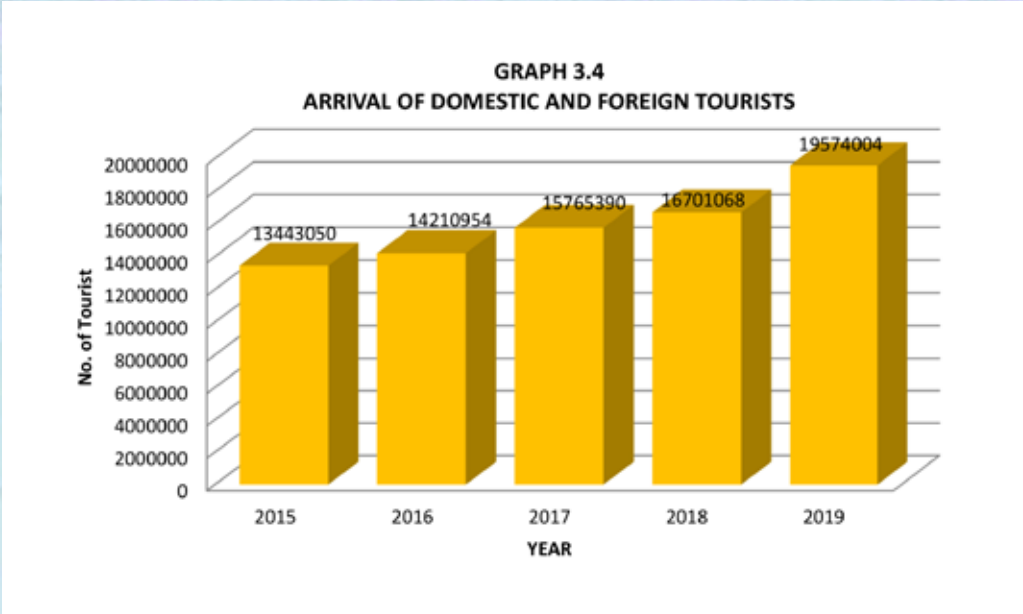
Sl. No	District	Foreign			Domestic		
		2019	2018	% variation over 2018	2019	2018	% variation: over 2018
1	THIRUVANANTHAPURAM	310451	342761	-9.43	3038167	2712387	12.01
2	KOLLAM	12961	9086	42.65	481928	400222	20.42
3	PATHANAMTHITTA	2042	1953	4.56	207863	192813	7.81
4	ALAPPUZHA	116228	95522	21.68	677958	511490	32.55
5	KOTTAYAM	58178	43287	34.4	597424	524821	13.83
6	IDUKKI	75206	44833	67.75	1820216	1257403	44.76
7	ERNAKULAM	522232	488175	6.98	4060134	3446889	17.79
8	THRISSUR	15691	11333	38.45	2583557	2497278	3.45
9	PALAKKAD	2147	1967	9.15	560906	509883	10.01
10	MALAPPURAM	25697	17610	45.92	665335	565914	17.57
11	KOZHIKODE	22515	18388	22.44	1305220	1052783	23.98
12	WAYANAD	12302	11607	5.99	1143710	888141	28.78
13	KANNUR	6852	5763	18.9	934572	768038	21.68
14	KASARAGOD	7269	4122	76.35	307243	276599	11.08
	KERALA	1189771	1096407	8.52	18384233	15604661	17.81

3.4. TOTAL NUMBER OF TOURISTS

The following table gives the data on foreign and Domestic Tourist arrival for years. From 2015 onwards, it can be seen that there is a steady increase in Tourist arrival. Graph-3.4 shows the increasing trend in tourist inflow Kerala from 2015 to 2019

TABLE 3.4
TOURIST ARRIVALS 2015 - 2019

Tourist Arrival	2015	2016	2017	2018	2019
Tourists (Foreign & Domestic)	13443050	14210954	15765390	16701068	19574004
Percentage of variation over previous year	6.73	5.71	10.94	5.94	17.2



3.5 TOURIST ARRIVALS: 2008 – 2019

Tourist arrival in Kerala for the last 12 years is given in Table 3.5.

TABLE 3.5

Year	No.of Domes- tic Tourist Visits	% of Increase	No.of Foreign Tourist Visits	%of increase	Total no. of tourists	% of increase
2008	7591250	14.28	598929	16.11	8190179	14.41
2009	7913537	4.25	557258	-6.96	8470795	3.43
2010	8595075	8.61	659265	18.31	9254340	9.25
2011	9381455	9.15	732985	11.18	10114440	9.29
2012	10076854	7.41	793696	8.28	10870550	7.48
2013	10857811	7.75	858143	8.12	11715954	7.78
2014	11695411	7.71	923366	7.6	12618777	7.71
2015	12465571	6.59	977479	5.86	13443050	6.53
2016	13172535	5.67	1038419	6.23	14210954	5.71
2017	14673520	11.39	1091870	5.15	15765390	10.94
2018	15604661	6.35	1096407	0.42	16701068	5.94
2019	18384233	17.81	1189771	8.52	19574004	17.2

GRAPH 3.5

Year-wise Domestic and Foreign tourist visits for the last 12 years

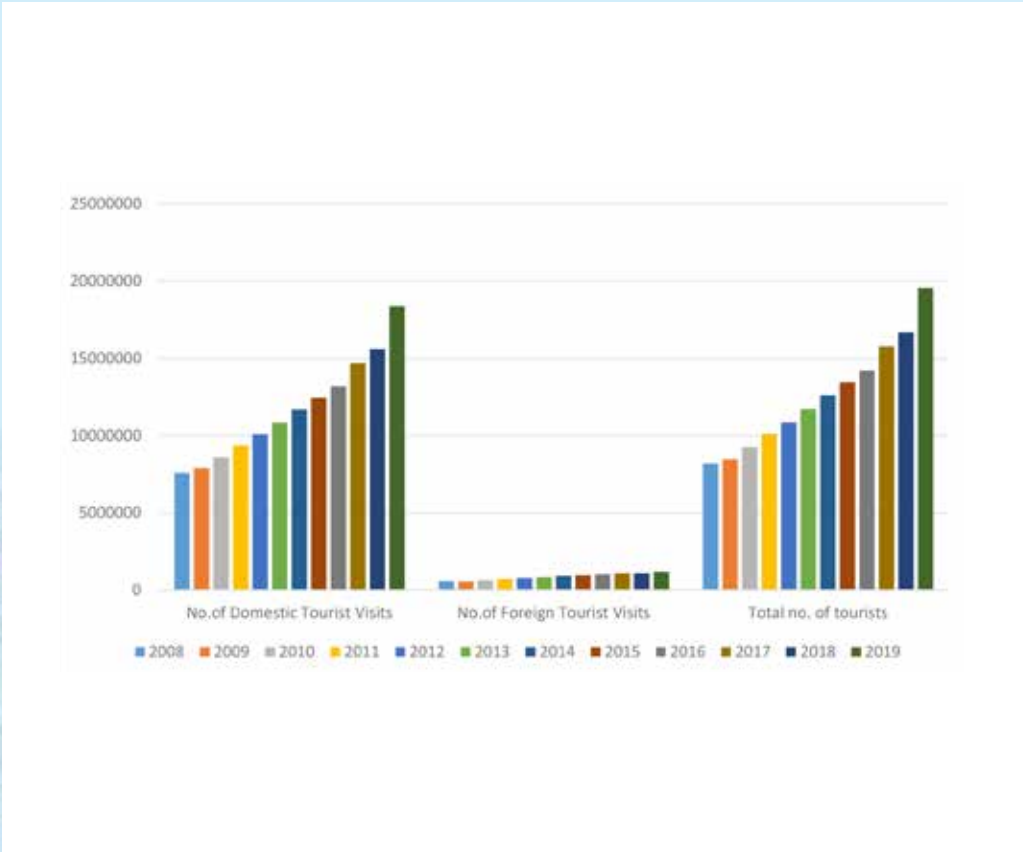


TABLE 3.6
Financial year-wise tourist arrivals to kerala

Fin year	Foreign tourists	% of increase	Domestic tourists	% of increase
2005-2006	382986	12.77	6045363	1.85
2006-2007	468658	22.37	6387724	5.66
2007-2008	554921	18.41	6879885	7.70
2008-2009	570945	2.89	7712249	12.10
2009-2010	586638	2.75	8003915	3.78
2010-2011	679636	15.85	8711344	8.84
2011-2012	762058	12.13	9512537	9.20
2012-2013	823601	8.08	10269805	7.96
2013-2014	883353	7.25	11078690	7.88
2014-2015	946665	7.17	11889260	7.32
2015-2016	998706	5.50	12630483	6.23
2016-2017	1046738	4.81	13399240	6.09
2017-2018	1139526	8.86	15280718	14.04
2018 -2019	1078182	-5.38	15917417	4.17

3.7 TIME OF VISIT

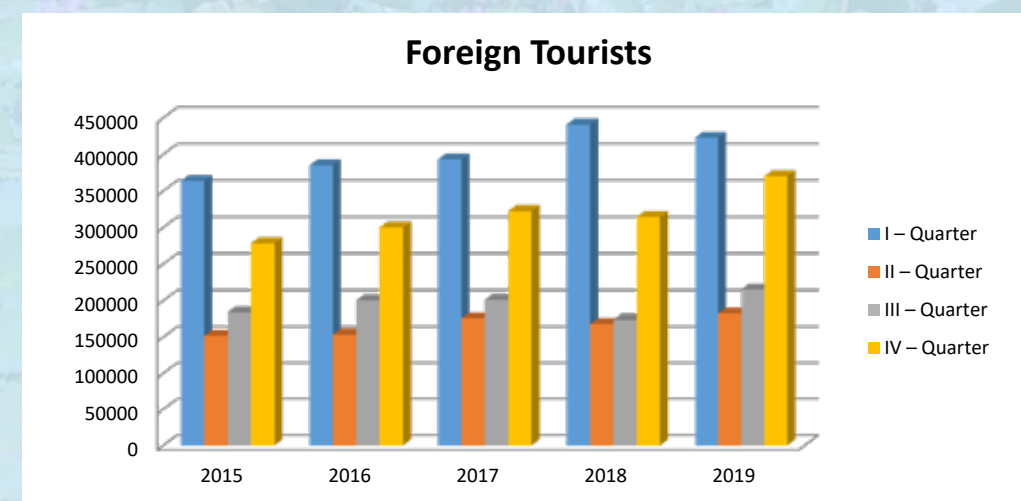
3.7A Foreign Tourists

Kerala Tourism is aiming to change Kerala in to a 365 days tourist destination. During 2019 the maximum number of foreign tourists arrived in January followed by December. The maximum number of foreign tourists arrived during the 1st quarter of the year 2019, constituting 35.51 % with 422469 tourists followed by 4th quarter constituting 31.08 % with 369796 tourists, the 3rd quarter constituting 18.09% with 215186 tourists and the 2nd quarter constituting 15.32% with 182320 tourists.

TABLE 3.7 A FOREIGN TOURISTS
QUARTERLY COMPARISON –2015,2016,2017,2018 & 2019

NUMBER OF TOURISTS					
Foreign	2015	2016	2017	2018	2019
I – Quarter	363492	384719	393038	440694	422469
II – Quarter	151774	153461	175746	167666	182320
III – Quarter	184005	200335	200988	173758	215186
IV – Quarter	278208	299904	322098	314289	369796
Total	977479	1038419	1091870	1096407	1189771

GRAPH 3.7 A



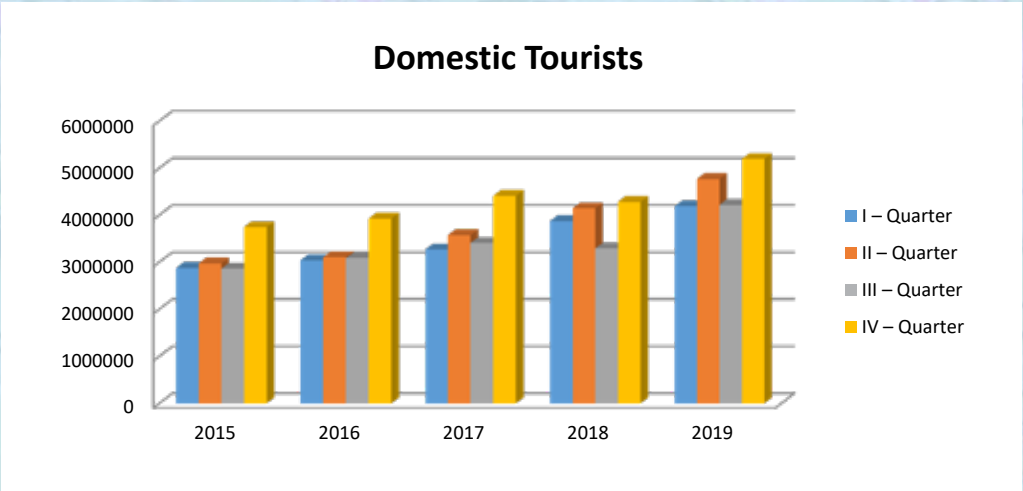
3.7. B Domestic Tourists

During 2019, the maximum number of domestic tourists arrived during the 4th quarter constituting 28.29% with 5200006 tourists followed by 2nd quarter constituting 25.97 % with 4773739 tourists, the 3rd quarter constituting 22.95% with 4220020 tourists and the 1st quarter constituting 22.79 % with 4190468 tourists. Quarterly breakup of the last five years figures is given in the following table 3.7 B.

TABLE 3.7 B DOMESTIC TOURISTS
QUARTERLY COMPARISON –2015,2016,2017,2018 & 2019

NUMBER OF TOURISTS					
DOMESTIC	2015	2016	2017	2018	2019
I – Quarter	2878897	3043809	3270514	3877712	4190468
II – Quarter	2976682	3110808	3578943	4149122	4773739
III – Quarter	2861813	3086508	3410654	3292016	4220020
IV – Quarter	3748179	3931410	4413409	4285811	5200006
Total	12465571	13172535	14673520	15604661	18384233

GRAPH 3.7 B



3.8. MONTH-WISE DETAILS OF FOREIGN AND DOMESTIC TOURISTS

Month-wise details of both foreign and domestic tourists and their proportion to total is given in Table 3.8.

TABLE 3.8

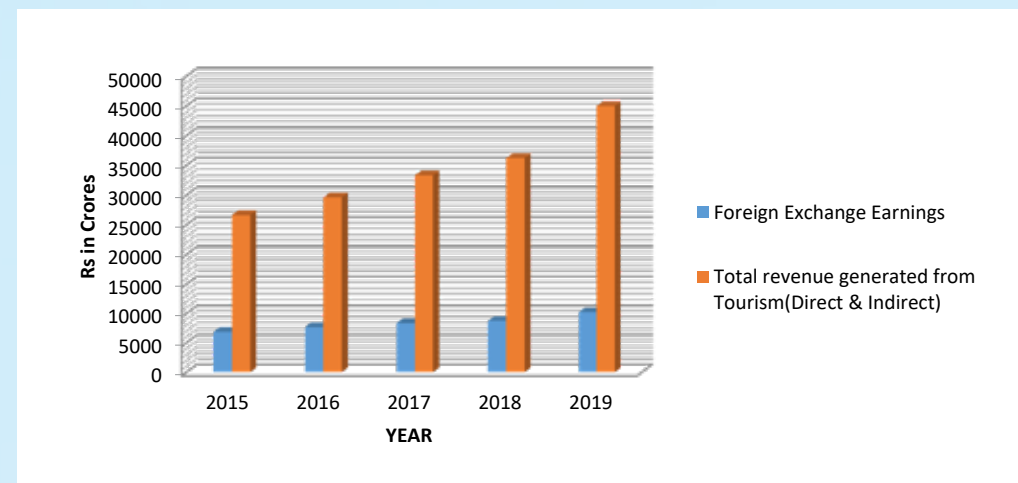
MONTHWISE DETAILS OF FOREIGN AND DOMESTIC TOURISTS 2019					
Sl.No	Month	No. of Tourists		Proportion to total	
		Foreign	Domestic	Foreign	Domestic
1	January	160588	1515551	13.5	8.24
2	February	148024	1335665	12.44	7.27
3	March	113857	1339252	9.57	7.28
4	April	86693	1613257	7.28	8.78
5	May	49952	1818986	4.2	9.89
6	June	45675	1341496	3.84	7.3
7	July	78034	1430508	6.56	7.78
8	August	74210	1321175	6.24	7.19
9	September	62942	1468337	5.29	7.99
10	October	94205	1594093	7.92	8.67
11	November	120848	1652890	10.15	8.99
12	December	154743	1953023	13.01	10.62
	Total	1189771	18384233	100	100

3.9. FOREIGN & DOMESTIC TOURISTS OF LAST 10 YEARS

TABLE 3.9

YEAR	FOREIGN		DOMESTIC	
	No. of Tourists	% of Increase	No. of Tourists	% of Increase
2010	659265	18.31	8595075	8.61
2011	732985	11.18	9381455	9.15
2012	793696	8.28	10076854	7.41
2013	858143	8.12	10857811	7.75
2014	923366	7.6	11695411	7.71
2015	977479	5.86	12465571	6.59
2016	1038419	6.23	13172535	5.67
2017	1091870	5.15	14673520	11.39
2018	1096407	0.42	15604661	6.35
2019	1189771	8.52	18384233	17.81

GRAPH 3.10
EARNINGS FROM TOURISM 2014-2019



3.10. EARNINGS FROM TOURISM IN KERALA

Foreign exchange earnings from tourism have shown a steady growth over the years. In 2019, Kerala has earned Rs.10271.06 crores as foreign exchange earnings from tourism against Rs.8764.46crores in the year 2018 showing a growth of 17.19 %. Table 3.10 and Graph 3.10 shows the estimates of earnings from foreign tourists for the last five years.

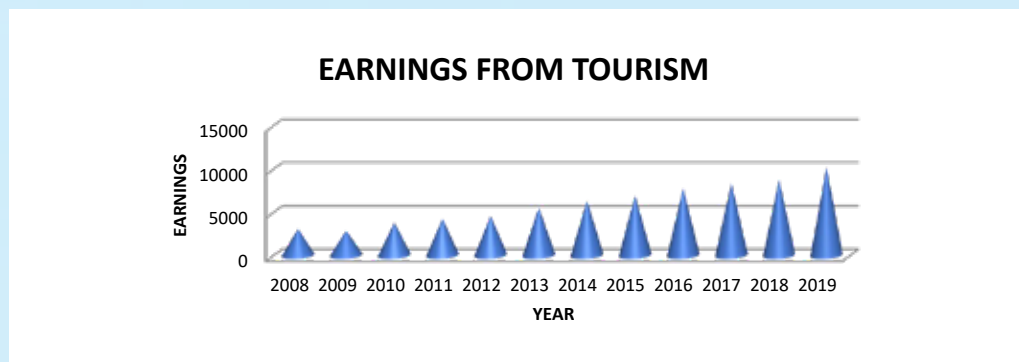
TABLE 3.10
EARNINGS FROM TOURISM 2015-2019 (Rs. in Crores)

Year	Foreign Exchange Earnings	% of Increase	Earnings from Domestic Tourists	Total revenue generated from Tourism(Direct & Indirect)	% of Increase
2015	6949.88	8.61	13836.78	26689.63	7.25
2016	7749.51	11.51	15348.64	29658.56	11.12
2017	8392.11	8.29	17608.22	33383.68	12.56
2018	8764.46	4.44	19474.62	36258.01	8.61
2019	10271.06	17.19	24785.62	45010.69	24.14

TABLE 3.11
FOREIGN EXCHANGE EARNINGS FROM TOURISM FOR LAST 12 YEARS (Rs. In Crores)

Year	Earnings	% of variation over previous year
2008	3066.52	16.11
2009	2853.16	-6.96
2010	3797.37	33.09
2011	4221.99	11.18
2012	4571.69	8.28
2013	5560.77	21.63
2014	6398.93	15.07
2015	6949.88	8.61
2016	7749.51	11.51
2017	8392.11	8.29
2018	8764.46	4.44
2019	10271.06	17.19

GRAPH 3.11



GRAPH 3.12

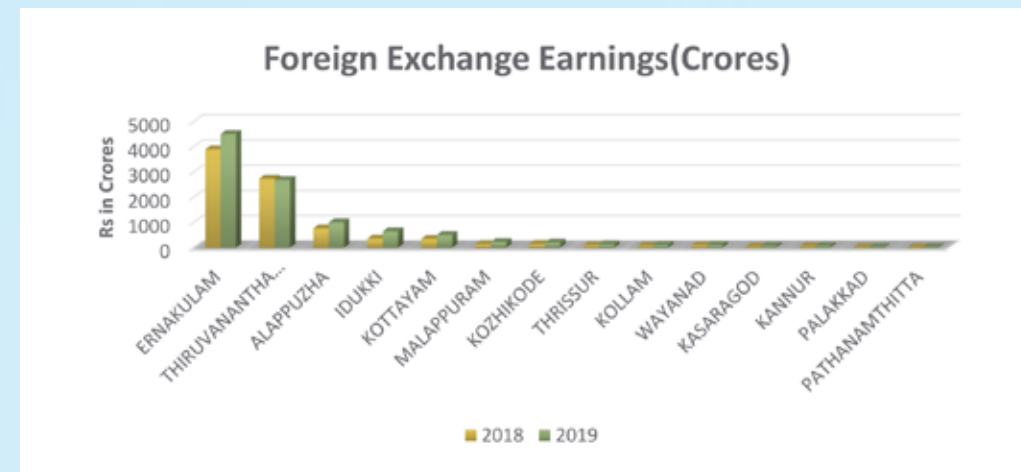


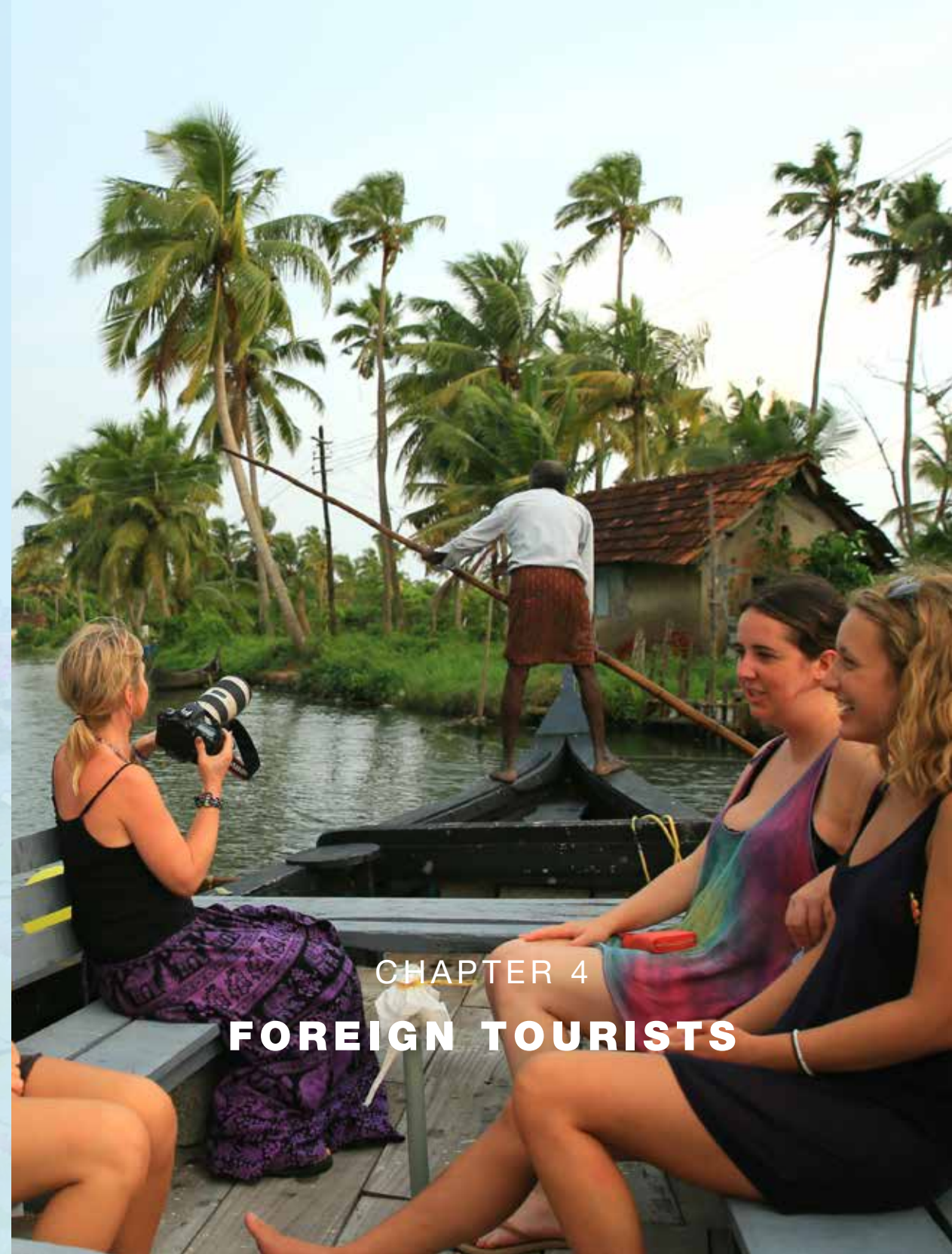
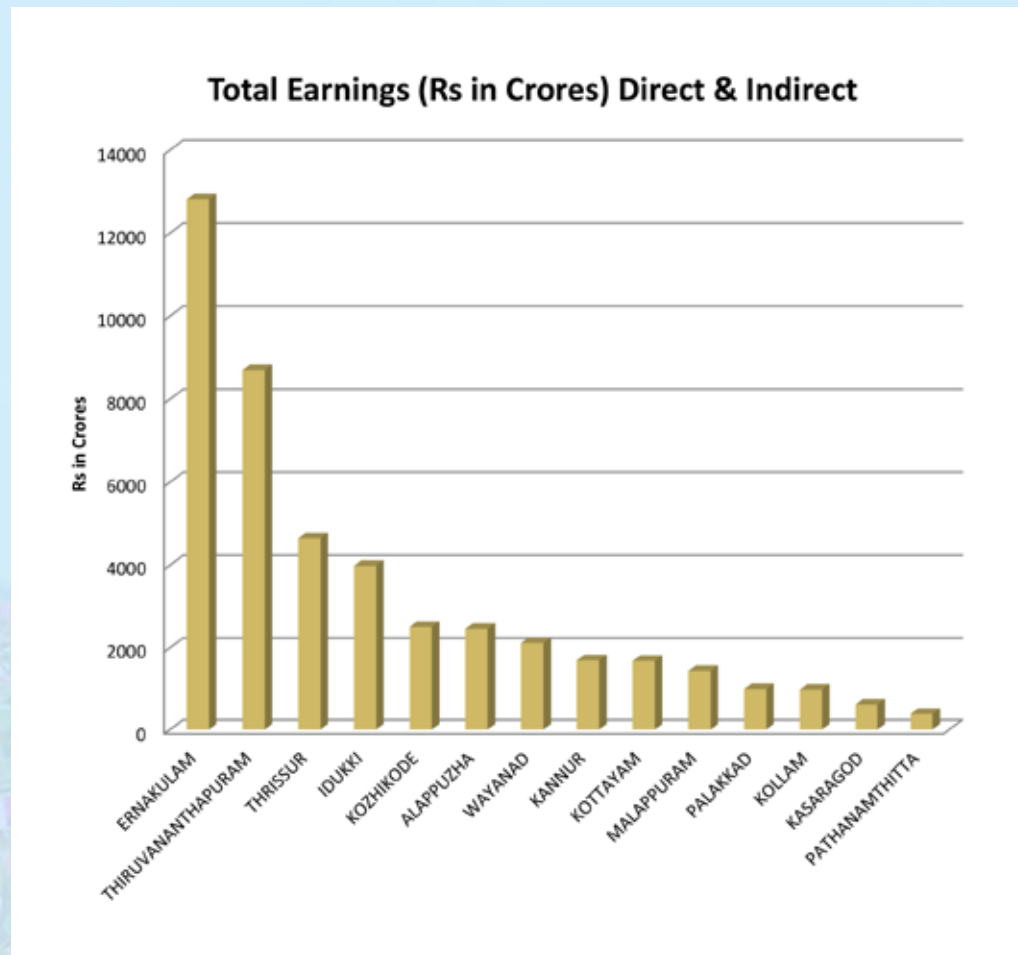
TABLE 3.12
DISTRICT WISE FOREIGN EXCHANGE EARNINGS FROM TOURISM - 2018 & 2019 (Rs. In Crores)

Sl.no.	Districts	Foreign Exchange Earnings	
		2018	2019
1	ERNAKULAM	3902.37	4508.32
2	THIRUVANANTHAPURAM	2739.97	2680.06
3	ALAPPUZHA	763.58	1003.37
4	IDUKKI	358.39	649.24
5	KOTTAYAM	346.03	502.24
6	MALAPPURAM	140.77	221.84
7	KOZHIKODE	146.99	194.37
8	THRISSUR	90.59	135.46
9	KOLLAM	72.63	111.89
10	WAYANAD	92.79	106.21
11	KASARAGOD	32.95	62.75
12	KANNUR	46.07	59.15
13	PALAKKAD	15.72	18.53
14	PATHANAMTHITTA	15.61	17.63
	TOTAL	8764.46	10271.06

TABLE 3.13
DISTRICT WISE TOTAL EARNINGS FROM TOURISM - 2019

Sl.No.	Districts	Earnings(Crores) Direct & indirect
1	ERNAKULAM	12816.5
2	THIRUVANANTHAPURAM	8700.12
3	THRISSUR	4646.08
4	IDUKKI	3984.4
5	KOZHIKODE	2508.91
6	ALAPPUZHA	2461.81
7	WAYANAD	2116.14
8	KANNUR	1693.7
9	KOTTAYAM	1679
10	MALAPPURAM	1436.52
11	PALAKKAD	994.72
12	KOLLAM	977.89
13	KASARAGOD	612.41
14	PATHANAMTHITTA	382.45
	TOTAL	45010.69

GRAPH 3.13



CHAPTER 4 FOREIGN TOURISTS

4.1 YEAR WISE FOREIGN TOURIST ARRIVALS (2015-2019)

Foreign tourist arrival to Kerala during 2019 reached 11.90 lakhs by witnessing an increase of 8.52 % over the previous year. It is observed that there is a consistent growth in foreign tourist arrival in Kerala.

Table-4.1 given below indicates the arrival of foreign tourists to Kerala during the last five years and percentage of variation over the previous year.

TABLE NO. 4.1

FOREIGN TOURISTS ARRIVALS 2015-2019					
Tourist Arrival	2015	2016	2017	2018	2019
Tourists	977479	1038419	1091870	1096407	1189771
% of variation over previous year	5.86	6.23	5.15	0.42	8.52

GRAPH - 4.1

shows the growth of foreign tourists from 2015 to 2019



4.2 MONTH-WISE DETAILS OF FOREIGN TOURISTS (2013-2019)

Table 4.2. shows month-wise arrival of foreign tourists from 2013 to 2019. It is seen that in 2019 the month of 'January' marked the highest and 'June' marked the lowest tourist inflow.

A month-by-month analysis of international tourist arrivals during 2013-2019 is depicted in the graph 4.2

TABLE NO. 4.2

MONTH WISE ARRIVAL DETAILS OF FOREIGN TOURISTS									
Sl. No	Month	2013	2014	2015	2016	2017	2018	2019	% of variation over previous year
1	January	113627	119865	130463	136539	150808	167980	160588	-4.4
2	February	115403	127153	132873	141143	135089	152003	148024	-2.62
3	March	85953	93175	100156	107037	107141	120711	113857	-5.68
4	April	66371	72441	76734	78099	82633	85493	86693	1.4
5	May	32600	36302	39583	37994	49073	45427	49952	9.96
6	June	29758	33898	35457	37368	44040	36746	45675	24.3
7	July	45786	48577	51722	56666	72552	68868	78034	13.31
8	August	64518	69909	74710	81070	73736	60121	74210	23.43
9	September	51032	54245	57573	62599	54700	44769	62942	40.59
10	October	67702	71598	76119	82551	79957	73263	94205	28.58
11	November	83484	87720	89883	96155	107028	99271	120848	21.74
12	December	101909	108483	112206	121198	135113	141755	154743	9.16
	Total	8,58,143	9,23,366	9,77,479	10,38,419	10,91,870	10,96,407	11,89,771	8.52

GRAPH 4.2

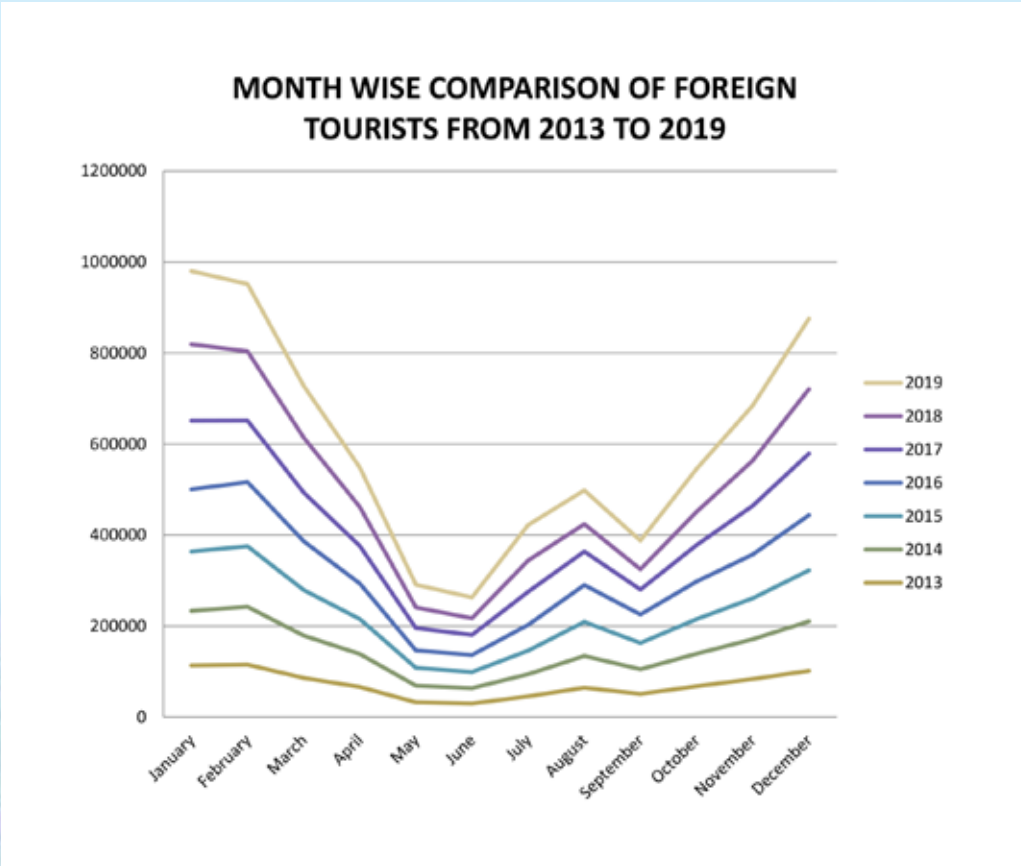


TABLE NO. 4.3

REGION WISE ARRIVAL OF FOREIGN TOURISTS TO KERALA (2010-2019)												
Sl. No	DISTRICT	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Proportion to Total
South Kerala												
1	TVM	204049	224387	242739	268444	289612	310,223	383608	420719	342761	310451	26.09
2	KLM	8211	9317	9976	11403	12467	14100	8520	6227	9086	12961	1.09
3	PTA	829	964	1253	1255	1379	1667	1620	2003	1953	2042	0.17
4	ALP	41977	46019	50760	55364	60337	63,838	78049	75037	95522	116228	9.77
	Total	255066	280687	304728	336466	363795	389,828	471797	503986	449322	441682	37.12
Central Kerala												
5	KTM	32561	37573	40926	40932	44366	49,976	49513	32350	43287	58178	4.89
6	IDK	48295	55778	62387	68880	77905	83,894	50366	42285	44833	75206	6.32
7	EKM	277675	308674	330390	352314	372997	383,643	407653	453973	488175	522232	43.89
8	TSR	4326	5011	5946	6459	7391	7,874	10133	10775	11333	15691	1.32
	Total	362857	407036	439649	468585	502659	525,387	517665	539383	587628	671307	56.42
North Kerala (Malabar)												
9	PKD	1270	1331	1557	1874	2093	2232	2385	1711	1967	2147	0.18
10	MPM	16915	18394	19417	20569	21613	23409	19769	18451	17610	25697	2.16
11	KKD	9017	9892	10476	10489	11313	12251	12649	13106	18388	22515	1.89
12	WYD	6575	7567	9541	10844	11795	12377	7067	8995	11607	12302	1.03
13	KNR	5886	6038	6257	6972	7563	9022	5264	5123	5763	6852	0.58
14	KSD	1679	2040	2071	2344	2535	2973	1823	1115	4122	7269	0.61
	Total	41342	45262	49319	53092	56912	62264	48957	48501	59457	76782	6.46
	Grand Total (Kerala)	659265	732985	793696	858143	923366	977479	1038419	1091870	1096407	1189771	100

CHART 4.3
REGION –WISE FOREIGN TOURIST VISITS IN KERALA IN 2019

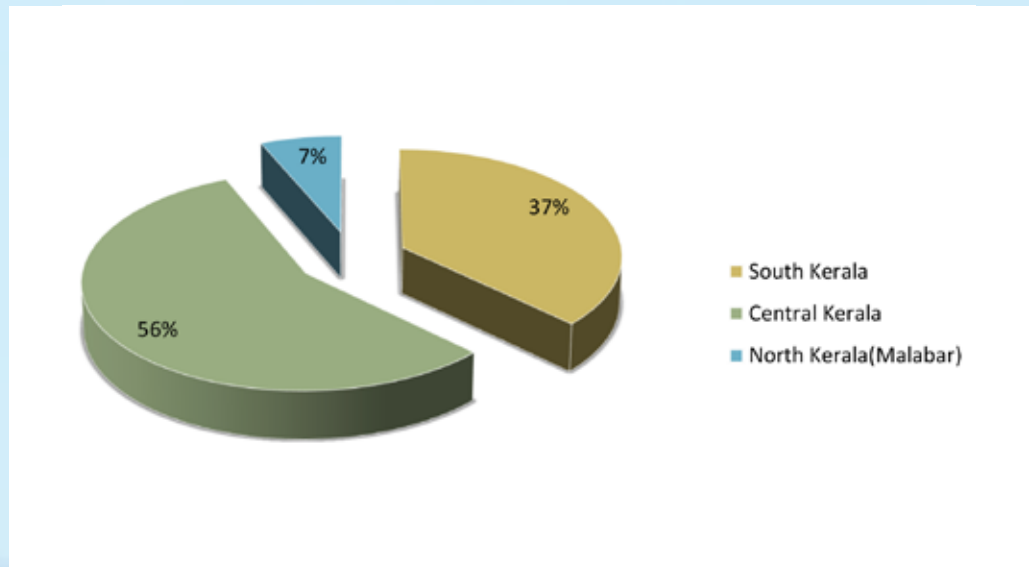


TABLE 4.4
MONTH WISE STATISTICS OF FOREIGN TOURISTS 2019

Sl. No.	DISTRICT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1	ALAPPUZHA	21899	21883	15734	7493	3248	2163	4242	4776	4070	7179	11103	12438	116228
2	ERNAKULAM	65027	56380	48439	38273	24965	23820	39623	38863	33047	40902	49076	63817	522232
3	IDUKKI	8270	9389	6407	6514	2905	2990	6515	5448	3685	6116	8350	8617	75206
4	KANNUR	1037	1267	663	329	199	181	317	288	263	509	746	1053	6852
5	KASARGOD	1161	1008	628	397	183	199	203	251	127	918	960	1234	7269
6	KOLLAM	2630	1863	1509	602	384	289	606	813	561	1068	1141	1495	12961
7	KOTTAYAM	9770	10192	5595	3426	2649	1527	2779	2475	2225	3782	5632	8126	58178
8	KOZHIKODE	2400	2035	2736	2124	1035	1170	2061	1733	1391	1784	2097	1949	22515
9	MALAPPURAM	1259	1188	1817	1955	1142	1859	3753	2816	2217	2366	2565	2760	25697
10	PALAKKAD	287	383	173	139	86	136	152	147	109	144	205	186	2147
11	PATHANAMTHITTA	405	175	158	147	133	97	141	186	60	127	193	220	2042
12	TRIVANDRUM	42561	38741	27485	23689	11942	10134	14826	14642	13864	27232	35947	49388	310451
13	THRISSUR	1817	1520	1304	1005	773	871	1779	1166	835	1285	1531	1805	15691
14	WAYANAD	2065	2000	1209	600	308	239	1037	606	488	793	1302	1655	12302
	TOTAL 2019	160588	148024	113857	86693	49952	45675	78034	74210	62942	94205	120848	154743	1189771

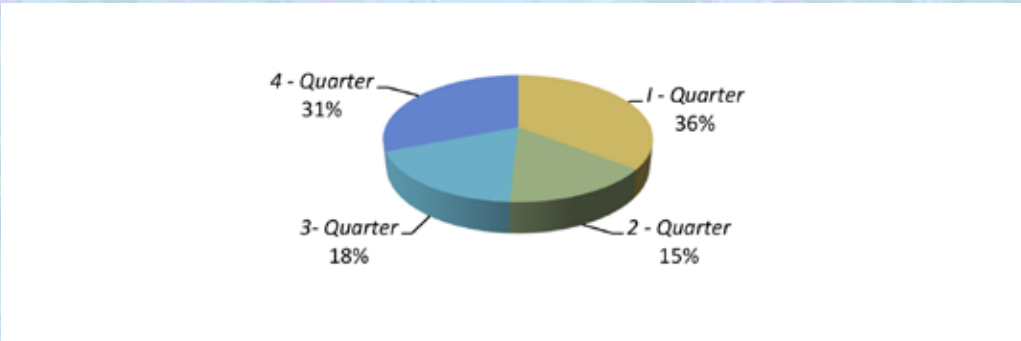
4.5 QUARTERLY COMPARISON OF FOREIGN TOURIST ARRIVALS

Quarterly comparison of foreign tourist arrivals shows that quarter I is receiving highest Foreign tourist arrivals ,Quarter IV comes second in the tourists arrivals. Details are given in Table 4.5

TABLE 4.5
QUARTERLY COMPARISON OF FOREIGN TOURIST ARRIVALS

Foreign	2015	2016	2017	2018	2019
I – Quarter	363492	384719	393038	440694	422469
II – Quarter	151774	153461	175746	167666	182320
III – Quarter	184005	200335	200988	173758	215186
IV – Quarter	278208	299904	322098	314289	369796
Total	977479	1038419	1091870	1096407	1189771

GRAPH 4.5
ARRIVALS IN 2019



4.6 TOURIST ARRIVALS - DISTRICTWISE FOREIGN

In 2019, Ernakulam is the leading district on the basis of foreign tourist arrivals to Kerala with a contribution of 43.89%. The leading district of Ernakulam and second standing district Thiruvananthapuram contributes 69.98% of the total arrival to Kerala. Other leading districts are Alappuzha, Idukki and Kottayam. Tourist arrivals to these five districts contribute 90.96% of the total arrival to Kerala.

TABLE 4.6

Sl. No.	DISTRICT	NO. OF TOURISTS					Proportion to the total of 2019
		2015	2016	2017	2018	2019	
1	Thiruvananthapuram	310223	383608	420719	342761	310451	26.09
2	Kollam	14100	8520	6227	9086	12961	1.09
3	Pathanamthitta	1667	1620	2003	1953	2042	0.18
4	Alappuzha	63838	78049	75037	95522	116228	9.77
5	Kottayam	49976	49513	32350	43287	58178	4.89
6	Idukki	83894	50366	42285	44833	75206	6.32
7	Ernakulam	383643	407653	453973	488175	522232	43.89
8	Thrissur	7874	10133	10775	11333	15691	1.32
9	Palakkad	2232	2385	1711	1967	2147	0.18
10	Malappuram	23409	19769	18451	17610	25697	2.16
11	Kozhikode	12251	12649	13106	18388	22515	1.89
12	Wayanad	12377	7067	8995	11607	12302	1.03
13	Kannur	9022	5264	5123	5763	6852	0.58
14	Kasaragod	2973	1823	1115	4122	7269	0.61
	Total Kerala	977479	1038419	1091870	1096407	1189771	100

GRAPH 4.6
FOREIGN TOURIST ARRIVAL- DISTRICT WISE 2018 & 2019

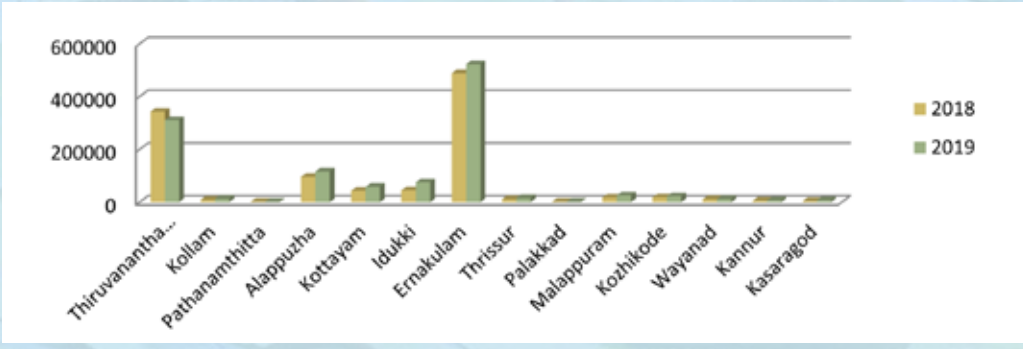


TABLE 4.7
DISTRICT-WISE / NATIONALITY WISE STATISTICS OF FOREIGN TOURIST FOOTFALL - 2019

Country	ALP	EKM	IDK	KNR	KZD	KLM	KTM	KKD	MPM	PLKD	PTA	TVM	TSR	WYD	TOTAL
Afghanistan	107	512	35	17	0	2	21	60	17	3	0	148	2	0	924
Akrotiri	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Albania	0	126	0	0	0	1	0	7	32	0	0	70	0	0	236
Algeria	33	370	2	0	0	0	2	62	6	0	0	352	4	0	831
American Samoa	0	15	9	2	0	0	0	0	0	0	0	9	0	0	35
Andorra	0	52	4	0	0	0	1	0	0	0	0	9	0	0	66
Angola	0	67	0	0	0	0	0	0	0	0	0	2	0	0	69
Anguilla	0	9	0	0	0	0	0	0	0	0	0	0	0	0	9
Antarctica	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Antigua and Barbuda	0	7	0	0	0	0	0	2	0	0	0	26	0	0	35
Argentina	150	881	109	9	4	7	132	18	0	4	0	582	6	13	1915
Armenia	3	34	0	0	0	0	0	0	0	0	0	36	9	3	85
Ascension Island	3	27	12	0	0	0	24	0	0	0	0	0	0	0	66
Australia	5179	19988	2825	207	158	452	2640	271	183	44	55	8956	357	774	42089
Austria	554	2673	388	71	79	122	360	57	2	17	0	2369	224	264	7180
Azerbaijan	19	81	5	2	0	0	2	2	21	0	0	122	3	2	259
Bahamas	0	5	7	0	13	0	3	0	0	0	0	14	0	0	42
Bahrain	278	3687	272	26	34	10	264	151	1179	3	13	1978	126	51	8072
Bangladesh	139	1874	197	21	8	15	62	66	113	3	6	977	91	8	3580
Barbados	0	3	0	0	0	0	6	1	0	0	0	17	0	0	27
Belarus	75	191	12	4	0	0	1	32	12	4	0	303	36	75	745
Belgium	1705	3674	739	82	74	118	570	103	46	8	6	2930	80	377	10512
Belize	0	8	0	0	0	2	0	0	0	0	0	4	0	0	14
Benin	0	74	0	0	0	0	0	0	8	0	0	0	0	0	82

Country	ALP	EKM	IDK	KNR	KZD	KLM	KTM	KKD	MPM	PLKD	PTA	TVM	TSR	WYD	TOTAL
Bermuda	2	9	0	0	0	0	1	0	0	0	0	2	0	6	20
Bhutan	3	67	0	2	0	0	4	1	1	0	0	68	1	0	147
Bolivia	2	63	6	2	0	0	0	4	9	0	0	49	0	3	138
Bosnia and Herzegovina	1	214	2	0	0	0	0	18	121	0	0	60	1	0	417
Botswana	9	532	0	0	0	0	0	0	0	0	0	13	8	0	562
Brazil	229	1524	155	6	0	28	97	84	68	14	10	1038	23	40	3316
British Virgin Islands	0	86	15	0	0	19	0	0	0	8	0	1610	103	0	1841
Brunei	7	28	1	0	0	0	0	4	6	0	0	5	0	0	51
Bulgaria	28	497	8	0	0	3	9	21	35	2	0	434	13	5	1055
Burkina Faso	0	16	0	0	0	0	0	0	0	0	0	0	0	0	16
Burundi	0	17	0	0	0	0	0	2	0	0	0	0	0	0	19
Cambodia	6	29	1	0	0	0	2	0	0	0	9	7	1	10	65
Cameroon	0	234	1	0	2	0	0	6	0	0	0	11	0	7	261
Canada	2715	11690	2076	97	88	364	1828	412	249	71	102	7055	199	282	27228
Cape Verde	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Cayman Islands	0	25	0	0	0	0	0	0	0	0	0	0	0	0	25
Central African Republic	0	0	0	0	0	0	0	12	0	0	0	0	0	0	12
Chad	0	3	0	0	0	0	0	1	6	0	0	2	0	0	12
Chile	132	282	44	14	0	3	24	28	8	20	1	185	3	3	747
China(Main)	691	6830	221	131	45	114	452	227	104	46	55	2666	146	50	11778
China(Taiwan)	0	1	1	0	0	0	52	0	0	0	0	9	0	0	63
Christmas Island	0	0	0	0	0	0	0	7	0	0	0	0	0	0	7
Colombia	51	493	33	2	2	7	30	18	43	1	0	198	4	19	901
Comoros	4	232	32	1	0	0	11	44	5	0	0	5	0	5	339
Congo	0	3	0	0	0	0	0	3	2	0	0	23	1	3	35

Country	ALP	EKM	IDK	KNR	KZD	KLM	KTM	KKD	MPM	PLKD	PTA	TVM	TSR	WYD	TOTAL
Congo (Dem. Rep)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cook Islands	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Costa Rica	9	114	1	0	3	0	8	24	2	0	0	53	0	3	217
Croatia	28	378	18	1	0	7	6	27	43	0	0	281	0	3	792
Cuba	0	22	0	0	0	0	0	1	3	0	0	7	0	0	33
Cyprus	5	164	6	0	0	3	7	19	42	0	3	66	0	3	318
Czech Republic	200	866	136	9	28	22	201	21	36	0	0	1291	20	21	2851
CZECHOSLOVAKIA	19	12	0	0	0	0	1	0	0	0	0	7	1	0	40
Denmark	1090	2620	376	92	257	145	138	39	10	3	8	2709	105	53	7645
Dhekelia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Djibouti	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dominica	0	34	1	0	0	2	0	2	1	1	0	30	0	0	71
Dominican Republic	0	9	0	0	2	0	0	2	0	0	0	12	0	2	27
Durban	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
East Timor	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Ecuador	0	87	5	0	0	0	0	3	22	0	0	47	0	0	164
Egypt	72	1949	56	10	0	31	115	201	1237	3	3	1306	12	9	5004
El Salvador	1	79	0	0	0	0	0	10	1	0	0	47	0	0	138
Equatorial Guinea	0	4	0	0	0	0	0	0	0	0	0	0	0	0	4
Eritrea	0	45	2	0	0	0	0	0	3	0	0	2	0	0	52
Estonia	90	244	33	4	0	4	17	10	33	0	1	319	1	7	763
Ethiopia	0	176	2	37	0	1	10	4	26	10	0	64	0	0	330
External Territories of Australia	0	0	0	0	0	0	5	0	0	0	0	0	0	0	5
Falkland Islands	0	19	0	0	0	0	0	2	0	0	0	3	0	1	25
Faroe Islands	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fiji Islands	24	142	14	0	0	3	3	10	3	0	0	74	0	0	273

Country	ALP	EKM	IDK	KNR	KZD	KLM	KTM	KKD	MPM	PLKD	PTA	TVM	TSR	WYD	TOTAL
Finland	207	727	122	33	46	5	112	28	82	0	0	579	31	16	1988
France	19810	36014	9923	833	229	2560	5004	535	241	299	61	20050	926	1409	97894
French Guiana	10	12	6	0	0	0	16	0	1	0	0	2	0	0	47
French Polynesia	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1
French Southern Territories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Gabon	0	14	1	0	0	0	0	2	0	0	0	0	0	0	17
Gambia	0	4	0	0	0	0	0	0	0	3	0	0	0	0	7
Georgia	12	89	0	0	0	0	6	5	0	0	0	97	3	0	212
Germany	10658	20909	4269	709	450	769	2934	495	521	118	56	22690	1688	1179	67425
Ghana	0	272	0	3	0	1	3	6	7	0	0	75	1	0	368
Gibraltar	3	3	0	0	0	0	0	2	0	0	0	0	0	0	8
Greece	78	886	100	8	7	14	140	78	157	0	24	865	4	10	2371
Greenland	0	6	0	0	0	0	0	0	0	0	0	0	0	0	6
Grenada	0	16	2	0	0	0	5	1	0	0	0	2	0	0	26
Guadeloupe	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Guam	2	0	0	0	0	0	0	0	0	0	0	0	12	0	14
Guatemala	3	44	0	0	0	1	0	0	0	0	0	14	0	0	62
Guernsey and Alderney	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Guinea	0	5	0	0	0	3	1	0	0	0	0	0	5	0	14
Guinea-Bissau	0	0	0	0	0	0	0	11	0	0	0	0	0	0	11
Guyana	0	39	0	0	0	2	3	0	0	0	0	28	0	0	72
Haiti	6	12	0	2	0	1	0	8	0	0	0	7	1	0	37
Honduras	0	16	1	0	0	0	0	6	7	0	0	11	0	0	41
Hongkong	27	224	12	0	5	0	23	1	0	1	0	126	1	1	421
Hungary	147	625	103	15	0	1	131	105	4	4	1	975	16	21	2148

Country	ALP	EKM	IDK	KNR	KZD	KLM	KTM	KKD	MPM	PLKD	PTA	TVM	TSR	WYD	TOTAL
Iceland	18	545	81	4	7	12	31	10	33	0	3	130	8	5	887
Indonesia	60	1205	37	17	16	1	13	80	236	5	0	624	54	10	2358
Iran	124	1243	237	40	13	40	66	61	26	8	1	597	62	39	2557
Iraq	11	327	12	0	0	0	10	42	44	0	2	22	0	11	481
Ireland	1597	5785	1615	81	165	164	538	135	58	31	19	3048	101	145	13482
Isle of Man	0	8	7	0	0	13	0	0	0	0	0	6	0	0	34
Israel	2091	9438	3411	78	87	684	2261	53	37	37	29	4804	317	265	23592
Italy	2632	9973	1679	148	50	282	1271	287	189	38	32	11023	213	229	28046
Ivory Coast	6	0	1	0	0	5	0	0	0	0	0	32	0	2	46
Jamaica	5	109	0	0	2	4	9	14	14	1	0	24	0	2	184
Japan	1592	6298	168	141	24	170	435	112	54	10	6	4827	53	45	13935
Jersey	2	10	1	0	0	0	0	0	0	0	0	0	0	0	13
Jordan	25	772	67	4	2	7	38	53	105	2	8	244	10	10	1347
Kazakhstan	103	168	21	3	4	0	6	52	96	0	1	1892	10	21	2377
Kenya	53	462	61	19	24	15	139	29	38	1	1	1206	14	12	2074
Kiribati	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Korea (North)	221	1874	21	0	0	7	11	122	39	0	9	1054	0	18	3376
Korea (South)	221	1249	150	19	0	9	26	47	9	1	8	989	17	18	2763
Kosovo	0	25	0	0	0	0	0	6	0	0	0	0	0	0	31
Kuwait	225	5762	712	4	7	58	476	238	193	6	30	1520	110	49	9390
Kyrgyzstan	20	114	2	0	0	0	1	5	1	0	0	106	0	0	249
Laos	14	9	0	0	0	0	3	0	0	0	0	2	0	0	28
Latvia	48	228	23	0	15	5	12	17	15	0	1	745	1	1	1111
Lebanon	172	717	38	0	0	1	46	30	45	0	2	1443	7	0	2501
Lesotho	0	97	0	0	0	0	0	0	0	0	0	17	0	0	114
Liberia	0	7	0	0	0	0	0	3	1	0	0	28	0	1	40
Libya	10	80	0	0	0	0	0	13	13	0	0	137	0	0	253

Country	ALP	EKM	IDK	KNR	KZD	KLM	KTM	KKD	MPM	PLKD	PTA	TVM	TSR	WYD	TOTAL
Liechtenstein	4	21	7	0	0	0	2	0	0	0	0	4	1	0	39
Lithuania	101	413	50	0	0	16	12	11	5	0	0	561	36	13	1218
Luxembourg	16	62	18	0	0	0	15	2	0	0	0	109	10	0	232
Macau	20	130	0	0	0	0	0	10	0	0	0	0	0	0	160
Macedonia	0	102	2	0	0	0	3	14	25	0	0	68	0	0	214
Madagascar	6	36	1	0	0	1	4	1	4	0	0	19	1	0	73
Malawi	5	124	32	0	0	0	6	21	31	0	0	13	0	0	232
Malaysia	1145	22625	5706	297	89	244	692	279	590	429	154	6799	1040	108	40197
Maldives	16	19731	162	5	5	29	28	87	20	6	1	31595	541	10	52236
Malta	83	149	42	0	0	3	18	5	6	0	0	100	7	1	414
Marshall Islands	0	11	0	0	1	0	2	0	0	0	0	0	0	0	14
Martinique	0	0	2	0	0	0	0	1	0	0	0	0	0	0	3
Mauritania	12	146	0	0	0	0	0	2	0	0	0	4	0	6	170
Mauritius	148	1204	239	3	0	1	117	11	8	0	0	480	7	32	2250
Mayotte	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mexico	90	935	113	19	4	11	99	82	48	5	7	496	12	19	1940
Micronesia	0	0	0	0	2	0	0	0	0	0	0	0	0	0	2
Moldova	2	96	3	0	0	3	1	1	0	0	0	122	24	0	252
Monaco	5	62	0	0	1	0	8	2	1	0	0	24	0	0	103
Mongolia	5	18	0	0	0	1	0	0	0	0	0	22	6	0	52
Montenegro	4	38	0	0	0	0	0	0	14	0	0	0	0	0	56
Montserrat	0	0	2	0	0	0	0	1	0	0	0	9	0	0	12
Morocco	17	845	9	0	0	6	7	125	470	0	0	733	1	0	2213
Mozambique	0	25	0	0	0	0	0	1	0	0	0	15	0	0	41
Myanmar	15	330	8	5	0	0	10	16	0	1	2	59	0	3	449
Nagorno Karabakh	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Namibia	84	55	7	0	0	0	0	6	0	0	0	18	0	0	170

Country	ALP	EKM	IDK	KNR	KZD	KLM	KTM	KKD	MPM	PLKD	PTA	TVM	TSR	WYD	TOTAL
Nauru	0	3	0	0	0	0	0	0	0	0	0	0	0	0	3
Nepal	156	1129	74	148	7	4	39	81	35	82	3	1243	52	63	3116
Netherlands	1751	6492	832	150	75	216	627	142	76	42	3	4526	156	379	15467
Netherlands Antilles	11	0	0	0	0	0	8	2	0	0	0	7	0	0	28
New Caledonia	0	133	0	0	0	0	0	0	0	0	0	7	0	0	140
New Zealand	1070	4068	735	24	49	128	416	61	23	5	14	1853	54	67	8567
Nicaragua	12	17	0	0	0	0	0	32	2	0	0	22	0	0	85
Niger	0	28	0	0	0	0	1	2	0	0	0	9	0	0	40
Nigeria	3	255	7	8	0	3	13	9	5	3	0	63	0	4	373
Northern Mariana Islands	0	0	0	0	0	0	0	0	0	0	0	2	0	0	2
Norway	673	1397	139	28	148	14	121	45	34	0	0	1259	21	32	3911
Oman	775	24168	2599	203	67	93	572	4910	1773	44	62	2020	954	379	38619
Pakistan	2	16	11	0	0	1	0	1	0	0	0	0	0	0	31
Palau	0	1	0	0	0	0	0	2	0	0	0	0	0	0	3
Palestine	15	27	21	0	0	3	0	6	18	0	0	11	0	0	101
Panama	1	5	3	0	0	0	13	2	0	0	0	2	0	0	26
Papua New Guinea	0	2	0	0	0	0	0	1	0	0	0	0	0	0	3
Paraguay	0	49	0	0	0	0	0	1	1	0	0	48	0	0	99
Peru	19	60	11	0	0	23	25	1	12	1	0	114	1	2	269
Philippines	59	3961	54	19	2	9	55	587	2709	2	26	1614	14	21	9132
Pitcairn Islands	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Poland	913	2183	567	73	43	35	279	260	60	4	0	2912	52	71	7452
Portugal	483	1361	178	122	0	170	161	83	25	4	8	927	16	44	3582
Puerto Rico	0	118	4	0	0	0	0	6	0	0	0	25	0	0	153
Qatar	51	3714	139	12	22	11	146	291	407	8	6	246	95	84	5232
Reunion	0	6	2	0	0	2	0	0	0	0	0	10	0	0	20

Country	ALP	EKM	IDK	KNR	KZD	KLM	KTM	KKD	MPM	PLKD	PTA	TVM	TSR	WYD	TOTAL
Romania	168	1052	118	18	1	22	46	137	98	1	0	1035	7	3	2706
Russia	1131	18198	387	76	94	72	162	242	89	93	10	13992	488	32	35066
Rwanda	0	24	0	3	0	0	0	3	0	0	0	11	0	0	41
Sahrawi Arab Democratic Republic	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Saint Helena	0	0	0	0	0	0	0	0	2	0	0	0	0	0	2
Saint Kitts and Nevis	3	5	0	0	0	0	0	3	3	0	0	0	0	0	14
Saint Lucia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Saint Pierre and Miquelon	0	0	3	0	0	0	0	0	0	0	0	0	0	0	3
Saint Vincent and The Grenadines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Samoa	0	3	3	0	0	0	0	6	0	0	0	37	0	0	49
San Marino	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sao Tome and Principe	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Saudi Arabia	4689	30528	6224	80	74	252	1767	1761	6500	33	34	3848	2018	614	58422
Senegal	0	22	0	0	0	0	0	3	1	0	0	6	6	0	38
Serbia and Montenegro	4	409	5	0	0	3	12	104	31	0	0	486	9	3	1066
Seychelles	0	48	0	0	25	0	0	1	20	0	0	16	0	0	110
Sierra Leone	0	60	0	0	0	3	3	1	0	0	0	0	0	0	67
Singapore	373	6060	681	79	57	153	932	229	70	58	88	2911	143	49	11883
Slovakia	85	217	49	0	0	27	7	14	49	0	0	663	29	20	1160
Slovenia	127	343	48	2	0	6	14	4	1	0	0	529	6	22	1102
Smaller Territories of Chile	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Smaller Territories of the UK	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Country	ALP	EKM	IDK	KNR	KZD	KLM	KTM	KKD	MPM	PLKD	PTA	TVM	TSR	WYD	TOTAL
Solomon Islands	0	4	0	0	0	0	0	0	0	0	0	0	0	0	4
Somalia	3	23	4	0	0	3	0	15	14	0	0	16	3	0	81
Somaliiland	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
South Africa	1117	6992	569	32	2	69	786	161	50	7	13	3227	59	51	13135
South Ossetia	6	2	6	0	0	0	0	0	0	0	0	0	0	0	14
Spain	2153	8358	1533	136	12	306	1122	263	142	11	4	4632	116	159	18947
Sri Lanka	271	2992	283	267	24	60	143	184	159	39	22	1423	221	33	6121
Sudan	23	407	23	0	0	12	26	20	94	0	1	98	27	0	731
Suriname	4	50	5	0	0	0	0	2	0	0	0	20	0	3	84
Svalbard and Jan Mayen	0	3	0	0	0	0	0	0	0	0	0	0	0	0	3
Swaziland	190	144	15	0	85	36	6	5	3	13	4	74	61	36	672
Sweden	1132	3818	550	80	704	97	200	64	50	102	13	5804	80	147	12841
Switzerland	2163	5045	937	113	25	194	1015	132	65	37	10	5214	505	203	15658
Syria	56	448	93	1	0	16	28	26	169	0	0	185	26	5	1053
Taiwan	56	334	126	3	0	0	46	0	3	0	0	99	3	2	672
Tajikistan	5	7	0	0	0	0	0	0	0	2	0	30	0	0	44
Tanzania	45	337	17	0	0	0	72	22	7	3	0	129	7	7	646
Thailand	64	2391	25	10	18	3	38	263	162	9	0	1130	34	21	4168
Tibet	10	8	0	0	0	0	0	0	0	0	0	34	0	0	52
Togo	0	2	0	0	0	0	0	4	0	0	0	2	0	0	8
Tokelau	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tonga	2	1	0	0	0	0	0	0	0	0	0	0	0	0	3
Trinidad and Tobago	3	163	2	0	0	0	5	7	4	0	0	72	3	0	259
Tunisia	13	991	17	1	0	0	1	195	1058	2	0	586	6	0	2870
Turkey	111	830	125	11	0	2	108	60	709	1	3	524	10	15	2509
Turkmenistan	0	57	0	0	3	0	0	0	0	0	0	16	4	0	80

Country	ALP	EKM	IDK	KNR	KZD	KLM	KTM	KKD	MPM	PLKD	PTA	TVM	TSR	WYD	TOTAL
Turks and Caicos Islands	0	0	0	0	0	0	0	2	0	0	0	0	0	0	2
Tuvalu	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Uganda	12	61	2	0	0	0	1	8	2	0	0	49	0	0	135
Ukraine	290	1023	59	28	116	15	16	142	68	3	1	4492	278	32	6563
United Arab Emirates	588	15210	2713	173	174	199	697	2202	1809	37	18	2157	448	419	26844
United Kingdom	31346	64998	11474	1111	2624	2561	15890	1162	738	137	227	49807	1722	2288	186085
United States of America	8168	53628	6391	492	763	1480	8704	1447	933	88	740	24880	1001	1144	109859
Uruguay	28	69	7	0	0	0	5	1	0	0	0	82	1	2	195
Uzbekistan	22	83	2	0	0	0	0	3	2	1	0	115	11	7	246
Vanuatu	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Vatican City	0	8	0	3	0	0	0	0	0	0	0	0	3	0	14
Venezuela	5	21	6	0	0	0	0	6	6	1	0	29	0	0	74
Vietnam	23	408	5	1	1	19	4	13	1	0	0	171	11	0	657
Virgin Islands of the United States	25	28	3	0	0	0	0	0	0	0	0	3	0	0	59
Wales	7	6	0	0	0	0	0	0	0	0	0	6	0	0	19
Wallis and Futuna	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Western Sahara	0	3	0	0	0	0	0	0	0	0	0	0	0	0	3
Yemen Arab republic	33	852	160	3	2	5	33	121	178	3	2	115	19	26	1552
Yugoslavia	0	3	0	0	0	0	0	0	0	0	0	9	0	0	12
Zambia	3	59	5	1	0	0	8	97	0	0	0	23	0	0	196
Zimbabwe	2	119	3	2	0	0	13	0	0	0	0	91	0	0	230
~Not Specified ~	20	28303	4	0	0	0	1889	1386	0	0	0	4700	0	0	36302
Total	116228	522232	75206	6852	7269	12961	58178	22515	25697	2147	2042	310451	15691	12302	1189771

TABLE 4.8
DESTINATION WISE FOREIGN TOURIST ARRIVALS - 2019

SL.No	Destination	Number of Tourists
1	Kochi City	270032
2	Fort Kochi	135219
3	Kovalam	132313
4	Alappuzha	91457
5	Varkala	86878
6	Thiruvananthapuram City	61164
7	Kumarakom	49837
8	Maradu	49032
9	Munnar	38967
10	Thekkady	29113
11	Cherai Beach	16987
12	Kalady	15781
13	Wayanad	10514
14	Kozhikode City	9980
15	Poovar	9581
16	Kollam	9117
17	Guruvayoor	9076
18	Aluva	8803
19	Kuttanadu	8092
20	Iringal	6887
21	Kottakkal	4741
22	Muzhuppilangad	4519
23	Athirappalli	3241
24	Bekal	2469
25	Aranmula	1598
26	Ponmudi	1492
27	Kappad	1416
28	Meenkunnu-Payyambalam	1388
29	Kadalundi Nagaram	1233
30	Thusharagiri	889
31	Bhoothathankettu	712

32	Malampuzha	660
33	Wagamon	617
34	Parassinikkadavu	514
35	Chavakkad	457
36	Nelliampathy	392
37	Lakkidi	387
38	Kodikuthimala	378
39	Nilambur	324
40	Chalakkudi	197
41	Paravoor	102
42	Erumeli	52
43	Kakkayam	12
	Others	113151
	Total	1189771

GRAPH 4.8
DESTINATION WISE FOREIGN TOURIST ARRIVAL 2019

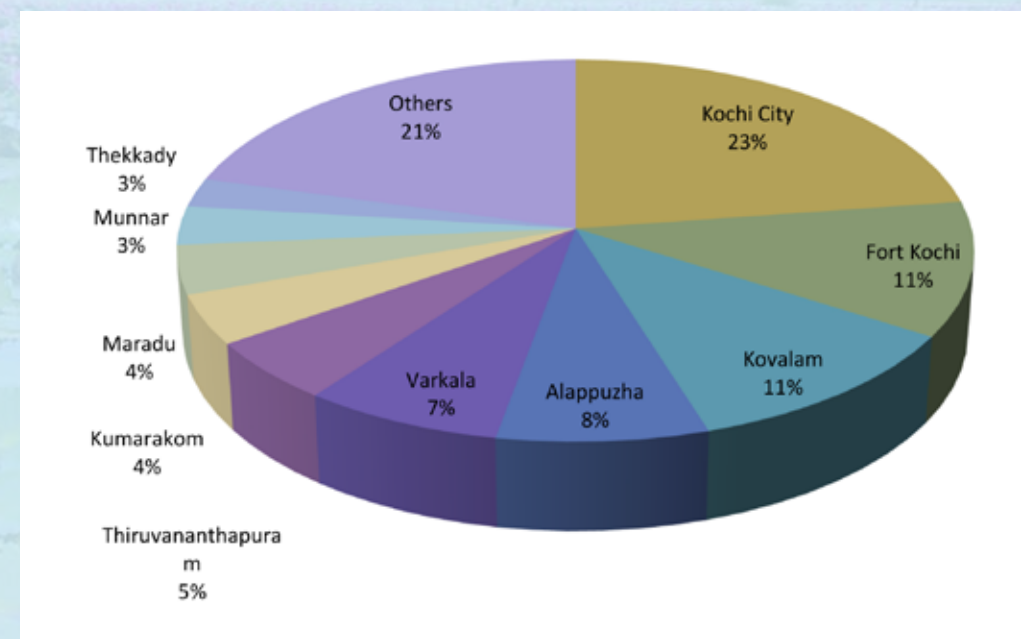


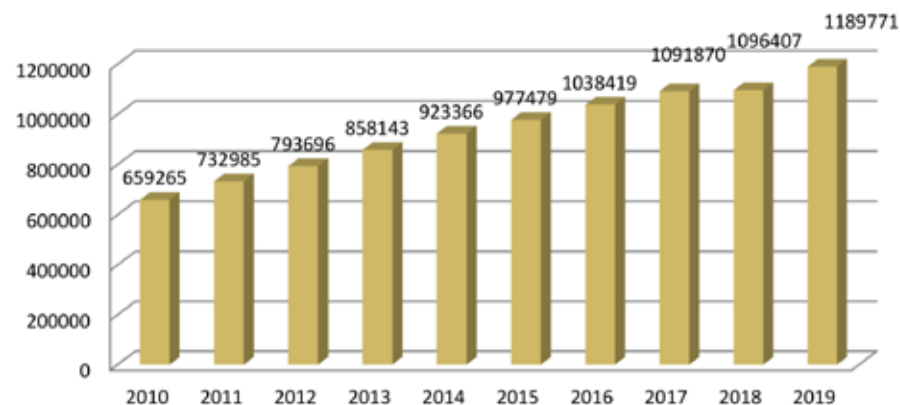
TABLE 4.9
DISTRICT WISE ARRIVAL OF FOREIGN TOURIST FOR THE LAST TEN YEARS

Sl. No.	DISTRICT	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
1	Thiruvananthapuram	204049	224387	242739	268444	289612	310223	383608	420719	342761	310451
2	Kollam	8211	9317	9976	11403	12467	14100	8520	6227	9086	12961
3	Pathanamthitta	829	964	1253	1255	1379	1667	1620	2003	1953	2042
4	Alappuzha	41977	46019	50760	55364	60337	63838	78049	75037	95522	116228
5	Kottayam	32561	37573	40926	40932	44366	49976	49513	32350	43287	58178
6	Idukki	48295	55778	62387	352314	372997	83894	50366	42285	44833	75206
7	Ernakulam	277675	308674	330390	68880	77905	383643	407653	453973	488175	522232
8	Thrissur	4326	5011	5946	6459	7391	7874	10133	10775	11333	15691
9	Palakkad	1270	1331	1557	1874	2093	2232	2385	1711	1967	2147
10	Malappuram	16915	18394	19417	20569	21613	23409	19769	18451	17610	25697
11	Kozhikode	9017	9892	10476	10844	11795	12251	12649	13106	18388	22515
12	Wayanad	6575	7567	9541	10489	11313	12377	7067	8995	11607	12302
13	Kannur	5886	6038	6257	6972	7563	9022	5264	5123	5763	6852
14	Kasaragod	1679	2040	2071	2344	2535	2973	1823	1115	4122	7269
	Total	659265	732985	793696	858143	923366	977479	1038419	1091870	1096407	1189771

TABLE 4.10
MONTH WISE ARRIVAL OF FOREIGN TOURIST FOR LAST TEN YEARS

Sl. No	Month	YEAR									
		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
1	January	87553	94966	106314	113627	119865	130463	136539	150808	167980	160588
2	February	86747	94185	103220	115403	127153	132873	141143	135089	152003	148024
3	March	61334	66854	75544	85953	93175	100156	107037	107141	120711	113857
4	April	50910	57215	61335	66371	72441	76734	78099	82633	85493	86693
5	May	26783	28938	30470	32600	36302	39583	37994	49073	45427	49952
6	June	24685	26738	28280	29758	33898	35457	37368	44040	36746	45675
7	July	36188	40931	42977	45786	48577	51722	56666	72552	68868	78034
8	August	49518	56230	59904	64518	69909	74710	81070	73736	60121	74210
9	September	37859	44673	47440	51032	54245	57573	62599	54700	44769	62942
10	October	49512	59414	63690	67702	71598	76119	82551	79957	73263	94205
11	November	66526	73843	78833	83484	87720	89883	96155	107028	99271	120848
12	December	81650	88998	95689	101909	108483	112206	121198	135113	141755	154743
	Total	659265	732985	793696	858143	923366	977479	1038419	1091870	1096407	1189771

GRAPH 4.10
TRENDS IN FOREIGN TOURIST ARRIVALS TO KERALA 2010-2019



4.11 NATIONALITY WISE FOREIGN TOURIST ARRIVALS

The foreign tourist arrival to Kerala during 2019 was highest from UK (15.64%) followed by United States of America (9.23%) France (8.23%) Germany (5.67%) Saudi Arabia (4.91%) Maldives (4.39) Australia (3.54%) etc. Kerala Tourism witnessed a steady growth rate in the case of foreign & domestic tourist flow during the last two decades. 2019 has witnessed the foreign tourists arrival nearing 12 lakhs.

TABLE 4.11A
FOREIGN TOURIST ARRIVALS 2019 - 74 COUNTRIES

Sl.No.	COUNTRY	No. of tourists	%Share to Total
1	United Kingdom	186085	15.64
2	United States of America	109859	9.23
3	France	97894	8.23
4	Germany	67425	5.67
5	Saudi Arabia	58422	4.91
6	Maldives	52236	4.39
7	Australia	42089	3.54

8	Malaysia	40197	3.38
9	Oman	38619	3.25
10	Russia	35066	2.95
11	Italy	28046	2.36
12	Canada	27228	2.29
13	United Arab Emirates	26844	2.26
14	Israel	23592	1.98
15	Spain	18947	1.59
16	Switzerland	15658	1.32
17	Netherlands	15467	1.3
18	Japan	13935	1.17
19	Ireland	13482	1.13
20	South Africa	13135	1.1
21	Sweden	12841	1.08
22	Singapore	11883	1
23	China(Main)	11778	0.99
24	Belgium	10512	0.88
25	Kuwait	9390	0.79
26	Philippines	9132	0.77
27	New Zealand	8567	0.72
28	Bahrain	8072	0.68
29	Denmark	7645	0.64
30	Poland	7452	0.63
31	Austria	7180	0.6
32	Ukraine	6563	0.55
33	Sri Lanka	6121	0.51
34	Qatar	5232	0.44
35	Egypt	5004	0.42
36	Thailand	4168	0.35
37	Norway	3911	0.33
38	Portugal	3582	0.3
39	Bangladesh	3580	0.3
40	Korea (North)	3376	0.28
41	Brazil	3316	0.28
42	Nepal	3116	0.26

43	Tunisia	2870	0.24
44	Czech Republic	2851	0.24
45	Korea (South)	2763	0.23
46	Romania	2706	0.23
47	Iran	2557	0.21
48	Turkey	2509	0.21
49	Lebanon	2501	0.21
50	Kazakhstan	2377	0.2
51	Greece	2371	0.2
52	Indonesia	2358	0.2
53	Mauritius	2250	0.19
54	Morocco	2213	0.19
55	Hungary	2148	0.18
56	Kenya	2074	0.17
57	Finland	1988	0.17
58	Mexico	1940	0.16
59	Argentina	1915	0.16
60	British Virgin Islands	1841	0.15
61	Yemen Arab republic	1552	0.13
62	Jordan	1347	0.11
63	Lithuania	1218	0.1
64	Slovakia	1160	0.1
65	Latvia	1111	0.09
66	Slovenia	1102	0.09
67	Serbia and Montenegro	1066	0.09
68	Bulgaria	1055	0.09
69	Syria	1053	0.09
70	Afghanistan	924	0.08
71	Colombia	901	0.08
72	Iceland	887	0.07
73	Algeria	831	0.07
74	Croatia	792	0.07
75	Others	55893	4.7
	TOTAL	1189771	100

TABLE 4.11 B
NATIONALITY WISE ARRIVALS TOURISTS 2019 & 2018 (TOP 50 COUNTRIES)

SL NO.	COUNTRY	2019	2018	% VARIATION OVER PREVIOUS YEAR
1	United Kingdom	186085	201258	-7.54
2	United States of America	109859	96522	13.82
3	France	97894	87200	12.26
4	Germany	67425	66194	1.86
5	Saudi Arabia	58422	46089	26.76
6	Maldives	52236	42237	23.67
7	Australia	42089	38617	8.99
8	Malaysia	40197	29825	34.78
9	Oman	38619	43627	-11.48
10	Russia	35066	32366	8.34
11	Italy	28046	24502	14.46
12	Canada	27228	26342	3.36
13	United Arab Emirates	26844	25583	4.93
14	Israel	23592	15339	53.8
15	Spain	18947	15709	20.61
16	Switzerland	15658	17476	-10.4
17	Netherlands	15467	14456	6.99
18	Japan	13935	15655	-10.99
19	Ireland	13482	10636	26.76
20	South Africa	13135	12419	5.77
21	Sweden	12841	14690	-12.59
22	Singapore	11883	9460	25.61
23	China(Main)	11778	9630	22.31
24	Belgium	10512	9446	11.29
25	Kuwait	9390	7477	25.59
26	Philippines	9132	5910	54.52
27	New Zealand	8567	7545	13.55
28	Bahrain	8072	6708	20.33
29	Denmark	7645	7851	-2.62
30	Poland	7452	5625	32.48
31	Austria	7180	6063	18.42
32	Ukraine	6563	5362	22.4
33	Sri Lanka	6121	5409	13.16
34	Qatar	5232	6596	-20.68

TABLE 4.11 B
NATIONALITY WISE ARRIVALS TOURISTS 2019 & 2018 (TOP 50 COUNTRIES)

35	Egypt	5004	3933	27.23
36	Thailand	4168	2679	55.58
37	Norway	3911	4496	-13.01
38	Portugal	3582	3338	7.31
39	Bangladesh	3580	4571	-21.68
40	Korea (North)	3376	3064	10.18
41	Brazil	3316	2899	14.38
42	Nepal	3116	2723	14.43
43	Tunisia	2870	2088	37.45
44	Czech Republic	2851	2626	8.57
45	Korea (South)	2763	3176	-13
46	Romania	2706	2078	30.22
47	Iran	2557	1905	34.23
48	Turkey	2509	2091	19.99
49	Lebanon	2501	2295	8.98
50	Kazakhstan	2377	1865	27.45

4.12 MARKET PERFORMANCE OF TOP FIFTEEN COUNTRIES

The market performance of different countries in top order is exhibited in Table 4.12 . United Kingdom with an estimated arrival figure of 186085 remained on the top of all tourist-generating countries for Kerala and accounted for 15.64 % of the total traffic. Pictorial representation of the same is made in Graph 4.12. USA, France, Germany and Saudi Arabia are respectively on 2nd 3rd 4th and 5th position.

TABLE 4.12
MARKET PERFORMANCE OF TOP FIFTEEN COUNTRIES - 2019

SL NO.	COUNTRY	2019	PROPORTION TO TOTAL
1	United Kingdom	186085	15.64
2	United States of America	109859	9.23
3	France	97894	8.23
4	Germany	67425	5.67
5	Saudi Arabia	58422	4.91
6	Maldives	52236	4.39
7	Australia	42089	3.54

8	Malaysia	40197	3.38
9	Oman	38619	3.25
10	Russia	35066	2.95
11	Italy	28046	2.36
12	Canada	27228	2.29
13	United Arab Emirates	26844	2.26
14	Israel	23592	1.98
15	Spain	18947	1.59
	Total	852549	71.66
	Others	337222	28.34
	GRAND TOTAL	1189771	100

GRAPH 4.12
MARKET PERFORMANCE OF TOP 15 COUNTRIES-2019

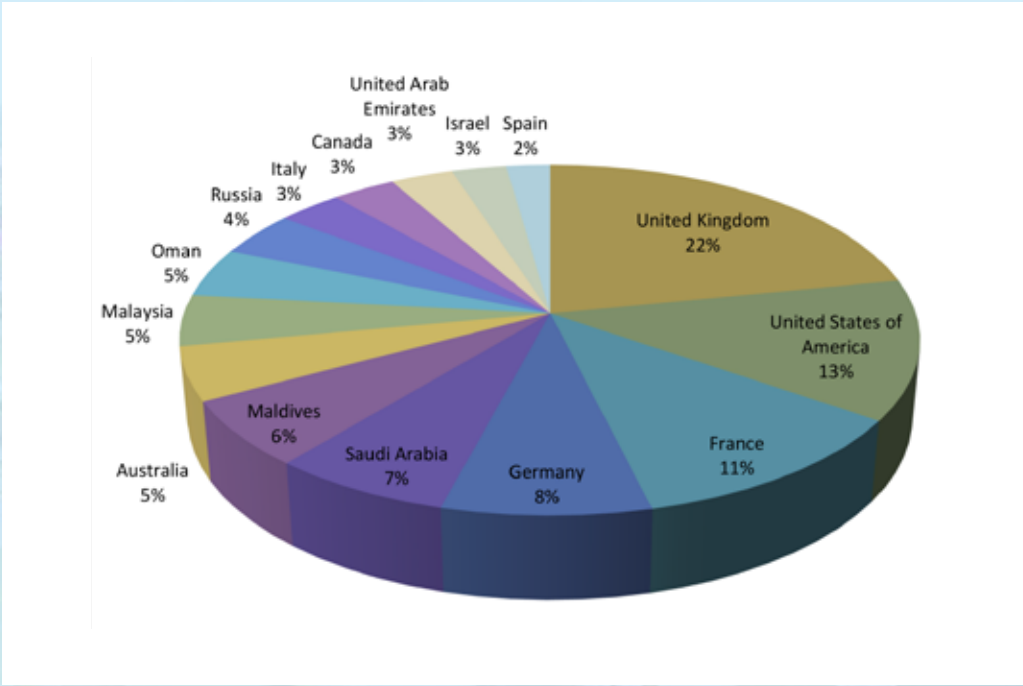


TABLE 4.13
RANKING OF COUNTRIES ACCORDING TO HIGHEST TOURIST ARRIVALS 2017-2019

The Top fifteen countries have alone constituted 71.66% of the total tourist traffic to Kerala. The ranking of countries according to arrivals during the last three years is given in the following table.

Rank	Nationality	Tourist arrivals in 2017	Nationality	Tourist arrivals in 2018	Nationality	Tourist arrivals in 2019
1	United Kingdom	180975	United Kingdom	201258	United Kingdom	186085
2	United States of America	92951	United States of America	96522	United States of America	109859
3	France	75639	France	87200	France	97894
4	Germany	62642	Germany	66194	Germany	67425
5	Saudi Arabia	61052	Saudi Arabia	46089	Saudi Arabia	58422
6	Oman	53385	Oman	43627	Maldives	52236
7	Australia	38970	Maldives	42237	Australia	42089
8	Maldives	38769	Australia	38617	Malaysia	40197
9	Malaysia	37614	Russia	32366	Oman	38619
10	United Arab Emirates	32546	Malaysia	29825	Russia	35066
11	Canada	28676	Canada	26342	Italy	28046
12	Russia	27541	United Arab Emirates	25583	Canada	27228
13	Italy	23137	Italy	24502	United Arab Emirates	26844
14	Switzerland	23106	Switzerland	17476	Israel	23592
15	Spain	16644	Spain	15709	Spain	18947

TABLE 4.14
MONTH-WISE TOURIST STATISTICS OF EUROPEAN COUNTRIES 2019

Country	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Austria	1379	1669	915	451	204	152	193	251	125	326	647	868	7180
Belgium	1387	1364	1087	965	324	211	494	572	424	652	1683	1349	10512
Bulgaria	79	98	94	40	55	35	82	148	49	107	79	189	1055
Czech Republic	507	409	255	242	102	59	87	119	82	220	325	444	2851
Denmark	1658	1553	608	494	250	107	281	129	333	576	606	1050	7645
Finland	331	317	226	77	36	61	43	72	65	187	219	354	1988
France	16183	18828	13393	6779	3240	1343	3856	4328	3303	6687	9773	10181	97894
Germany	12768	9010	6893	4699	2420	1287	1988	2115	2532	6336	9181	8196	67425
Ireland	2018	2201	1476	1169	458	336	497	576	678	941	1341	1791	13482
Italy	5267	3777	2843	1936	845	419	827	1883	1010	1463	2455	5321	28046
Kazakhstan	322	298	234	140	75	102	79	158	91	236	301	341	2377
Latvia	204	216	90	77	30	2	28	8	74	39	221	122	1111
Netherlands	2702	2250	1328	955	683	337	762	746	719	1376	1592	2017	15467
Norway	489	813	323	171	92	29	238	168	239	337	383	629	3911
Poland	723	913	1018	579	272	220	279	315	384	487	1133	1129	7452
Portugal	484	566	355	542	99	72	99	131	220	207	457	350	3582
Russia	3760	3202	4200	3348	2695	1880	2144	2066	2063	3084	3067	3557	35066
Spain	2019	1490	1461	1259	661	475	1234	2713	1529	1679	2165	2262	18947
Sweden	2964	2046	1264	756	291	207	295	153	252	659	1614	2340	12841
Switzerland	2749	2432	1517	1167	675	391	641	385	417	1078	1988	2218	15658
Ukraine	961	999	670	562	346	182	233	141	256	633	582	998	6563
United Kingdom	35872	38031	26302	17923	6165	3210	4645	5584	4764	13074	19962	25726	201258
Total	94826	92482	66552	44331	20018	11117	19025	22761	19609	40384	59774	71432	562311

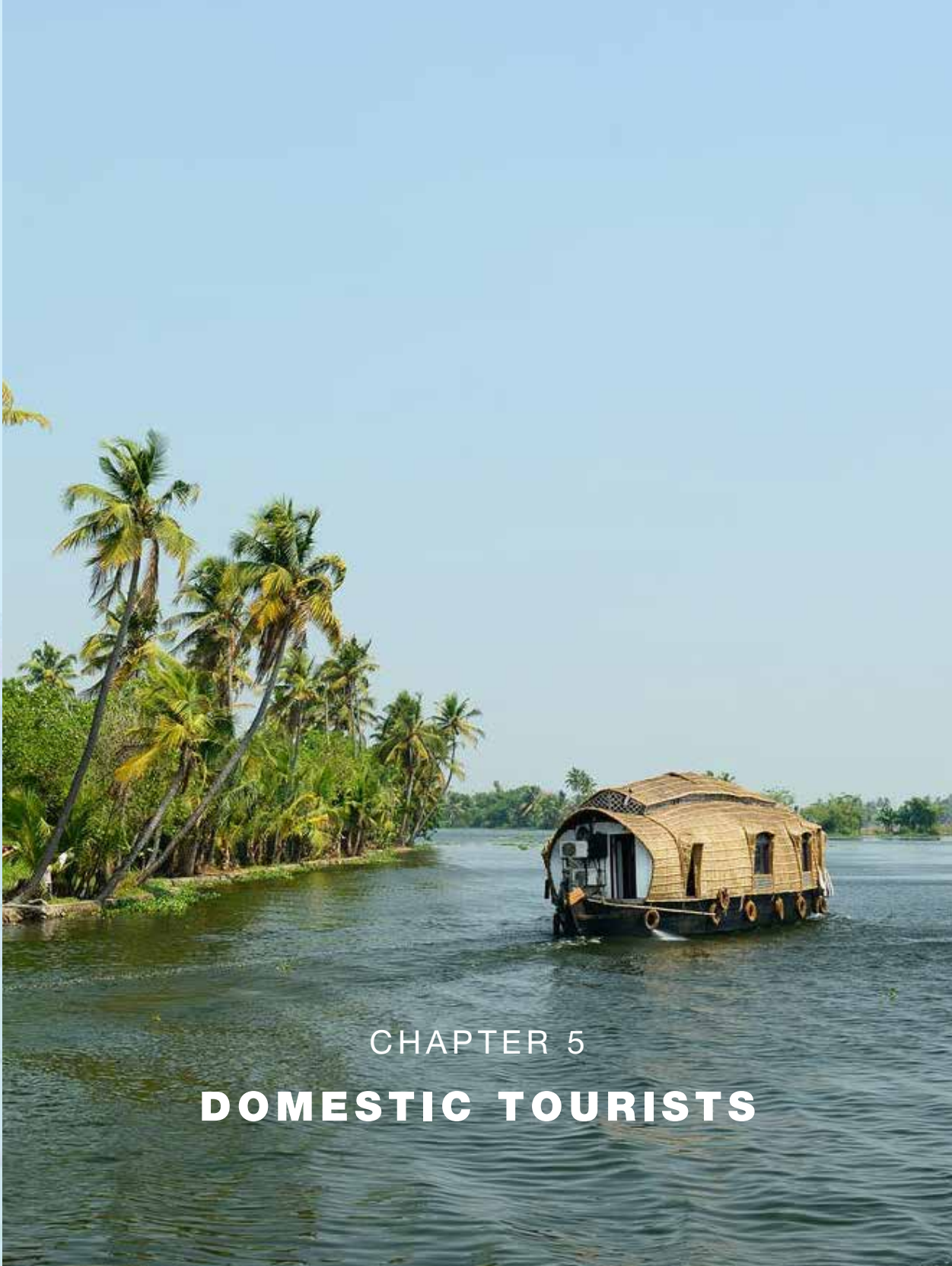
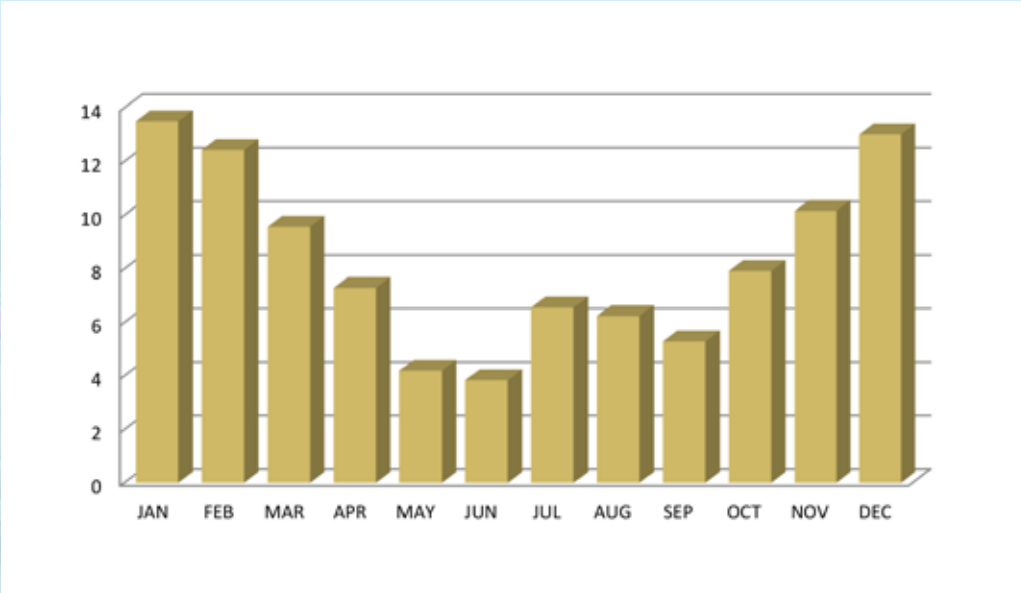
4.15. SEASONALITY IN FOREIGN TOURIST ARRIVALS IN KERALA

Kerala Tourism is aiming to change Kerala as a 365 days Tourist Destination. In 2019 the maximum number of Foreign Tourists visited Kerala during January followed by December.

TABLE 4.15

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
% of Tourists to the total	13.5	12.44	9.57	7.29	4.2	3.84	6.56	6.24	5.29	7.92	10.16	13.01

CHART 4.15
% OF TOURISTS TO THE TOTAL



CHAPTER 5 DOMESTIC TOURISTS

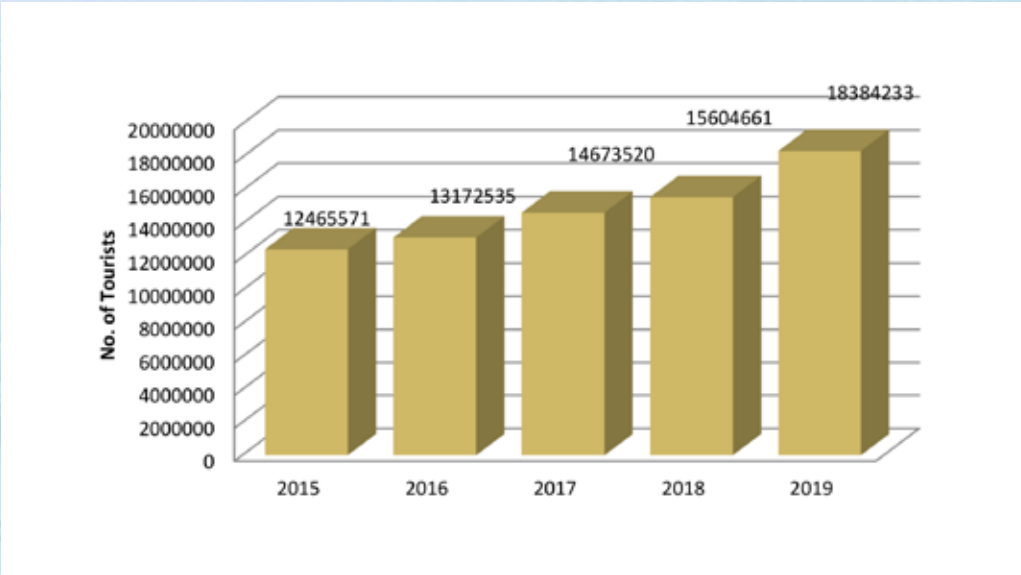
5.1 YEAR WISE DOMESTIC TOURISTS ARRIVALS

Domestic Tourist arrival during 2019 is estimated to be 18384233 as against 15604661 in 2018 showing an increase of 17.81%. Table- 5.1 shows the domestic tourist flow to Kerala during the last five years and percentage variation over the previous years. The growth rate in domestic tourist inflow during 2019 is the highest registered in the last two decades.

TABLE No.5.1

DOMESTIC TOURISTS ARRIVALS 2015-2019					
Tourist Arrival	2015	2016	2017	2018	2019
Number of domestic tourists	12465571	13172535	14673520	15604661	18384233
% of variation	6.59	5.67	11.39	6.35	17.81

GRAPH-5.1
GROWTH OF DOMESTIC TOURISTS FROM 2015 - 2019



5.2 MAIN SOURCE MARKET OF DOMESTIC TOURISTS

Out of 1.84 crores domestic tourist visits 1.18 crore visits (64.36%) were made by the Keralites. Tamil Nadu contributed 9.47 % of the domestic tourist visits. It was followed by Karnataka with a share of 6.46 % and Maharashtra with a share of 3.55 %. The other major source markets are Andhra Pradesh 1.58 %, Delhi (1.54%), Gujarat (1.35 %). The state – wise tourist visits along with the percentage share are given in Table – 5.2 A.

TABLE – 5.2 A
DISTRIBUTION OF DOMESTIC TOURIST VISITS IN KERALA
BY STATE OF ORIGIN DURING 2019

Sl. No.	State	No. of Tourist	Percentage share
1	Kerala	11832469	64.36
2	Tamil Nadu	1741168	9.47
3	Karnataka	1132245	6.16
4	Maharashtra	652241	3.55
5	Andhra Pradesh	290383	1.58
6	Delhi	283283	1.54
7	Gujarat	248178	1.35
8	Uttar Pradesh	163331	0.89
9	West Bengal	147801	0.8
10	Telangana	134527	0.73
11	Lakshadweep	118827	0.65
12	Madhya Pradesh	76554	0.42
13	Rajasthan	73197	0.4
14	Punjab	53190	0.29
15	Haryana	50356	0.27
16	Orissa	40774	0.22
17	Assam	40098	0.22
18	Bihar	35730	0.19
19	Goa	29244	0.16
20	Jharkhand	26682	0.15
21	Uttaranchal	20049	0.11
22	Pondicherry	18851	0.1
23	Chhattisgarh	14900	0.08
24	Chandigarh	12838	0.07
25	Himachal Pradesh	6760	0.04

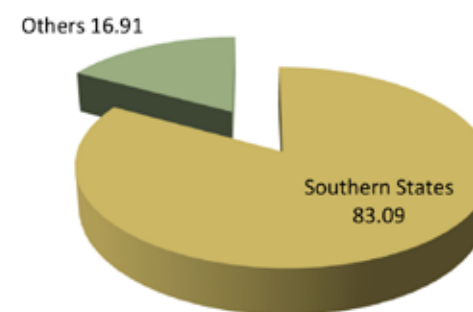
26	Arunachal Pradesh	5293	0.03
27	Andaman and Nicobar Islands	5001	0.03
28	Jammu and Kashmir	4884	0.03
29	Mahe	4819	0.03
30	Nagaland	3751	0.02
31	Manipur	3155	0.02
32	Tripura	2892	0.02
33	Sikkim	2478	0.01
34	Meghalaya	1848	0.01
35	Mizoram	1757	0.01
36	Daman and Diu	429	0.002
37	Dadra and Nagar Haveli	276	0.001
38	~Not Specified~	1103974	6.01
	Total	18384233	100

TABLE 5.2 B
STATE WISE ARRIVALS TOURISTS 2018 &2019

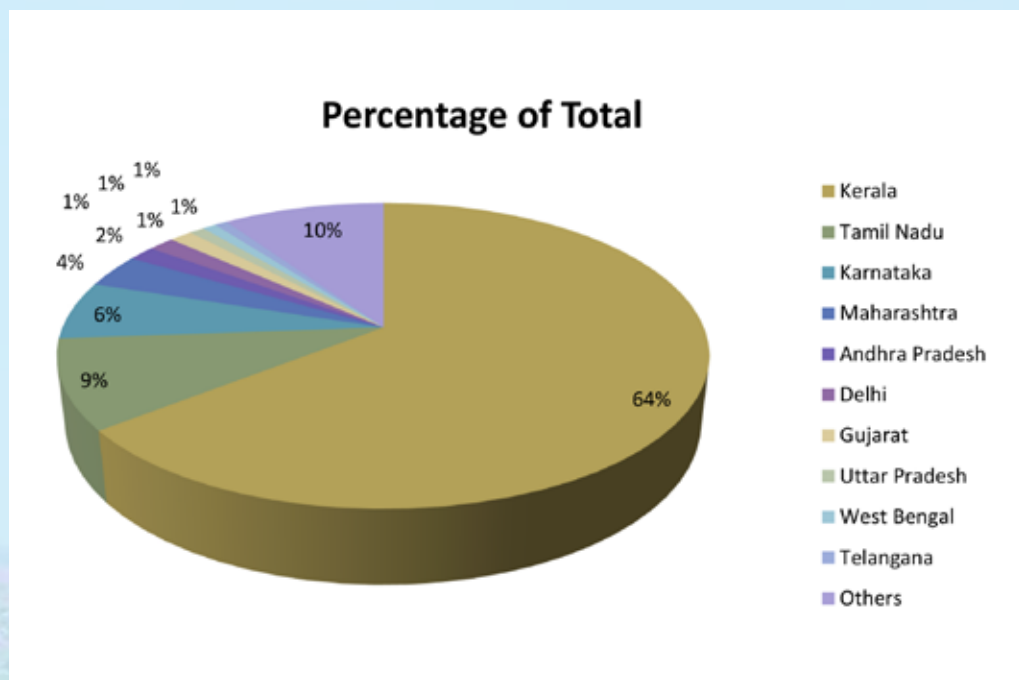
Sl. No.	State	No.of Tourist		% of increase
		2019	2018	
1	Kerala	11832469	9739934	21.48
2	Tamil Nadu	1741168	1378992	26.26
3	Karnataka	1132245	1002062	12.99
4	Maharashtra	652241	570419	14.34
5	Andhra Pradesh	290383	281538	3.14
6	Delhi	283283	258082	9.76
7	Gujarat	248178	240009	3.4
8	Uttar Pradesh	163331	145297	12.41
9	West Bengal	147801	135363	9.19
10	Telangana	134527	102644	31.06
11	Lakshadweep	118827	121156	-1.92
12	Madhya Pradesh	76554	59602	28.44
13	Rajasthan	73197	69148	5.86
14	Punjab	53190	43940	21.05
15	Haryana	50356	46956	7.24
16	Orissa	40774	29888	36.42
17	Assam	40098	28448	40.95

18	Bihar	35730	28705	24.47
19	Goa	29244	25034	16.82
20	Jharkhand	26682	20456	30.44
21	Uttaranchal	20049	14377	39.45
22	Pondicherry	18851	12523	50.53
23	Chhattisgarh	14900	9302	60.18
24	Chandigarh	12838	12064	6.42
25	Himachal Pradesh	6760	6495	4.08
26	Arunachal Pradesh	5293	4097	29.19
27	Andaman and Nicobar Islands	5001	3284	52.28
28	Jammu and Kashmir	4884	4275	14.25
29	Mahe	4819	4289	12.36
30	Nagaland	3751	2486	50.88
31	Manipur	3155	1998	57.91
32	Tripura	2892	2690	7.51
33	Sikkim	2478	2101	17.94
34	Meghalaya	1848	977	89.15
35	Mizoram	1757	1366	28.62
36	Daman and Diu	429	756	-43.25
37	Dadra and Nagar Haveli	276	162	70.37
38	~Not Specified~	1103974	1193746	-7.52
	Total	18384233	15604661	17.81

GRAPH 5.2 A
DISTRIBUTION OF DOMESTIC TOURIST VISITS TO KERALA



GRAPH 5.2 B
DISTRIBUTION OF DOMESTIC TOURIST VISITS TO KERALA



5.3 MONTH-WISE DETAILS OF DOMESTIC TOURISTS

Table-5.3 shows month-wise arrival of domestic tourists in Kerala from 2013 to 2019 and a comparative study of month-wise domestic tourist arrivals in 2018 & 2019. In 2019, the highest figure is for December and the second highest is for May. The lowest domestic footfall was in the month of August.

TABLE 5.3
MONTH WISE ARRIVAL OF DOMESTIC TOURISTS

Sl. No	Month	2013	2014	2015	2016	2017	2018	2019	% Variation
1	January	913203	996608	1041129	1077231	1221074	1422483	1515551	6.54
2	February	771880	842565	930255	1006111	1034563	1226778	1335665	8.88
3	March	779086	845875	907513	960467	1014877	1228451	1339252	9.02
4	April	813247	884109	955338	1012844	1213252	1470552	1613257	9.7
5	May	986407	1094086	1163640	1206350	1338330	1594332	1818986	14.09
6	June	744703	797847	857704	891614	1027361	1084238	1341496	23.73
7	July	724122	777948	847722	913886	1083162	1176994	1430508	21.54
8	August	842995	899473	967976	1043362	1138533	995577	1321175	32.7
9	September	892413	970136	1046115	1129260	1188959	1119445	1468337	31.17
10	October	1115718	1174814	1235746	1337191	1379190	1281028	1594093	24.44
11	November	1072124	1143110	1193583	1187620	1401610	1364805	1652890	21.11
12	December	1201913	1268840	1318850	1406599	1632609	1639978	1953023	19.09
	Total	10857811	11695411	12465571	13172535	14673520	15604661	18384233	17.81

GRAPH 5.3
SHOWS THE MONTH - WISE ARRIVAL TREND

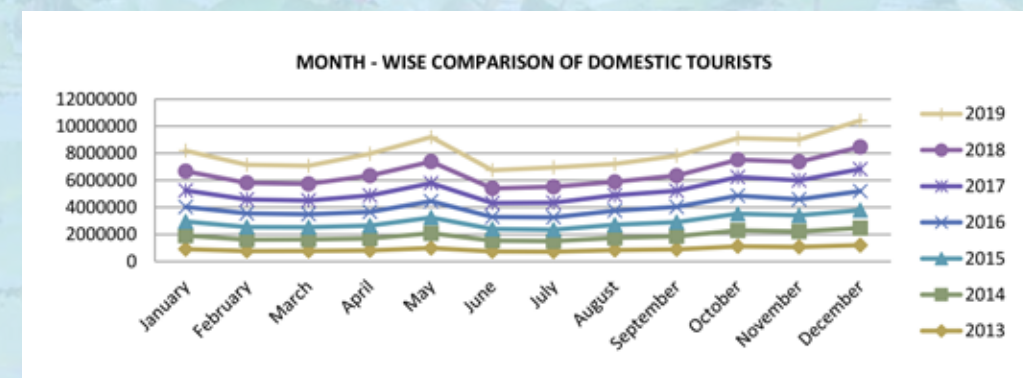


TABLE No. 5.4

DOMESTIC TOURIST ARRIVALS –REGION WISE							
Sl. No.	DISTRICT						Proportion to total in 2019
		2015	2016	2017	2018	2019	
South Kerala							
1	Thiruvananthapuram	1861470	2030384	2505333	2712387	3038167	16.53
2	Kollam	277109	298297	381829	400222	481928	2.62
3	Pathanamthitta	126132	134466	164494	192813	207863	1.13
4	Alappuzha	270507	315466	433456	511490	677958	3.69
	Total	2535218	2778613	3485112	3816912	4405916	23.97
Central Kerala							
5	Kottayam	458101	477950	468593	524821	597424	3.25
6	Idukki	668537	752478	1090086	1257403	1820216	9.9
7	Ernakulam	2897894	3073159	3285088	3446889	4060134	22.08
8	Thrissur	2659897	2721174	2642546	2497278	2583557	14.05
	Total	6684429	7024761	7486313	7726391	9061331	49.29
North Kerala (Malabar)							
9	Palakkad	502244	512272	474180	509883	560906	3.05
10	Malappuram	470261	471028	520832	565914	665335	3.62
11	Kozhikode	811538	884477	932345	888141	1305220	7.1
12	Wayanad	607335	586146	815624	1052783	1143710	6.22
13	Kannur	613199	632332	695655	768038	934572	5.08
14	Kasaragod	241347	282906	263459	276599	307243	1.67
	Total	3245924	3369161	3702095	4061358	4916986	26.75
	Total Kerala	12465571	13172535	14673520	15604661	18384233	100

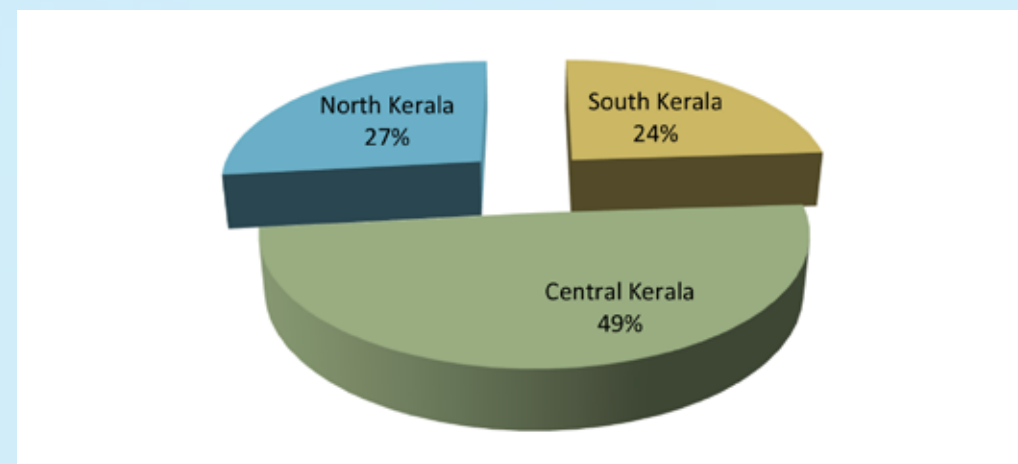
GRAPH 5.4
REGION-WISE PROPORTION OF ARRIVALSOF DOMESTIC TOURISTS

TABLE 5.5

DOMESTIC TOURIST ARRIVALS-DISTRICT WISE (5 Years)							
Sl. No.	DISTRICT	NO. OF TOURISTS					Proportion to total 2019
		2015	2016	2017	2018	2019	
1	Thiruvananthapuram	1861470	2030384	2505333	2712387	3038167	16.53
2	Kollam	277109	298297	381829	400222	481928	2.62
3	Pathanamthitta	126132	134466	164494	192813	207863	1.13
4	Alappuzha	270507	315466	433456	511490	677958	3.69
5	Kottayam	458101	477950	468593	524821	597424	3.25
6	Idukki	668537	752478	1090086	1257403	1820216	9.9
7	Ernakulam	2897894	3073159	3285088	3446889	4060134	22.08
8	Thrissur	2659897	2721174	2642546	2497278	2583557	14.05
9	Palakkad	502244	512272	474180	509883	560906	3.05
10	Malappuram	470261	471028	520832	565914	665335	3.62
11	Kozhikode	811538	884477	932345	888141	1305220	7.1
12	Wayanad	607335	586146	815624	1052783	1143710	6.22
13	Kannur	613199	632332	695655	768038	934572	5.08
14	Kasaragod	241347	282906	263459	276599	307243	1.67
	Total Kerala	12465571	13172535	14673520	15604661	18384233	100

GRAPH 5.5
DOMESTIC TOURIST ARRIVALS-DISTRICT-WISE 2018 & 2019

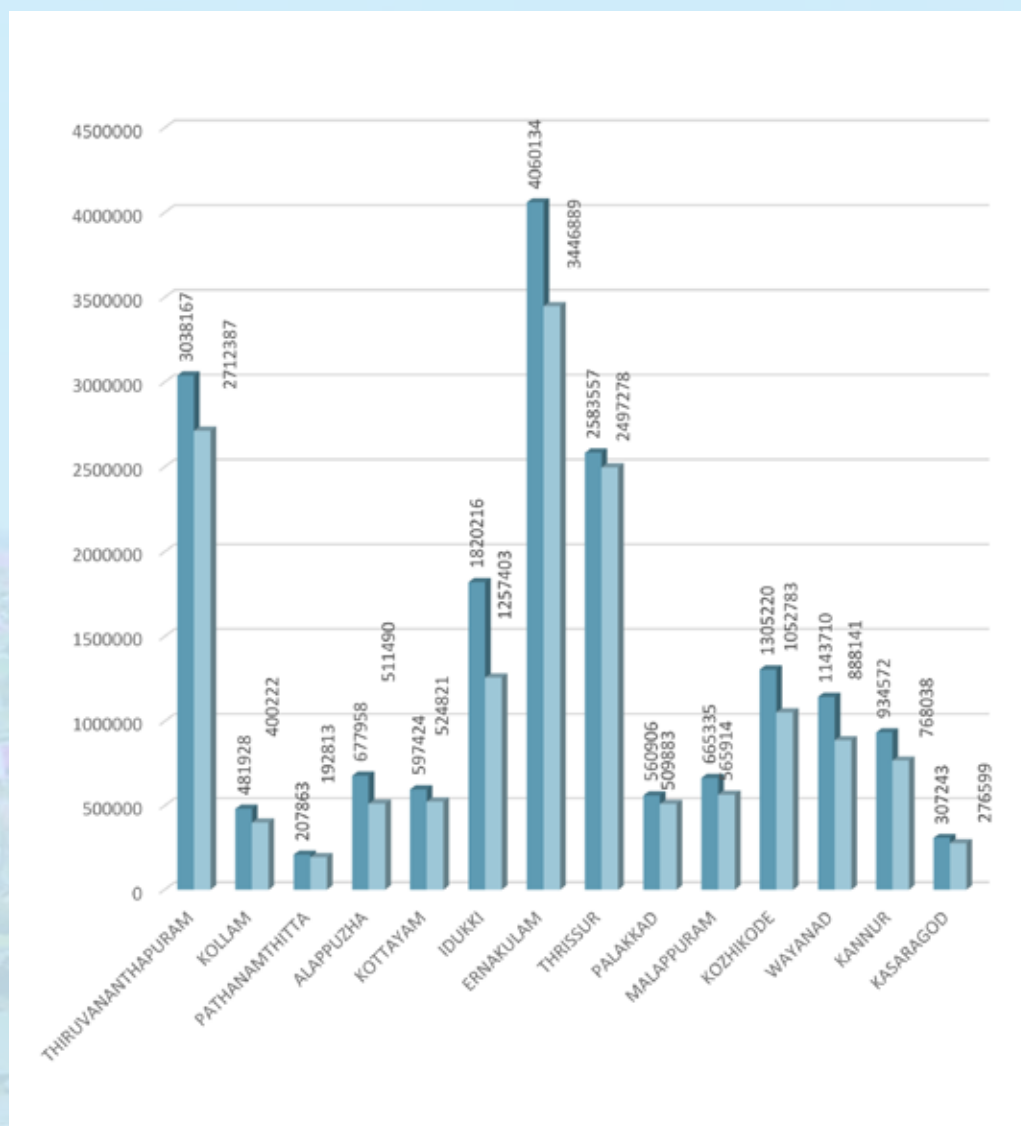


TABLE 5.6
DOMESTIC TOURIST VISITS TO DESTINATIONS- 2018 & 2019

Destinations	No.of Tourists (2019)	No.of Tourists(2018)
Kochi City	2795880	2510623
Guruvayoor	2107849	2018344
Thiruvananthapuram	1489770	1392314
Munnar	1139508	782681
Kozhikode City	1087305	887660
Wayanad	936154	792543
Kovalam	917288	862513
Alappuzha	514156	399231
Kumarakom	501247	452934
Muzhappilangad	421334	321365
Thekkady	402313	343541
Kollam	389913	317460
Parassinikkadavu	352179	289657
Aluva	290581	210237
Kalady	278277	222876
Fort Kochi	261570	225092
Varkala	253626	229365
Athirappalli	211275	187812
Bekal	184305	144365
Maradu	179708	123457
Aranmula	148733	132594
Kodikuthimala	129774	116776
Meenkunnu-Payyambalam	129174	107971
Cherai Beach	120286	89225
Malampuzha	118497	109341
Poovar	118352	101649

Destinations	No.of Tourists(2019)	No.of Tourists(2018)
Nilambur	117401	95543
Kottakkal	92621	65478
Kuttanadu	88678	63439
Ponmudi	82947	68476
Nelliampathy	77609	76754
Chavakkad	64271	59872
Kadalundi Nagaram	60108	44987
Wagamon	47379	40351
Thusharagiri	41331	29481
Kappad	39008	26241
Lakkidi	25923	23892
Iringal	21560	13572
Chalakkudi	19258	14846
Bhoothathankettu	15906	10970
Erumeli	13952	13218
Kakkayam	4993	3911
Palaruvi	2746	1907
Paravoor	1267	739
Not at any Destination	2088221	1579358
TOTAL	18384233	15604661

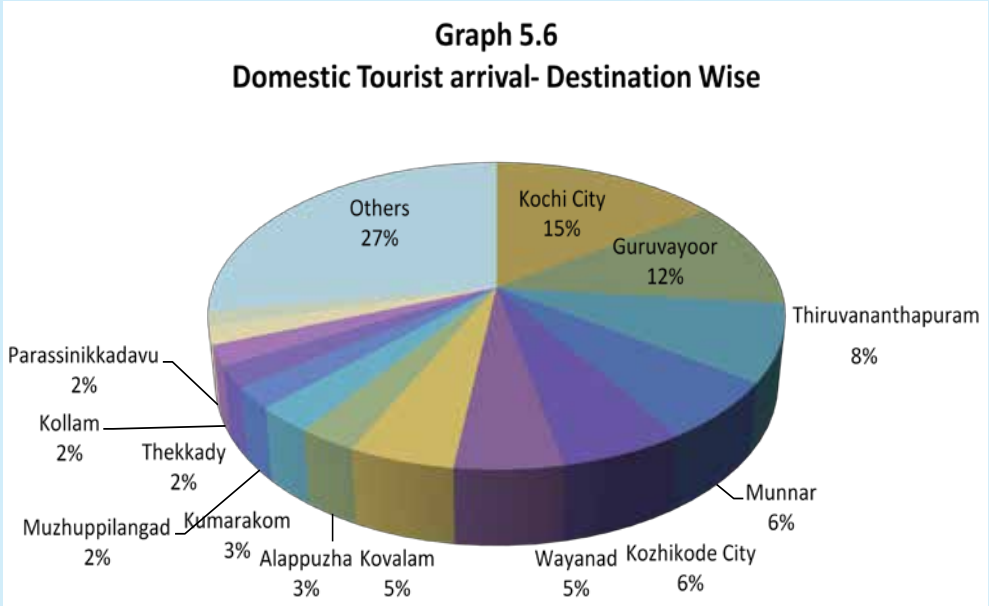
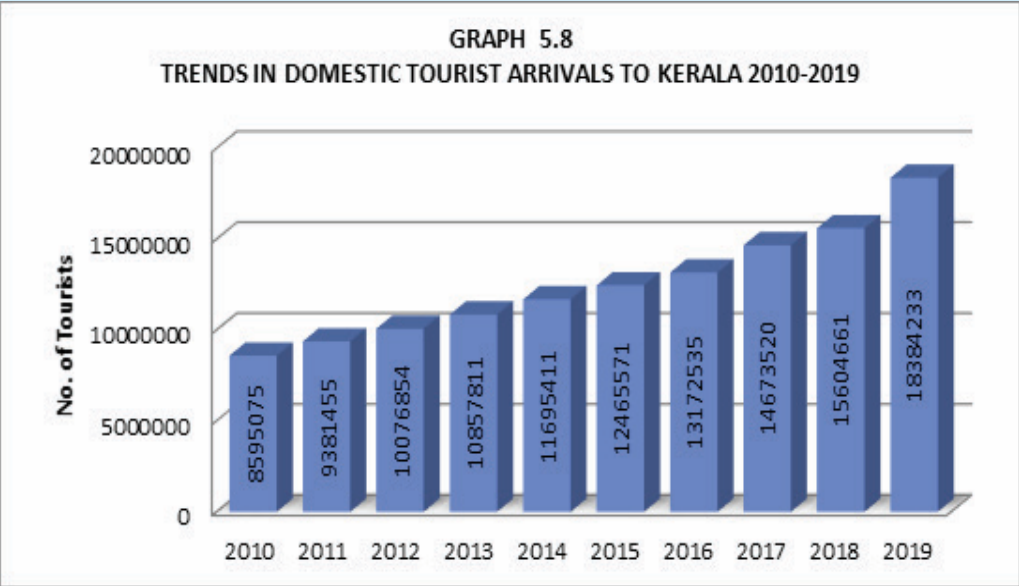


TABLE 5.7
DISTRICT WISE STATISTICS OF DOMESTIC TOURISTS 2019

	DISTRICT.	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	Total
1	ALAPPUZHA	66554	56324	57684	58171	73729	42684	42767	45570	45562	57947	57984	72982	677958
2	ERNAKULAM	358646	321136	316309	330799	363206	289550	300365	284933	315054	362093	380934	437109	4060134
3	IDUKKI	133914	101374	108650	186571	208777	119554	118664	92912	139541	181258	186560	242441	1820216
4	KANNUR	71839	69067	69341	84713	100167	73740	74033	66368	78577	78193	80903	87631	934572
5	KASARGOD	21951	23359	22835	28804	30955	26725	23649	22347	24156	25670	26773	30019	307243
6	KOLLAM	41842	32852	34733	30657	34235	30389	40642	42049	45716	48025	48430	52358	481928
7	KOTTAYAM	53670	44065	40743	47972	58269	49077	48591	44121	46094	47736	51894	65192	597424
8	KOZHIKKODE	110905	105983	103907	116173	109669	98038	121236	105589	109284	103502	102339	118595	1305220
9	MALAPPURAM	50501	45537	49856	58726	58667	52619	62971	58274	57049	56191	54818	60126	665335
10	PALAKKAD	48045	42161	40829	46648	50984	45541	45643	46365	49104	44594	48577	52415	560906
11	PATHANAMTHITTA	18018	14110	13563	17987	20926	14810	18103	17090	16900	17412	18783	20161	207863
12	TRIVANDRUM	242866	227741	209854	244203	295669	236143	242294	233632	242263	256843	277451	329208	3038167
13	THRISSUR	203717	179051	195720	242694	274656	180929	205033	200185	216094	210502	225636	249340	2583557
14	WAYANAD	93083	72905	75228	119139	139077	81697	86517	61740	82943	104127	91808	135446	1143710
	Total 2019	1515551	1335665	1339252	1613257	1818986	1341496	1430508	1321175	1468337	1594093	1652890	1953023	18384233

TABLE 5.8
MONTH – WISE DOMESTIC TOURIST ARRIVALS IN KERALA FOR THE LAST TEN YEARS

Sl. No.	Month	YEARS											
		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019		
1	January	730803	777064	831477	913203	996608	1041129	1077231	1221074	1422483	1515551		
2	February	634454	676327	711899	771880	842565	930255	1006111	1034563	1226778	1335665		
3	March	658610	686745	727842	779086	845875	907513	960467	1014877	1228451	1339252		
4	April	684522	722497	760280	813247	884109	955338	1012844	1213252	1470552	1613257		
5	May	776648	824988	893462	986407	1094086	1163640	1206350	1338330	1594332	1818986		
6	June	614955	653916	695897	744703	797847	857704	891614	1027361	1084238	1341496		
7	July	596335	643806	679215	724122	777948	847722	913886	1083162	1176994	1430508		
8	August	655937	719963	777560	842995	899473	967976	1043362	1138533	995577	1321175		
9	September	660903	747312	814580	892413	970136	1046115	1129260	1188959	1119445	1468337		
10	October	836517	953630	1058530	1115718	1174814	1235746	1337191	1379190	1281028	1594093		
11	November	815827	913542	1002557	1072124	1143110	1193583	1187620	1401610	1364805	1652890		
12	December	929564	1061665	1123555	1201913	1268840	1318850	1406599	1632609	1639978	1953023		
	Total	8595075	9381455	10076854	10857811	11695411	12465571	13172535	14673520	15604661	18384233		



5.9 QUARTERLY COMPARISON OF DOMESTIC TOURIST ARRIVALS

Quarterly comparison of domestic tourist arrivals shows that quarter IV is receiving highest Domestic tourist arrivals Quarter II comes second in the tourists arrivals .Details are give in Table 5.9

TABLE 5.9 QUARTERLY COMPARISON OF DOMESTIC TOURIST ARRIVALS

Domestic	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Quarter I	2023867	2140136	2271218	2464169	2685048	2878897	3043809	3270514	3877712	4190468
Quarter II	2076125	2201401	2349639	2544357	2776042	2976682	3110808	3578943	4149122	4773739
Quarter III	1913175	2111081	2271355	2459530	2647557	2861813	3086508	3410654	3292016	4220020
Quarter IV	2581908	2928837	3184642	3389755	3586764	3748179	3931410	4413409	4285811	5200006
Total	8595075	9381455	10076854	10857811	11695411	12465571	13172535	14673520	15604661	18384233

GRAPH 5.9
QUARTERLY COMPARISON OF DOMESTIC TOURIST ARRIVALS 2019

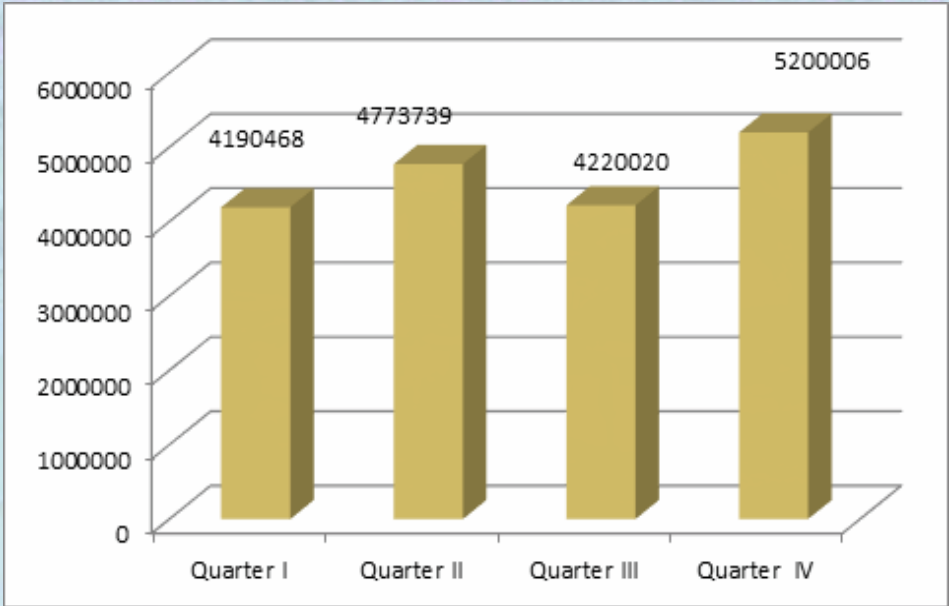


TABLE 5.10
DISTRICT-WISE ARRIVALS OF DOMESTIC TOURISTS DURING LAST TEN YEARS

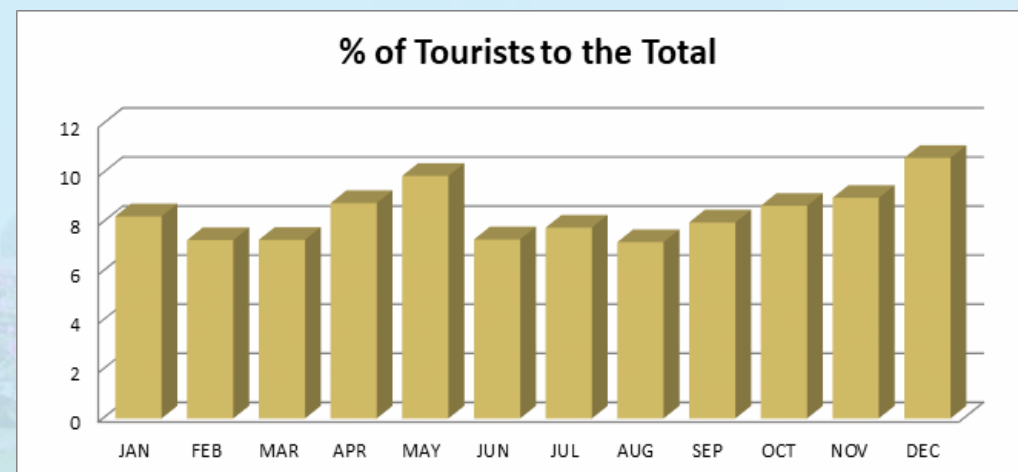
Sl. No.	DISTRICT	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
1	Thiruvananthapuram	1160640	1288555	1408688	1556435	1707199	1861470	2030384	2505333	2712387	3038167
2	Kollam	196773	210808	220849	235593	257097	277109	298297	381829	400222	481928
3	Pathanamthitta	82470	89115	96893	103276	112548	126132	134466	164494	192813	207863
4	Alappuzha	183416	199670	211799	225061	246156	270507	315466	433456	511490	677958
5	Kottayam	301599	334747	354270	382197	413182	458101	477950	468593	524821	597424
6	Idukki	464123	506990	555122	586546	635621	668537	752478	1090086	1257403	1820216
7	Ernakulam	1987743	2169426	2351631	2545573	2724718	2897894	3073159	3285088	3446889	4060134
8	Thrissur	1874211	2062032	2213893	2366389	2545376	2659897	2721174	2642546	2497278	2583557
9	Palakkad	359961	383027	404017	438552	475361	502244	512272	474180	509883	560906
10	Malappuram	347311	369773	388323	419884	449420	470261	471028	520832	565914	665335
11	Kozhikode	612316	650676	686395	728041	769425	811538	884477	932345	1052783	1305220
12	Wayanad	408151	451184	480125	519306	564274	607335	586146	815624	888141	1143710
13	Kannur	455822	486769	517566	553899	584343	613199	632332	695655	768038	934572
14	Kasaragod	160539	178683	187333	197059	210691	241347	282906	263459	276599	307243
	Total	8595075	9381455	10076854	10857811	11695411	12465571	13172535	14673520	15604661	18384233

5.11 Seasonality of Domestic Tourist Arrivals in Kerala

Table 5.11

Month.	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
% of Tourists to the Total	8.24	7.27	7.28	8.78	9.89	7.3	7.78	7.19	7.99	8.67	8.99	10.62

Graph 5.11



CHAPTER 6

ACCOMMODATION STATISTICS 2019

6.1 AVAILABILITY OF ACCOMMODATION FACILITY IN CLASSIFIED HOTELS IN KERALA

As per the data from Ministry of Tourism, Government of India, the total number of classified hotels and the number of rooms available as on 31 st December 2019 are 505 and 12593 respectively. The category wise number of classified hotels is given in table 6.1.

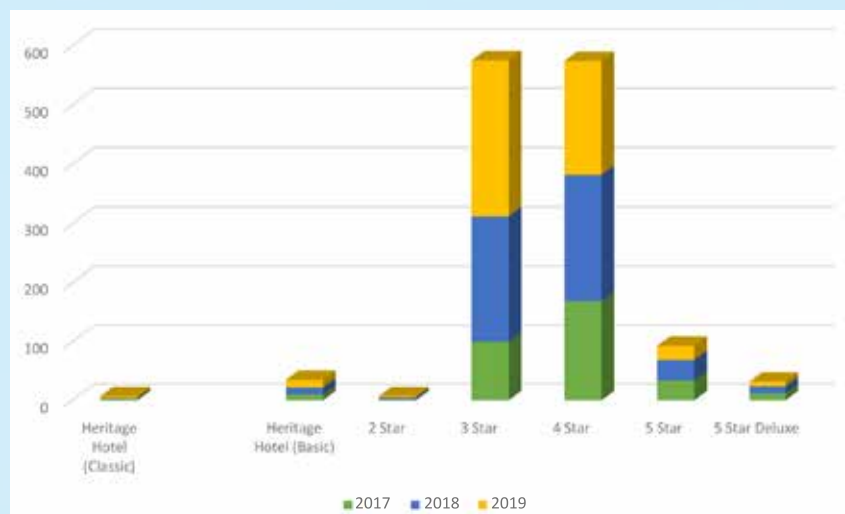
TABLE 6.1 A
DETAILS OF AVAILABILITY OF ACCOMMODATION FACILITY IN KERALA IN
CLASSIFIED HOTELS 2019 (Approved by Ministry of Tourism Government of India)

Category of	As on 31/12/2019	
Hotels	Number of Hotels	Number of Rooms
Heritage Hotel/Classic with alcohol	3	84
Heritage Hotel/Basic	13	123
2 Star	2	25
3 Star	263	4353
4 Star with Alcohol	110	2350
4 Star without Alcohol	82	2500
5 Star Deluxe	8	1087
5 Star with Alcohol	8	728
5 Star without Alcohol	16	1343
Total	505	12593

TABLE 6.1 B
CLASSIFIED HOTELS - 2017 TO 2019

Category of Hotels	as on 31/12/2017		as on 31/12/2018		as on 31/12/2019	
	No. of Hotels	No. of Rooms	No. of Hotels	Number of Rooms	No. of Hotels	Number of Rooms
Heritage Hotel/Classic	2	67	2	67	3	84
Heritage Hotel/Basic	10	99	12	107	13	123
2 Star	1	12	4	50	2	25
3 Star	100	1769	212	3747	263	4353
4 Star	169	4415	213	5622	192	4850
5 Star	34	2661	35	3008	24	2071
5 Star Delux	12	1497	12	1576	8	1087
Total	328	10520	490	14177	505	12593

GRAPH 6.1 B (A)
NUMBER OF CLASSIFIED HOTELS



GRAPH 6.1 B (B)
NUMBER OF ROOMS IN CLASSIFIED HOTELS

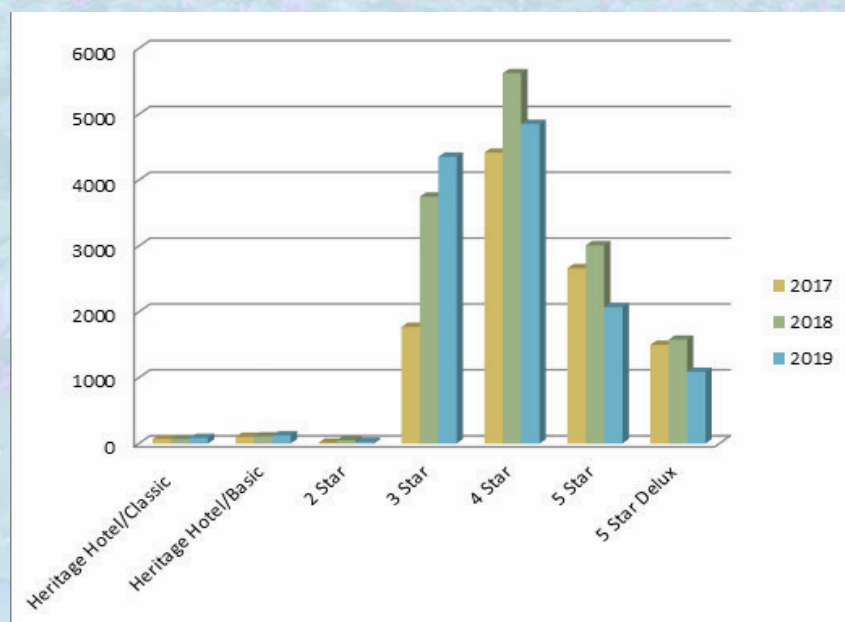


TABLE 6.2 A
DISTRICT WISE STATISTICS OF ACCOMMODATION UNITS IN KERALA

District	Ayurvedic Centers	Homestays	Grihasthali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels / Others	House boats	Total
Thiruvananthapuram	25	59	0	8	18	3	188	10	582	0	893
Kollam	11	25	0	7	5	0	13	2	177	9	249
Pathanamthitta	17	19	0	8	2	0	0	2	72	0	120
Alappuzha	6	209	0	9	3	0	49	11	132	758	1177
Kottayam	13	38	3	9	12	0	28	1	128	159	391
Idukki	1	273	0	6	5	1	172	50	410	0	918
Ernakulam	5	233	2	50	11	1	46	17	758	0	1123
Thrissur	16	9	0	12	8	0	24	2	296	0	367
Malappuram	4	2	0	17	2	0	3	0	228	0	256
Palakkad	5	5	0	18	4	0	4	0	183	0	219
Kozhikode	4	4	0	10	7	0	8	1	204	0	238
Wayanad	7	135	0	14	3	1	126	64	203	0	553
Kannur	8	36	0	15	5	0	17	9	217	0	307
Kasaragod	8	1	0	7	0	0	5	0	61	2	84
Total	130	1048	5	190	85	6	683	169	3651	928	6895

TABLE 6.2 B , TALUK WISE ACCOMMODATION UNITS IN KERALA

SL.No	Taluk / District	Ayurvedic Centers	Home stays	Grihas-thali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	House-boats	Total
1	Neyyattinkara	14	33	0	1	8	0	78	1	125		260
2	Nedumangadu	2	4	0	5	1	0	3	0	54		69
3	Thiruvananthapuram	1	8	0	1	4	2	3	9	369		397
4	Chirayinkeezhu	0	0	0	0	0	1	1	0	16		18
5	Kattakkada	1	0	0	1	0	0	2	0	7		11
6	Varkkala	7	14	0	0	5	0	101	0	11		138
	Thiruvananthapuram	25	59	0	8	18	3	188	10	582	0	893
1	Kollam	2	25	0	2	2	0	7	2	91		140
2	Kunnathoor	0	0	0	1	0	0	1	0	14		16
3	Karunagappally	5	0	0	0	0	0	1	0	38		44
4	Kottarakkara	0	0	0	1	0	0	0	0	12		13
5	Pathanapuram	4	0	0	3	3	0	4	0	22		36
	Kollam	11	25	0	7	5	0	13	2	177	9	249
1	Adoor	8	0	0	2	1	0	0	1	20		32
2	Konni	0	0	0	0	0	0	0	0	3		3
3	Kozhenchery	4	6	0	3	1	0	0	1	22		37
4	Ranni	0	0	0	1	0	0	0	0	8		9
5	Mallappally	2	1	0	1	0	0	0	0	3		7
6	Thiruvalla	3	12	0	1	0	0	0	0	16		32
	Pathanamthitta	17	19	0	8	2	0	0	2	72	0	120

SL.No	Taluk / District	Ayurvedic Centers	Home stays	Grihas-thali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	House-boats	Total
1	Chenganoor	0	0	0	3	0	0	0	0	13		16
2	Mavelikkara	0	0	0	1	0	0	0	0	16		17
3	Karthikappally	2	0	0	2	2	0	1	0	17		24
4	Kuttanad	0	13	0	0	0	0	7	0	0		20
5	Ambalapuzha	0	135	0	2	1	0	28	9	78		278
6	Cherthala	4	61	0	1	0	0	13	2	8		89
	Alappuzha	6	209	0	9	3	0	49	11	132	758	1177
1	Changanassery	0	1	1	1	0	0	1	1	24		29
2	Kottayam	6	24	1	1	9	0	24	0	51		130
3	Vaikom	1	3	0	2	1	0	3	0	18		30
4	Meenachil	0	1	1	2	0	0	0	0	9		13
5	Kanjirappally	6	9	0	3	2	0	0	0	26		46
	Kottayam	13	38	3	9	12	0	28	1	128	159	391
1	Peermade	0	74	0	1	1	0	33	1	73		183
2	Udumbanchola	0	47	0	2	0	0	47	8	47		151
3	Idukki	0	8	0	1	2	0	3	2	33		49
4	Thodupuzha	0	2	0	1	1	0	3	0	29		36
5	Devikulam	1	142	0	1	1	1	86	39	228		499
	Idukki	1	273	0	6	5	1	172	50	410	0	918

SL.No	Taluk / District	Ayurvedic Centers	Home stays	Grihas-thali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	House-boats	Total
1	Kothamangalam	2	4	0	0	1	0	2	0	17		26
2	Muvattupuzha	0	1	1	0	0	0	2	1	28		33
3	Kunnathunad	0	1	0	3	0	0	0	1	52		57
4	Kanayannur	0	15	1	44	4	0	3	7	454		528
5	Kochi	1	210	0	0	5	1	39	8	97		361
6	North Paravur	1	0	0	1	0	0	0	0	8		10
7	Aluva	1	2	0	2	1	0	0	0	100		106
	Ernakulam	5	233	2	50	11	1	46	17	758	0	1123
1	Mukundapuram	1	0	0	1	0	0	0	0	5		7
2	Kodungallur	0	0	0	1	1	0	1	0	32		35
3	Thrissur	3	1	0	2	1	0	3	2	62		74
4	Chavakkad	10	4	0	3	5	0	1	0	132		155
5	Thalapilly	2	0	0	4	1	0	1	0	19		27
6	Chalakudy	0	4	0	1	0	0	18	0	46		69
	Thrissur	16	9	0	12	8	0	24	2	296	0	367

SL.No	Taluk / District	Ayurvedic Centers	Home stays	Grihas-thali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	House-boats	Total
1	Perinthalmanna	0	0	0	1	0	0	1	0	57		59
2	Ernad	0	0	0	3	1	0	0	0	34		38
3	Ponnani	0	0	0	3	0	0	0	0	18		21
4	Tirur	4	0	0	6	0	0	0	0	64		74
5	Nilambur	0	2	0	1	1	0	0	0	27		31
6	Kondotty	0	0	0	1	0	0	1	0	24		26
7	Thiroorangedi	0	0	0	2	0	0	1	0	4		7
	Malappuram	4	2	0	17	2	0	3	0	228	0	256
1	Alathoor	3	1	0	3	0	0	0	0	18		25
2	Chittur	0	3	0	9	0	0	2	0	29		43
3	Palakkad	1	0	0	1	3	0	1	0	75		81
4	Ottappalam	0	1	0	1	1	0	0	0	32		35
5	Mannarkkad	0	0	0	2	0	0	1	0	19		22
6	Pattambi	1	0	0	2	0	0	0	0	10		13
	Palakkad	5	5	0	18	4	0	4	0	183	0	219
1	Kozhikode	3	1	0	4	5	0	2	0	142		157
2	Koyilandi	0	2	0	3	1	0	2	0	20		28
3	Vadakara	0	0	0	3	0	0	0	0	26		29
4	Thamarassery	1	1	0	0	1	0	4	1	16		24
	Kozhikode	4	4	0	10	7	0	8	1	204	0	238

SL.No	Taluk / District	Ayurvedic Centers	Home stays	Grithas-thali	Rest House	Guest House	Yatri Nivas	Resorts	Serviced Villa	Hotels/ Others	House-boats	Total
1	Vythiri	5	89	0	4	1	0	68	36	93		296
2	Sulthan Bathery	0	30	0	9	2	0	45	10	70		166
3	Mananthavady	2	16	0	1	0	1	13	18	40		91
	Wayanad	7	135	0	14	3	1	126	64	203	0	553
1	Thalassery	0	1	0	3	0	0	0	0	33		37
2	Kannur	2	34	0	2	4	0	15	9	102		168
3	Thalipparamba	2	0	0	3	1	0	2	0	43		51
4	Iritty	1	0	0	5	0	0	0	0	18		24
5	Payyannur	3	1	0	2	0	0	0	0	21		27
	Kannur	8	36	0	15	5	0	17	9	217	0	307
1	Hosdurg	8	1	0	1	0	0	5	0	35		52
2	Kasaragod	0	0	0	4	0	0	0	0	22		26
3	Manjeswaram	0	0	0	2	0	0	0	0	4		6
	Kasaragod	8	1	0	7	0	0	5	0	61	2	84
	KERALA	130	1048	5	190	85	6	683	169	3651	928	6895

TABLE 6.3 A
DISTRICT WISE –NUMBER OF ROOMS IN KERALA

District	Single		Double		Suit	Dormitory	Others	Total
	A/C	Non A/C	A/C	Non A/C				
Thiruvananthapuram	455	2300	5696	6209	689	116	165	15630
Kollam	142	854	912	1160	106	25	195	3394
Pathanamthitta	34	315	364	766	37	9	44	1569
Alappuzha	190	361	829	820	58	3	126	2387
Kottayam	216	483	1332	936	138	24	119	3248
Idukki	48	660	404	6696	396	126	774	9104
Ernakulam	699	2506	9097	5610	1054	196	347	19509
Thrissur	212	864	2191	2674	322	87	971	7321
Malappuram	90	718	784	1620	179	131	137	3659
Palakkad	79	718	882	1350	123	44	205	3401
Kozhikode	338	1184	1400	2152	180	18	249	5521
Wayanad	57	617	655	2449	197	126	792	4893
Kannur	136	991	1284	1964	142	52	201	4770
Kasaragod	141	439	373	706	59	4	150	1872
Total	2837	13010	26203	35112	3680	961	4475	86278

TABLE 6.3 B
TALUK WISE NUMBER OF ROOMS IN KERALA

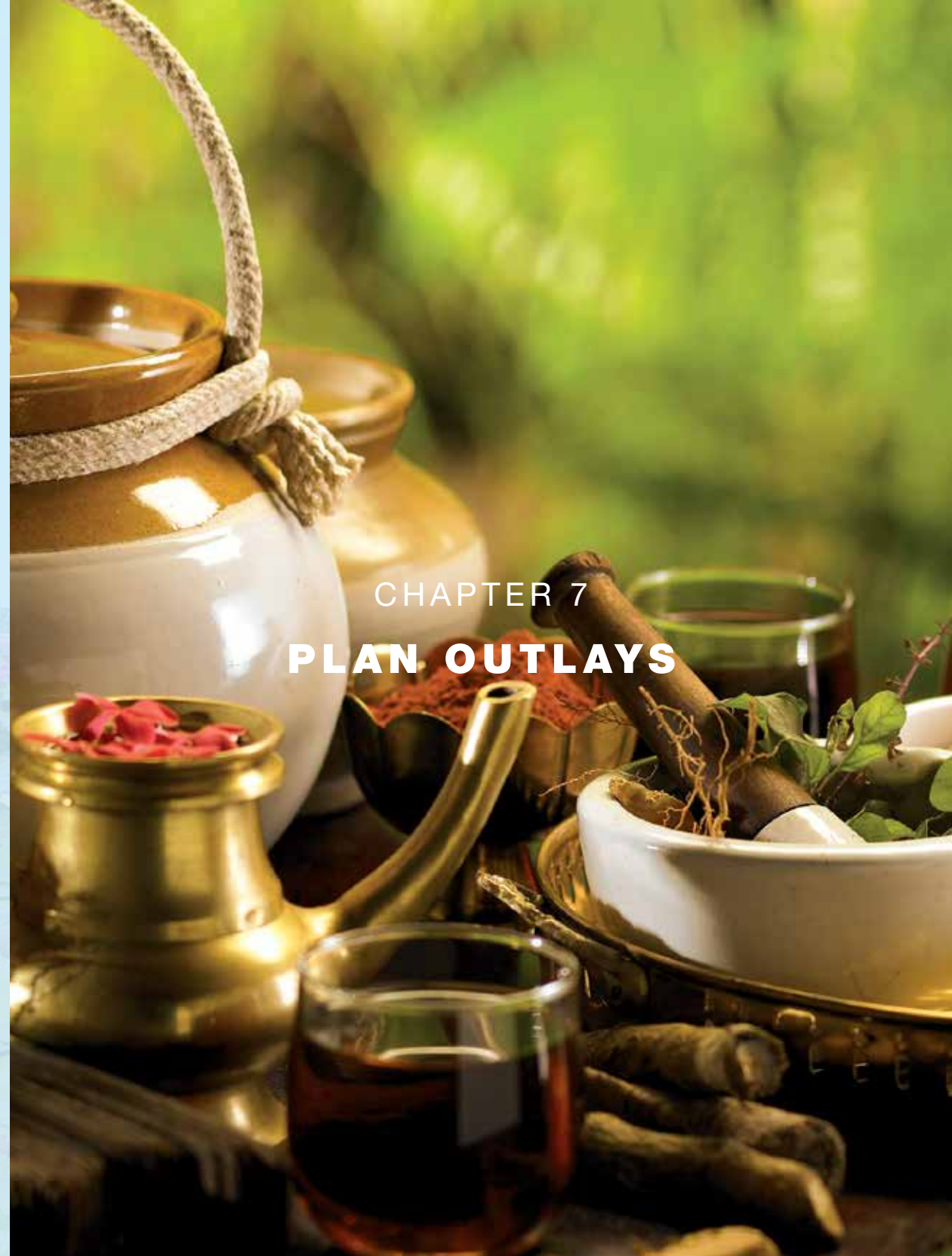
District/Taluk	Single		Double		Suit	Dormitory	Others	Total
	A/C	Non A/C	A/C	Non A/C				
Neyyattinkara	28	81	2374	1440	115	9	63	4110
Nedumangadu	27	329	53	292	25	5	0	731
Thiruvananthapuram	365	1750	2679	3503	516	93	76	8982
Chirayinkeezhu	16	92	57	71	1	0	0	237
Kattakkada	0	2	33	62	1	6	7	111
Varkkala	19	46	500	841	31	3	19	1459
THIRUVANANTHAPURAM	455	2300	5696	6209	689	116	165	15630
Kollam	113	400	571	652	58	15	164	1973
Kunnathoor	5	94	34	41	2	2	0	178
Karunagappally	12	186	183	210	28	4	2	625
Kottarakkara	4	53	50	75	8	1	18	209
Pathanapuram	8	121	74	182	10	3	11	409
KOLLAM	142	854	912	1160	106	25	195	3394

District/Taluk	Single		Double		Suit	Dormitory	Others	Total
	A/C	Non A/C	A/C	Non A/C				
Adoor	6	81	102	259	8	9	14	479
Konni	0	25	8	17	1	0	0	51
Kozhanchery	11	120	93	278	6	0	6	514
Ranni	5	50	22	43	1	0	8	129
Mallappally	0	12	3	29	2	0	1	47
Thiruvalla	12	27	136	140	19	0	15	349
PATHANAMTHITTA	34	315	364	766	37	9	44	1569
Chenganoor	7	22	59	130	2	0	7	227
Mavelikkara	16	41	58	110	4	0	2	231
Karthikappally	2	145	145	149	16	2	4	463
Kuttanad	0	0	25	0	0	0	0	25
Ambalappuzha	14	97	214	320	25	1	98	769
Cherthala	151	56	328	111	11	0	15	672
ALAPPUZHA	190	361	829	820	58	3	126	2387
Changanassery	0	101	115	205	12	3	2	438
Kottayam	190	233	939	357	101	13	116	1949
Vaikom	15	31	153	101	11	2	1	314
Meenachil	11	18	59	51	13	1	0	153
Kanjirappally	0	100	66	222	1	5	0	394
KOTTAYAM	216	483	1332	936	138	24	119	3248

District/Taluk	Single		Double		Suit	Dormitory	Others	Total
	A/C	Non A/C	A/C	Non A/C				
Peermade	8	265	120	1234	133	46	517	2323
Udumbanchola	6	129	69	1314	122	34	161	1835
Idukki	0	165	38	237	13	3	4	460
Thodupuzha	28	30	54	35	4	0	0	151
Devikulam	6	71	123	3876	124	43	92	4335
IDUKKI	48	660	404	6696	396	126	774	9104
Kothamangalam	63	55	99	127	5	4	23	376
Muvattupuzha	0	138	93	255	15	2	14	517
Kunnathunad	76	250	261	360	26	5	0	978
Kanayannur	370	1558	5981	3660	698	141	285	12693
Kochi	131	201	1695	502	169	11	14	2723
North Paravur	6	0	63	55	8	0	3	135
Aluva	53	304	905	651	133	33	8	2087
ERNAKULAM	699	2506	9097	5610	1054	196	347	19509

District/Taluk	Single		Double		Suit	Dormitory	Others	Total
	A/C	Non A/C	A/C	Non A/C				
Mukundapuram	4	14	29	56	2	2	3	110
Kodungallur	18	46	194	139	27	6	2	432
Thrissur	116	482	587	555	78	28	220	2066
Chavakkad	4	146	964	1526	153	31	709	3533
Thalapilly	30	78	134	146	25	0	4	417
Chalakyady	40	98	283	252	37	20	33	763
Kunnamkulam								0
THRISSUR	212	864	2191	2674	322	87	971	7321
Perinthalmanna	45	133	100	234	55	0	26	593
Eranad	4	117	111	289	27	2	13	563
Ponnani	10	34	40	104	2	1	6	197
Tirur	20	228	224	629	67	126	61	1355
Nilambur	4	97	102	177	8	2	26	416
Kondotty	7	97	198	145	13	0	1	461
Thiroorangi	0	12	9	42	7	0	4	74
MALAPPURAM	90	718	784	1620	179	131	137	3659

District/Taluk	Single		Double		Suit	Dormitory	Others	Total
	A/C	Non A/C	A/C	Non A/C				
Kozhikode	318	921	1170	1601	170	16	202	4398
Koyilandi	0	48	122	198	4	0	5	377
Vadakara	16	189	50	207	5	0	41	508
Thamarassery	4	26	58	146	1	2	1	238
KOZHIKODE	338	1184	1400	2152	180	18	249	5521
Vythiri	31	251	229	1080	90	66	489	2236
Sulthan Bathery	21	271	321	811	79	45	216	1764
Mananthavady	5	95	105	558	28	15	87	893
WAYANAD	57	617	655	2449	197	126	792	4893
Thalassery	11	116	161	348	16	0	19	671
Kannur	75	574	830	972	86	44	104	2685
Thalipparamba	19	125	124	416	24	4	57	769
Iritty	31	69	94	134	9	4	0	341
Payyannur	0	107	75	94	7	0	21	304
KANNUR	136	991	1284	1964	142	52	201	4770
Hosdurg	114	230	266	285	36	2	97	1030
Kasaragod	27	180	104	377	15	2	51	756
Vellarikundu								0
Manjeswaram	0	29	3	44	8	0	2	86
KASARAGOD	141	439	373	706	59	4	150	1872
Total	2837	13010	26203	35112	3680	961	4475	86278



CHAPTER 7 PLAN OUTLAYS

TABLE 7.1
PLAN ALLOCATION AND EXPENDITURE FOR TOURISM DURING
THE FINANCIAL YEAR 2019-20 AND OUTLAY FOR 2020-21

PLAN OUTLAY / EXPENDITURE						
Sl No:	Head of Account	Description of Head	Budget Provision 2019-20	Amount in Lakhs		
				Final Al-location 2019-20	Expendi-ture (2019-20)	Outlay (2020-21)
1	5452-01-190-99	Kerala Tourism Development Corporation	792	792	458.4	900
2	5452-01-190-98	Kerala Tourism Infrastructure Ltd	183	183	0	153
3	5452-01-190-96	Bekal Resort Development Corporation Ltd	330	330	0	250
4	3452-80-800-79	District Tourism Promotion Councils (DTPC) and DMCs	1220	1220	417.25	500
5.a	3452-80-800-78(01)	HR Development in Tourism through Kerala Institute of Tourism and Travel Studies (KITTS)	440	440	211.2	300
5.b	3452-80-800-78(02)	HR Development in Tourism through State Institute of Hospitality Management (SIHM)	330	330	128.94	300
5.c	3452-80-800-78(03)	HR Development in Tourism through Food Craft Institute (FCI)	385	385	100.75	400
6	3452-80-800-92	Studies on Impact of Tourism including collection of Tourist Statistics	100	100	36.89	95
7	3452-80-104-98-34	Marketing	8250	8250	5830.54	6340
8	3452-80-104-99	Conservation, Preservation and Promotion of Heritage, Environment and Culture	1800	1800	1288.77	1800
9	5452-80-800-84	Infrastructure Facilities and Matching Grants for Schemes sponsored by Govt. of India	1074	1074	134.39	200
10	3452-80-800-90(26)-33	Incentives for Creation of Infrastructure facilities and Tourism products in Private sector - Subsidies	365	365	0	100

11	5452-01-101-99-00-034-03	Up gradation, Creation of Infrastructure and Amenities	13200	13200	6753.86	11700
12	5452-01-101-86	Up gradation ,Creation of Infrastructure and Amenities at Guest Houses	3500	3500	1582.12	3000
13	3452-80-800-97	Modernization and Strengthening of Tourism Institutions	180	180	137.65	180
14	5452-01-800-98(01)(02)(03)	Tourist Accommodation (Guest Houses)	100	100	35.02	100
15	3452-01-102-95	Development of Eco Tourism Products	384	384	144.84	340
16	3452-80-800-34	Responsible Tourism	495	495	0	400
17	5452-01-800-84	Heritage and Spice Route Projects - Muziris, Alappuzha and Thalassery	3950	3950	633.16	3330
18	3452-01-102-86	Development of Innovative Tourism Products	157	157	157	50
19	5452-01-101-85	Central Sector Schemes in Tourism	1	1	0	1
20	3452-80-104-90	Kerala Tourism Entrepreneurship Fund (KTEF)	1	1	0	1
21	3452-80-800-20	Boat Race on League Basis	0	2000	1500	1274
22	5452-01-800-05	Tourism Bhavan/Vinodasanchara Bhavan	0	0	0	300
GRAND TOTAL			37237	39237	19550.78	32014

TABLE 7.2
PLAN ALLOCATION AND EXPENDITURE FOR 10 YEARS

Financial Year	Amount Sanctioned (In Lakh)	Expenditure (Amount in Lakhs)
2010 - 2011	14528.43	13306.54
2011 - 2012	18249.48	17654.22
2012 - 2013	18053.28	17443.17
2013 - 2014	21489.8	21257.23
2014 - 2015	24535.61	22435.13
2015 - 2016	23045.45	20273.15
2016 - 2017	31931.96	29610.67
2017 - 2018	35010.38	30894.57
2018 - 2019	30249.6	28931.4
2019 –2020	39237	19550.78

CHAPTER 8

ANNEXURES

ANNEXURE - I

1. DEFINITIONS FOLLOWED IN INDIA

ARRIVALS:

The data presented in this publication refer to the number of arrivals of tourists/ visitors and not to the number of persons. An individual who makes multiple trips to the country is counted each time as a new arrival. This is also true in the case of Indian nationals going abroad.

FOREIGN VISITOR:

A Foreign visitor is any person visiting the country on a foreign passport whose main purpose of visit is other than the exercise of an activity remunerated from within the country or establishment of residence in the country. This definition covers two segments of visitors: "Tourists" and "Same Day Visitors".

FOREIGN TOURIST:

A foreign tourist is a person visiting India on a foreign passport staying at least twenty four hours in the country the purpose of whose journey can be classified under one of the following headings:

- (i) Leisure (recreation holiday health study religion and sport);
- (ii) Business family mission meeting.

The following are not regarded as 'foreign tourists':

- (i) Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the country;
- (ii) Persons coming to establish residence in the country;
- (iii) "Same Day Visitors" i.e. temporary visitors staying less than twenty four hours in the country (including travellers on cruises).

EXCURSIONIST:

A visitor in accordance with the foregoing definition and staying less than 24 hours in the country is treated as "Same Day Visitor" or "Excursionist".

CRUISE PASSENGER:

A visitor as defined above who arrives in the country aboard a cruise ship and does not spend a night at an accommodation establishment in the country is treated as a cruise passenger.

Ports: Ports are the points of entry of foreign visitors into India. At present there are seventy two ports. The list of this ports is given below.

Regions: The regional classification of countries used for the presentation of data in

the publication is as follows:

- 1) Africa comprises the continent of Africa including Egypt and the adjoining islands.
- 2) Australasia includes Australia New Zealand Fiji and the Pacific Island groups like French Polynesia Papua New Guinea New Caledonia etc.
- 3) East Asia comprises China Hongkong Japan Korea Macau etc.
- 4) West Asia comprises countries in the Middle East including Turkey Cyprus and Persian Gulf countries excluding Iran.
- 5) South Asia includes Iran Afghanistan Sri Lanka Maldives and countries of the Indian sub continent.
- 6) South East Asia comprises countries of Indo-China including Myanmar & ASEAN countries.
- 7) North America includes Canada and the USA.
- 8) Central and South America comprises countries in the Central and South America and the Caribbean Islands.
- 9) Eastern Europe comprises all the countries of former Soviet Union Yugoslavia Czechoslovakia Hungary Poland etc.
- 10) Western Europe includes all the countries of Europe excluding East European countries Turkey and Cyprus.

DOMESTIC TOURIST:

A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafirkhanas/ agrashalas/choultries etc. for a duration of not less than 24 hours or one night and for not more than 12 months at a time for any of the following purposes:-

- i) Pleasure (holiday leisure sports etc.);
- ii) Pilgrimage religious and social functions;
- iii) Business conferences and meetings; and
- iv) Study and health.

The following are not regarded as domestic tourists:

- (i) Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.
- (ii) Persons coming to establish more or less permanent residence in the State/Centre.
- (iii) Persons visiting their hometowns or native places on leave or a short visit for meeting relations and friends attending social and religious functions etc. and staying in their own homes or with relatives and friends and not using any

sight-seeing facilities.
(iv) Foreigners resident in India.

INDIAN NATIONALS GOING ABROAD:

Any person going abroad with an Indian passport is regarded as an Indian national going abroad irrespective of the purpose and the destination.

TRAVEL RECEIPTS/FOREIGN EXCHANGE EARNINGS FROM TOURISM:

These are receipts of the country as a result of consumption expenditure i.e. payments made for goods and services acquired by foreign visitors in the economy out of foreign currency brought by them.

ACCOMMODATION ESTABLISHMENTS:

Places in which rooms are provided to tourists for stay and classified as hotels tourist bungalows travellers' lodges youth hostels etc.

APPROVED HOTELS:

Hotels which conform to certain laid down standards on physical features standards of facilities and other services are approved by the Tourism Departments of Central and State Governments and are known as approved hotels. These are graded variously as five star deluxe five star four star etc.

OCCUPANCY RATE:

The occupancy rate refers to the ratio between available capacity (in terms of rooms or beds) and the extent to which it is used. Occupancy is worked out on the basis of number of rooms occupied by both domestic and international tourists.

2. INTERNATIONAL DEFINITIONS

Tourism: The activities of persons travelling to and in places outside their usual environment for not more than one consecutive year for leisure business and other purposes.

Domestic Tourism: Residents of a given country travelling only within that country.

Inbound Tourism: In relation to a given country non-residents travelling to that country.

Outbound Tourism: In relation to a given country residents travelling another country.

Internal Tourism: Domestic and Inbound Tourism.

National Tourism: Domestic and Out bound Tourism.

International Tourism: Inbound and Outbound Tourism.

Visitors: All type of travellers engaged in tourism are described as Visitors and as such the term represents the basic concept for the whole system of tourism statistics.

International Visitors : Any person who travels to a country other than that in which is his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

INTERNATIONAL VISITORS INCLUDE:

Tourists (overnight visitors): Visitors who stay at least one night in a collective of private accommodation in the country visited.

Same Day Visitors: Visitors who do not spend a night in a collective or private accommodation in the country visited. This definition includes passengers of cruise ships who return to the ship every night to sleep on board even though the ship remains in port for several days. Also included in this group are by extension owners or passengers of Yachts and passengers on a group tour accommodated in a train.

Domestic Visitors: Any person residing in a country who travels to a place within the country outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

DOMESTIC VISITORS INCLUDE:

Tourists (overnight visitors): Visitors who stay at least one night in a collective or private accommodation in the place visited.

Same Day Visitors: Visitors who do not spend one night in a collective or private accommodation in the place visited.

ANNEXURE II

IMPORTANT TOURIST DESTINATIONS & ATTRACTIONS

NO.	DISTRICTS	DESTINATIONS	ATTRACTIONS
1	Thiruvananthapuram	Thiruvananthapuram	The Capital City , Secretariat , Sri Padmanabha Swami Temple (Richest temple of the world), Napier Museum Zoo, Kuthiramalika etc.
2		Kovalam	Internationally famous Beach.
3		Ponmudi	Water falls, Hill Station
4		Poovar	Beach , Boating , Fishing Harbour
5		Varkala	Internationally famous Beach, Sivagiri Mutt, Janardana Swami Temple
6		Chowara	Amazing beach and a fishing hamlet located near Kovalam
7		Vellayani	Largest fresh water lake in Tvpm district
8		Shasthampara-Kattakada	Romantic hillock
9		Kadalukanipara-Kallara	Mesmerizing view of Arabian Sea
11		Veli Tourist Village	Boating, Children's Park , etc
12		Aakkulam Tourist Village	Boating, Children's Park , etc
13		Kappil	Beach-back water
14		Neyyar Dam	DAM / Park
15		Shangumukham	Beach / Giant sculpture of Mermaid
16		Aruvikkara	DAM
17		Madavoorpara	Cave temple

NO.	DISTRICTS	DESTINATIONS	ATTRACTIONS
18	Kollam	Kollam	Cashew nut factories, Ancient Port. Ashtamudi Lake, Historical Temples Neendakara Harbour, Beach etc
19		Thenmala - Palaruvi	India's First Eco-Tourism Project & Palaruvi Waterfalls
20		Mundakkal	Beach
21		Alumkadavu	First house boat in India built here
22		Munroe Thuruth	Island, Coir Manufacturing centre
23		Paravoor	Lake, Coir Manufacturing centre
24		Thangassheri	Light house
25		Jadayu Para	world's largest bird sculpture, Adventure tourism activities
26		Thanni Beach	Beach and Fish landing centre
27		Ashtamudi	Gateway to Kerala backwaters
28	Pathanamthitta	Chavara	Traditional village surrounded by Ashtamudi lake, fishing
29		Aranmula	Land of Snake Boats, Famous for Aranmula-kannadi (Metal Mirror).
30		Erumeli	Erumeli Petta Thullal (A Religious Dance)
31		Perumthenaruvi	Resting Place of Sabarimala Pilgrims
32		Gavi	Water falls on Pamba river
33	Alappuzha	Alappuzha	Eco tourism project , trekking ,wildlife watching, night safaris
34		Kuttanadu	Venice of the East, Coir Industries, , Beach and Back waters, famous for traditional house boats.
35		Kakkathuruthu	Known as 'The Paddy Bowl of Kerala', Water ways,
36		Pathiramanal	Island in Vembanad lake
			Small island in Muhamma panchayath, scenic beauty on both sides of lake, Bird watching

NO.	DISTRICTS	DESTINATIONS	ATTRACTIONS
37	Kottayam	Kumarakom	Bird Sanctuary, Vembanad Lake , House Boats
38		Vaikkom	Natural beauty , Lake and famous temple
39		Illikkalkallu	Monolith , Majestic peak
40		Aruvikuzhi	Waterfalls
41		Ilaveezha Poonchira	Pond surrounded by three enchanting hills, place for trekking
42	Idukki	Munnar	Most famous Hill station of Kerala, Tea plantations, Waterfalls, DAMS, Beautiful Hills , Neelakkurinji and Varayadu (Nilgiri Thar) are major attractions.
43		Thekkady	Periyar Wild life Sanctuary , Famous Boating Center
44		Wagamon	Beautiful Hills, Tea Plantations, Paragliding activities
45		Koombanpara	A forest destination
46		Parumthumpara	Hill station, Eagle shaped rock
47		Thommankuthu	Water falls
48		Panchalimed	Hill station
49		Mattupetti	DAM
50		Ramakkalmed	One of the windiest place in Asia, Hill station
51		Eravikulam	First national park in Kerala famous for Nilgiri Thar
52		Chinnakkanal	Waterfall
53		Lakshmi	Tea plantations, Trekking

NO.	DISTRICTS	DESTINATIONS	ATTRACTIONS
54	Ernakulam	Aluva	Sivarathri Manappuram (River Bed), Aluva Palace, Amusement Parks.
55		Bhoothathankettu	Dam site with boating . situated in vast virgin forest.
56		Cherai Beach	Famous Beach, Rarely see the Dolphins, Coconut Groves
57		Fort Kochi	Colonial Architectures like Jew Town, Synagogue, Bolgatty palace, Beach etc
58		Kalady	Birth place of Saint Aadi. Sankaracharya, Sanskrit University.
59		Kochi City	Queen of Arabian Sea , Metropolitan city, Chinese Fishing Net, Various famous temples / churches etc
60		Maradu	Backwaters, Convention Centres
61		N.Paravur	Muziris Heritage Zone
62		Aluva - Manappuram	Famous for Aluva Shiva Temple
63		Aareekkal	Water falls
64		Iringole kavu	Forest Temple, Sacred grove devoted to Goddess Durga
65		Kumbalangi	Island village , mangrove forest
66		Kanjoor	pilgrimage centre (Church)
67		Ezhutthumangalam -Prakruthi Gramam	Park
68		Malayattoor - Manappattuchira	Church on top of hill, Lake, Boating
69		Kadambrayar	Ecotourism village, Boating
70		Kuzhupilly -Munambam Beach	Beaches
71		Kadamakudi	Back water, fishing, etc

NO.	DISTRICTS	DESTINATIONS	ATTRACTIONS
72	Thrissur	Athirappalli	Biggest Waterfall in Kerala.
73		Chalakkudi	Amusement Parks.
74		Chavakkad	Beautiful Beach
75		Guruvayur	Famous Sri Krishna Temple Mammiyoor Temple, Elephant training centre
76		Malakkapara	Hill Station
77			
78		Kalashamala	Eco tourism point
79		Vilangan Kunnu	
80		Azheekod-Munakkal	Beach
81		Snehatheeram	Beach
82		Nattika	Famous Beach
83		Thumboormuzhi	DAM
84		Poomala	DAM, Chepara caves
85		Vadanappalli	Beach
86		Mandalam Kunnu	Beach
87		Periyambalam	Beach
88		Peechi	DAM cum Garden
89		Vazhani	Dam cum Garden
90	Palakkad	Malampuzha	DAM, Park and Garden , Famous statue of Yakshi', Rock Garden, Rope way.
91		Nelliyampathy	Beautiful Hill station, water falls, Forest, Orange Plantations.
92		Parambikkulam	Wild life sanctuary, Boating Facilities Famous for Erumadam (Tree House)
93		Silent Valley	National park and World Heritage Site, recognised by UNESCO
94		Palakkad	Kalpathy , Fort etc
95		Kanjirappuzha	Lake cum Dam
96		Pothundi	Lake cum Dam

NO.	DISTRICTS	DESTINATIONS	ATTRACTIONS
97	Malappuram	Kodikuthimala	Hill Station
98		Nilambur	Teak Plantations
99		Ottumpuram	Beach
100		Aadhyanpara	Water falls
101		Padinjarekkara	Beach
102		Karuvarakkund	Water falls
103		Ponnani	Ancient Juma masjid, Beach, Harbour
104	Kozhikode	Thirunavaya	Navamukunda Temple, Land of Mamankam
105		Iringal	Sargalaya Craft village, Kunhalimarakkar memorial.
106		Kakkayam	DAM , Adventure Tourism Facilities
107		Kadalundi Nagaram	Bird Sanctuary
108		Kozhikode City	Ancient City, Beaches, Mananchira park, etc
109		Kappad	Historical beach. Vasco -da- Gama the first European came to India landed here.
110		Peruvannamoozhi	DAM, Boating, wild life sanctuary
111		Thusharagiri	Waterfalls
112		Kottakkal	Famous for Ayurveda treatment
113		Bey pore	Ancient port, Beach

NO.	DISTRICTS	DESTINATIONS	ATTRACTIONS
114	Wayanad		
115		Kuruvadweep - Mananthavadi	Island due to river delta, thick forest, Bamboo rafting
116		Ambalavayal	Ancient Edakkal caves, Heritage Museum, Cheengeri Hills, Phantom rock
117		Pookode Lake	Lake, Boating
118		Kanthan Para	Water falls
119		Mananthavadi	Pazhashi Raja Tomb and Museum
120		Thirunelli	Mahavishnu Temple , wild life sanctuary
121		Sulthan Bathery	Muthanga wild life sanctuary
122		Karlad Lake	Lake, Adventure Tourism
123	Kannur	Meenkunnu – Payyambalam	Beaches
124		Muzhuppilangad	The only Drive in Beach in Kerala.
125		Parassinikadavu	Pilgrim Centre (Muthappan Temple)
126		Palakkayam Thattu	Hill station
127		Paithal Mala	Hill station
128		Chootad	Beach
129		Thalassery	Ancient Fort
130		Dharmadam	Island, Beach
131		Chembalikkundu	Floating Park
132		Vellikkeel	Ecotourism Park
133		Kottiyoor	Wild life sanctuary, Pilgrim Centre (Temple)
134		Mattannur	Pazhassi dam
135		Kannur City	Museum, Park, Beach, Fort etc
136	Kasaragod	Bekal	Famous Ancient Fort , Beach
137		Valiyaparamba	Back water, House boats
138		Ranipuram	Hill Station
139		Azhithala	Beach

ANNEXURE III

LIST OF APPROVED TOUR OPERATORS

#	Org Name	Organization Name	Contact Details
1	Letsgokerala Travel Services Private Limited	Head Office: VI/858 N, Level 2, Valamkottill Towers, Jedgemukku, Thrikkakara P. O. Kochi - 682 021 Branch Office: VI/858 N, Level 2, Valamkottill Towers, Jedgemukku, Thrikkakara P. O. Kochi - 682 021	Ph: 04842577988 Email: info@letsgokerala.in Website: /www.letsgokerala.in
2	Cosima Travel & Trade Links Pvt Ltd	Head Office: 2nd Floor,Penta Square MG Road, Cochin Kerala - 682035 Branch Office: Cosima Travel & Trade Links Pvt Ltd, 4th Floor, Saran Chambers, Vellaymbalam, Trivandrum, Kerala - 695 010	Ph: 0484-2364351 Fax: 0484-23707492 Email: sebastian@cosimaholidaysindia.com Website: www.cosimaholidaysindia.com
3	Gateway Malabar Holidays P(Ltd)	Head Office: Gateway Malabar Holidays (Pvt.) Ltd 33/2402 -K, IInd floor, Thirunilath Buildings, Geethanjali, NH 47 Bypass, Vytilla, Kochi, Kerala - 682032 Branch Office: Gateway Malabar Holidays (pvt.) Ltd 2nd Floor, NH Building, NH 17 Bypass , Ramanattukara, Calicut - 673633, Kerala, India.	Ph: 0484-4055500 Email: sandeep@gatewaymalabar.com Website: www.gatewaymalabar.com
4	Mangalam Travel & Tours	Head Office: 5 & 6, First Floor, Our Tower Vellayambalam, Trivandrum-10 Branch Office: Mangalam Travel & Tours, Veppamoodu Jn, Nagercoil, Tamilnadu	Ph: 04714078400,04714078420 Email: mangalamac@gmail.com

#	Org Name	Organization Name	Contact Details
5	Kaduna Hospitality Pvt Ltd	Head Office: Chiramel Building, Sreekandath Road, Cochin-682016	Ph: 04846612400 Email: jacob@keralaholidaymart.com Website: www.keralaholidaymart.com
6	Dravidian Trails Holidays Pvt. Ltd.	Dravidian Trails Holidays Pvt. Ltd. Head Office: 1st Floor Mynakam Arcade, opp.Oxford business centre, Sreekandath Road, Ravipuram, Cochin 682016 Branch Office: NIL	Ph: 0484-4060601,4060602,4060604 Fax: 0484-4060607 Email: swami@dravidiantrails.in Website: www.dravidiantrails.in
7	Orizon Holidays Private Limited	Head Office: A69, Elankom Gardens, Vellayambalam, Trivandrum-695010 Branch Office: Cochin,Pra-106,Kalavath Cross Road,Opp.Ernakulam Medical Centre,Cochin,Kerala,685025	Ph: 0471-4852121 Email: info@orizonholidays.com Website: https://www.orizonholidays.com
8	Indian Impressions	Head Office: 2nd Floor, Kooliyatt Building Hill Palace Road Vytilla P.O. Tripunithura Branch Office: NA	Ph: 0484-2779044 Email: cok@indianimpressions.in Website: www.indianimpressions.in
9	Moon Days	Head Office: Moon Days, 1st Floor, Peppermint Sadan, Ravipuram, MG Road, Cochin - 16 Branch Office: NIL	Ph: 04842368727 Fax: 04842368727 Email: madhu@moondays.in Website: www.moondays.in/
10	Travelmate Solution	Head Office: J D Tower, Opp. Reliance Fresh, KSRTC Road, Chalakudy, Thrissur, Kerala - 680307	Ph: 04802706650 Email: delwin@travelmatesolution.com Website: www.keralacitytour.com
11	Spiceland Holidays and Entertainments Private Limited	Head Office: Destination Hub, Elamkulam, Cochin - 682020.	Ph: 0484-2361111 Fax: 0484-2369712 Email: riyaz@spicelandholidays.com Website: www.spicelandholidays.com
12	Sri Chakkara Tours Travels	Head Office: Sri Chakkara Tours Travels, New 62/2068. Old 39/2187. C2 First Floor Aryabhavan bldg.SouthRail-way station junction,chittoor road. Ernakulam,Kochi-682016	Ph: 04844022201 Email: srichakkaratourstravels@gmail.com Website: www.srichakkaratourstravels.com

#	Org Name	Organization Name	Contact Details
13	Travelcart India Pvt Ltd	Head Office: Vidhya Vihar Road, Near S H College Thevara 682013	Ph: 0484266353,04842663544 Email: mail@travelcartindia.com Website: www.travelcartindia.com/
14	Thy Grace International's Cocokerala	Thy Grace International's Cocokerala Head Office: 2nd Floor, KC Towers (Near Oberon Mall) Padivattom Ernakulam Kerala 682024	Ph: 04844050994 Email: jaimy@cocokerala.com Website: www.cocokerala.com
15	Srees Tours	Head Office: Sudheer Bhawan, House No 111 Chakrampady, Kumarakom North PO Kumarakom, Kottayam 686563 Branch Office: NIL	Ph: 0481-2523935,2523937 Email: sreestours@gmail.com Website: www.sreestours.com
16	FORTEX TRAVEL	FORTEX TRAVEL Head Office: 9/867 E, Puzhamangalath, Pandikudy Road, Cochin 682002, Kerala, India Branch Office: FORTEX TRAVEL Tourist Amenity Centre Near Boat Jetty Fort Cochin 682001 I Kerala I India +91 484 2218344	Ph: 04842229444 Fax: 04842229444 Email: manish@fortextravel.com Website: www.fortextravel.com
17	Southern Odyssey Private Limited	Head Office: Head Office : Karothukuzhi Building, Pillar No.181, Near Muttom Metrostation Aluva, Cochin 683106.	Ph: 04872421243 Email: info@southernodyssey.com Website: www.southernodyssey.com
18	Intersight Tours & Travels Pvt Ltd.	Head Office: Anna Building, N H Bypass Road Thykoodam, Vyttila Cochin 682019 Kerala, India Branch Office: N.A	Ph: 0484-4056222 Fax: 0484 - 2389022 Email: md@intersight.in Website: www.intersighttours.com
19	Intersight Holidays (P) Ltd	Head Office: 1st Floor, Anna Building, N H Bypass, Thykoodam, Vyttila, Cochin - 682019 Branch Office: N A	Ph: 04844056211 Fax: 04842389022 Email: thomas@intersight.in Website: www.intersightholidays.com
20	Kalpso Adventures (P) Ltd.	Head Office: G-340, Panampilly Nagar, Cochin - 682036 Branch Office: None	Ph: 0484-4012700 Fax: 0484-2312627 Email: info@kalypsoadventures.com Website: www.kalypsoadventures.com

#	Org Name	Organization Name	Contact Details
21	Mystikal Holidays Pvt Ltd	Head Office: C1, Green Earth House, Poriyampadom Link Road, Edappally PO, Kochi -682024 Branch Office: NA	Ph: 04844061516 Email: info@mystikalindia.com Website: www.mystikalindia.com
22	Marvel Tours Pvt. Ltd.	Head Office: Earthen Cube, Bund Road, Off NH 47 Bypass, Maradu, Ernakulam - 682304	Ph: 09847033091 Fax: 0484-2707150 Email: info@marveltours.in Website: www.marveltours.in
23	KSA Tours & Travels Pvt Ltd	Head Office: 31/345 A, Kattithara Building, Paradise Road, Janatha Jn, Vytilla	Ph: 04844047770 Email: mail@ksa.co.in Website: www.ksa.co.in
24	Kerala Holidays Pvt Ltd	Head Office: CC- 29 / 1706 G, Christa Sangam Building 2nd Floor, Above Bread World N H Bypass, Thykoodam Vyttila, Cochin 682019, Kerala Branch Office: NA	Ph: 0484-2704501 Fax: 0484 2389022 Email: thomas@keralaholidays.com Website: www.keralaholidays.com
25	ITP Tourism Managers Pvt Ltd	Head Office: SGRA 32, Soorya Gardens Avenue, Temple Road, Sasthamangalam, Thiruvananthapuram 695010	Ph: 04712720260 Email: mail@indiantourplanners.com Website: www.indiantourplanners.com
26	Alhind Tours And Travels Pvt Ltd	Head Office: Alhind Tours And Travels Pvt Ltd Markas Complex Mavoor Road Kozhikode Kerala 673004	Ph: 04712727575 Fax: 0495 2724505 Email: vinayan@alhindonline.com Website: www.alhind.com
27	Great Escapes	Head Office: 126, 1st Floor, Dd Vyapar Bhavan, Kadavanthara, Cochin - 682 020 Kerala	Ph: 0484-4000547 Email: mail@greatindiantours.com Website: www.greatindiantours.com
28	Voyages Kerala	Head Office: PGR 50, TC 36 / 168, Perunthanni, Vallakkadavu P.O, Trivandrum - 695008, Kerala	Ph: 04712572070 Email: ceo@voyageskerala.com Website: voyageskerala.com/
29	Sun International Tours and Travels	Head Office: Shop no. 16, Sri Narasimhavasam Shopping Complex, Opp. YMCA, Statue, Trivandrum - 695001. Branch Office: First Floor, Cisons Complex, Montieth Road, Egmore, Chennai - 600008. T. Nadu. No. 1, Dindugal Road, Near Vignesh Hotel, Trichy, T. Nadu - 620001.	Ph: 04714013411, 2334536, 4077222 Email: sundestinationtours@gmail.com Website: www.sundestinations.org

#	Org Name	Organization Name	Contact Details
30	Keralavoyages (India) Pvt Ltd	Head Office: Ergo Heights, Vikram Sarabhai Road Maradu Post Cochin 682304	Ph: 04842706563, 2706863 Email: director@keralavoyages.com Website: www.keralavoyages.travel
31	Scenic Holidays	Head Office: Scenic Holidays 49/842 A, Kaniyampuzha Road Near Hotel Mermaid Vyttila P O Kochi -682019	Ph: 9847157744 Email: holidaysscenic@gmail.com Website: www.scenicholidays.in/
32	Sts Travels And Tours Private Limited	Head Office: Opp. Thycaud Post Office, Thycaud Po, Trivandrum, Kerala - 695014	Ph: 04712334504 Email: info@ststravels.com Website: www.ststravels.com
33	Kerala.com Travel Division, Worldviewer Dot Com (India) Pvt Ltd	Head Office: G-66, Elders Forum Road, Panampilly Nagar, Kochi-682 036	Ph: 04844010403 Fax: NIL Email: reservation@keralatravels.com Website: /www.keralatravels.com
34	Iris Holidays Private Limited	Head Office: 32/1822 A, Millennium Nagar, Padivattom, Edappally Post, Kochi, Kerala - 682024	Ph: 0484-4067561, 2336666 Email: info@irisholidays.com Website: www.irisholidays.com
35	Seasonal Trip	Head Office: # 49, D.d.corner Stone Kadavanthra, Kochi-682020 Kerala	Ph: 04843933333 Email: mail@seasonaltrip.com Website: www.seasonaltrip.com
36	The Travel Planners	Head Office: TC 36/1866 (2), New Gardens, Sangamam Nagar, Enchakkal, Vallakkadavu (P.O), Thiruvananthapuram - 695008 - Kerala. Branch Office: Villa Romantica, Kariyadu, Nedumbassery, Cochin, Kerala.	Ph: 0471-2508951, 0471-2508952 Fax: 0471-2508950 Email: tour@tppkerala.com Website: www.keralatourpackages.com

#	Org Name	Organization Name	Contact Details
37	Lotus Destina- tions Pvt Ltd	Head Office: HIG 34, 10th Cross Road, Pana- mpilly Nagar, Cochin - 682036 Branch Office: Approval Only for Head Office. These address are only for reference. (BOMBAY) No. 5, Nathaline, 2nd Floor, Opp.Dilkap College & Institute. Next to Lathia Rubber & Co. Andheri - Kurla Road, Sakinaka, Kurla (West), Mumbai - 400 072 (DELHI) H258, Kuldeep Building, IInd Floor, CSJL, West End Road Near Sa- ket Metro Station, MB Road, New Delhi, INDIA 110030 (CHENNAI) #5, 1st Floor, Montieth Road, Egmore, Chennai â€” 600 008	Ph: 0484-4127111 Fax: 0484-2314410 Email: obtops@lotusdmc.com Website: www.lotusdmc.com
38	Vivekananda Travels Private Limited	Head Office: Vivekananda Travels Private Limited, 17/483B, 1st Floor, Sreekantheshwara Complex, SK Temple Road, Kozhikode, Kerala - 673004	Ph: 04954854444,04952727100,04952727 800,04952727575,04952725757 Email: gayathrinarendran@vivekananda- travelspltd.com Website: www.vivekanandatravelspltd.com/
39	World Air Hol- idays	Head Office: 1/278 EDAPPAL ROAD TRITHA- LA 679534, KERALA	Ph: 04662270828 Email: nisar@worldairholidays.com Website: www.worldairholidays.com
40	Focuz Medicare and Holidays	Head Office: Kairali Complex, Near Calicut Airport jn. Kolathoor, Kondotty, Malappuram, Kerala India 673 638	Ph: 04942409400 Fax: 04832712399 Email: admin@focuzholidayz.com Website: www.focuzholidayz.com/
41	Moulavi Tours & Travels	Head Office: First Floor, 5/3623/24 FF20,21,Bank Road,Calicut,Ker- ala	Ph: 04952766369 Email: moulavict@gmail.com Website: www.moulavtoursandtravel.com
42	Travel Nivriti	Head Office: Travel Nivriti Pratiksha, TC 24/784 Mettukada, Thycadu, Thiruvanan- thapuram-14, Kerala, India	Ph: 04714066123 Email: sales@travelnivriti.com Website: www.travelnivriti.com
43	Green Nature Holidays Private Limited	Head Office: 4/1165, (M.R.S.), Near M.S.C. Bank Ltd., Cherlai Road, Mat- tancherry, Ernakulam, Kochi - 682 002, Kerala, INDIA. Branch Office: NA	Ph: 04842118800 Email: mail@greennatureholidays.com Website: www.greennatureholidays.com

ANNEXURE IV

DTPC Offices in Kerala

Sl. No.	District	Office Address	DTPC Secretaries	Contact details	Email Id
1	Trivandrum	The Secretary District Tourism Promotion Council (DTPC) Opposite Raj Bhavan Vellayambalam, Thiruvananthapuram	Bindumoni S	9400055397 4712315397	info@dtptchiruvananthapuram com
2	Kollam	The Secretary District Tourism Promotion Council (DTPC) Near KSRTC Bus Stand Kollam - 1	Santhosh kumar C	9846704477 4742750170	contact@dtptckollam.com
3	Pathanamthitta	The Secretary District Tourism Promotion Council (DTPC) Kozhancheri, Near Panchayath Stadium, Pathanamthitta - 41	Sreeraj R	9447564170 4682311343	ptadtptc@yahoo.co.in
4	Alappuzha	The Secretary District Tourism Promotion Council(DT- PC) BoatJettyRoadNearKSRTCBusSta- tion Alappuzha -11	Malin M	9447483308 4772251796	info@dtptcalappuzha.comdtptcalpy@yahoo.com
5	Kottayam	The Secretary District Tourism Promotion Council (DTPC) Kodimatha Kottayam	Bindhu Nair	9400428785 4812560479	info@dtptkottayam.com
6	Idukki	The Secretary District Tourism Promotion Council (DTPC) Civil Station Kuli Mala Painavu P.O. Idukki"	Gireesh P S	8848708774 4862232248	info@dtptcidukki.com
7	Ernakulam	The Secretary District Tourism Promotion Council (DTPC) Old Collectorat Bldg. Park Avenue Road Kochi - 11	Vijayakumar S	9847332200 4842367334	info@dtptcernakulam.com

Sl. No.	District	Office Address	DTPC Secretaries	Contact details	Email Id
8	Thrissur	The Secretary District Tourism Promotion Council (DTPC) Palace Road Chembukkavu Thrissur	Dr.Kavitha	9495974071 4872320800	info@dtptchtrissur.com
9	Malappuram	The Secretary District Tourism Promotion Council (DTPC) Uphill Malappuram - 5	Binosh Kunjappan	9946595909 4832731504	info@dtpcmappuram.com dtpcmappuram@gmail.com
10	Palakkad	The Secretary District Tourism Promotion Council (DTPC) West Fort Road Palakkad	K G Ajesh	9947697651 4912538996	info@dtppalakkad.com
11	Kozhikode	The Secretary District Tourism Promotion Council (DTPC) Mananchira Kozhikode - 1	Beena C P	9495995419 4952720012	info@dtppckozhikode.com
12	Wayanad	The Secretary District Tourism Promotion Council (DTPC) Civil Station North Kalpetta Wayanad – 673 122	Anand B	9946861457 4936202134	info@dtppcwayanad.com
13	Kannur	The Secretary District Tourism Promotion Council (DTPC) Kannur 2, Taluk Office Compound	Sreenivasan K C	98472220900 4972706336	info@dtppckannur.com
14	Kasaragode	The Secretary District Tourism Promotion Council (DTPC) Vidya Nagar Kasaragod – 671 123	Biju R	9847856789 4994256450	info@dtppckasaragod.com

ANNEXURE V

OFFICES OF KERALA TOURISM

DIRECTORATE OF TOURISM

Department of Tourism “Park View” Thiruvananthapuram -33
Kerala India Phone: 0471 2560425 Fax: 0471 2322279
Website: www.keralatourism.org

JOINT DIRECTOR’S OFFICES

**JD, Regional office, Department of Tourism, Norka Building, 4th floor,
Thycaud,Thiruvananthapuram, Ph: 0471-2335571**

**JD, Regional office, Department of Tourism
1st Floor, Boat Jetty Complex, Ernakulam - 682011, Ph: 0484-2360502 2360257**

**JD, Regional office, Department of Tourism
Civil Station, Kozhikode - 673020, Ph: 0495-2373862**

DEPUTY DIRECTORS OFFICES

The Deputy Director

District Office, Department of Tourism, Asramam, Kollam – 691002. Ph:0474 2761555

The Deputy Director

District Office, Department of Tourism, Civil Station, Pathanamthitta – 689645.
Ph:0468 2326409

The Deputy Director

District Office, Department of Tourism, House Boat Terminal Building, Finising Point,
Thattappally PO., Alappuzha – 688013. Ph:0477 2260722

The Deputy Director

District Office, Department of Tourism, Kavanattinkara,Kumarakam PO,
Kottayam – 686563. Ph:0481 2524343

The Deputy Director

District Office, Department of Tourism, Kumily, Idukki – 685509, Ph:0486 9222620

The Deputy Director

District Office, Department of Tourism, Ramanilayam, Chempookavu PO.,
Thrissur 680020. Ph:0487 2332419

The Deputy Director

District Office, Department of Tourism, Palakkad – 678001. Ph:0491 2528996

The Deputy Director

District Office, Department of Tourism, Near DTPC Uphill, Malappuram - 676505
Ph:0483 2733504

The Deputy Director

District Office, Department of Tourism, DTPC Building, Taluk Office Compound, Kannur 670001, Ph:0497 2702515

The Deputy Director

District Office, Department of Tourism, Kalpetta, Wayanad – 673121.
Ph:0493 6204441

The Deputy Director

District Office, Department of Tourism, Kasaragod- 671121. Ph :0499 4230416

KERALA HOUSES

- | | |
|-----------------------------|--------------------------------|
| 1. Kerala House New Delhi | Phone:011-30411411011-23342320 |
| 2. Kerala House Mumbai | Phone : 022-27810106 27810112 |
| 3. Kerala House kanyakumari | Phone : 04652-246229 |

YATHRI NIVAS

- | | |
|------------------------------------|-----------------------------|
| 1. Yathri Nivas Thiruvananthapuram | Phone : 0471-2337727 |
| 2. Yatri Nivas Devikulam | Phone : 04865-264200/264300 |
| 3. Yathri Nivas Attingal | Phone: 0470 – 2622290 |
| 4. Yathri Nivas Ernakulam | Phone : 0484-2339980 |

GOVERNMENT GUEST HOUSES

- | | |
|-----------------------------------|------------------------------|
| 1. Guest House Thiruvananthapuram | Phone : 0471-2329869 2324453 |
| 2. Guest House Kovalam | Phone : 0471-2480146 |
| 3. Guest House Ponmudi | Phone : 0472-2890230 |
| 4. Guest House Varkala | Phone : 0470-2602227 |
| 5. Guest House Kollam | Phone : 0474-2743620 |
| 6. Guest House Pathanamthitta | Phone : 0468-228073 228095 |
| 7. Guest House Alappuzha | Phone : 0477-2246504 |
| 8. Guest House Kottayam | Phone : 0481-2340219 |
| 9. Guest House Idukki | Phone : 04862-232205 233086 |

- | | |
|--|------------------------------|
| 10. Guest House Devikulam | Phone : 04865-264223 |
| 11. Guest House Munnar | Phone : 04865-230385 |
| 12. Guest House Peerumed | Phone : 04869-232071 |
| 13. Guest House Ernakulam | Phone : 0484-2360558 2360502 |
| 14. Guest House Aluva | Phone : 0484-2623636 2623637 |
| 15. Guest House Thrissur (Ramanilayam) | Phone : 0487-2332016 2332300 |
| 16. Guest House Guruvayoor | Phone : 0487-2556696 |
| 17. Guest House Cheruthuruthy | Phone : 14884-262498 |
| 18. Guest House Palakkad | Phone : 0491-2505599 |
| 19. Guest House Malampuzha | Phone : 0491-2815207 |
| 20. Guest House Malappuram | Phone : 0483-2734311 |
| 21. Guest House Kozhikode | Phone : 0495-2383920 2380020 |
| 22. Guest House Sulthan Bathery | Phone : 04936- 220225 |
| 23. Guest House Kannur | Phone : 0497-2706426 2701420 |
| 24. Guest House Kasaragod | Phone : 0499-4230666 4230876 |

ANNEXURE VI

TOURIST INFORMATION OFFICES

INSIDE KERALA

1. Tourism Facilitation Centre Park View Thiruvananthapuram
Ph: 091+471+2321132
2. Kerala Tourism Information Office International Airport Thiruvananthapuram
Ph: 091+471-2502298
3. Kerala Tourism Information Office Domestic Airport Thiruvananthapuram
Ph: 091+471-2501085
4. Kerala Tourism Information Office Central Bus Station Thampanoor
Thiruvananthapuram, Ph: 091+471-2327224
5. Kerala Tourism Information Office Railway Station Thampanoor
Ph: 091+471-2334470
6. Kerala Tourism Facilitation Centre Kovalam. Ph.0471-2480085.
7. Tourist Anity Centre Varkala. Ph:04702602227
8. Kerala Tourism Information Counter KSRTC Bus stand Kollam. Ph.0474-2475625.
9. Kerala Tourism Information Office Civil Station Pathanamthitta-689 645
Ph:091+468+2326409.
10. Kerala Tourism Information Office House Boat Terminal

Finishing Point Alappuzha Ph: 091+2477+2260722

11. Kerala Tourism Information Office Kottayam .Ph.04812562558.
12. Kerala Tourism Information Office Kumily Thekkady Idukki
Ph: 091+4869-222620
13. Kerala Tourism Information Office Boat Jetty Complex Marine Drive Ernakulam
Ph.0484-2351015
14. Kerala Tourism Information Office International Airport Nedumbassery Kochi
Ph: 091+484+2611308
15. Kerala Tourism Information Office International Airport Nedumbassery Kochi
(Domestic Terminal) Ph: 091+484+2611309
16. Kerala Tourism Information Office Fort Kochi Ernakulam. Phone: 0484- 2216656
17. Kerala Tourism Information office Railway Station Kozhikode
Ph: 091+495+2702606
18. Kerala Tourism Information Office Airport Karipur Kozhikode
Ph: 091+493+2712762
19. Kerala Tourism Information Office Kalpetta Wayanad
Phone: ++91-4936-204441
20. Kerala Tourism Information Office Railway Station Kannur. Ph: 0497-2703121
21. Tourist Information Counter Bus Station Kasaragod
Phone: 954994-221886

OUTSIDE KERALA

1. Kerala Tourism Information Office TTDC Complex Vallaja Road
Chennai -600 002. Email: keralatourismchennai@yahoo.com.
Ph: 091+44+25382639
2. Kerala Tourism Information Office Room No.256 Kerala House Jantar Mantar
Road New Delhi-110 001. Email: keralatourism.del@bol.net.in.
Ph: 091+11+23382067.
3. Kerala Tourism Information Office Dr. Kadamba Bus Station Building Panaji
Goa-403 001. Ph: 091+832+ - 2437797
4. Kerala Tourism Information Office 74 World Trade Centre Café Parade
Mumbai -400 005 Email: ticktmumbai@hotmail.com
Ph: 091+022+ 22830491 Tele Fax: 2203049
5. Kerala Tourism Information Office 22 Chinmayi Chatterji Sarani Kolkata – 700 033
Email: ticktkolkata@hotmail.com Phone: 033 – 24249225
6. Kerala Tourism Information Office Mysore K T I C Mayoora Yathri Nivas
J L B Road Hoisala Building Complex Mysore .Ph:0821-2422811



DEPARTMENT OF TOURISM

Park View, Thiruvananthapuram 695033, Kerala, India

Ph.: 0471 2560425, Fax: 0471 2322279

E-mail: research@keralatourism.org, www.keralatourism.org