



**Department of Tourism**

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**Press Release**

**Kerala ranked second in Travel Review Awards by global travel booking firm**

- **State bags honour in India's 'Most Welcoming Regions' category**
- **Mararikulam, Thekkady and Alappuzha featured among top 10 'Most Welcoming Cities' in Booking.com awards**

**Thiruvananthapuram, Feb. 08:** Kerala has been ranked second on the list of India's '10 Most Welcoming Regions' in the 13<sup>th</sup> annual Traveller Review Awards, instituted by the world's leading digital travel company Booking.com.

The travel booking company's awards honour travel partners across the globe, who consistently deliver outstanding hospitality and service and make travel experiences memorable for travellers, based on over 360 million verified customer reviews.

Kerala, which has consistently been featured on the list of India's '10 Most Welcoming Regions' category, has bettered its position this year from last year's third place.

Besides, Mararikulam, Thekkady and Alappuzha have been featured among the top 10 'Most Welcoming Cities in India' category with Mararikulam achieving the second position. Within the state, Munnar and Varkala have also been named the 'Most Welcoming Cities', showcasing the diverse experiences Kerala offers.

Tourism Minister Shri P A Mohamed Riyas said the recognition is a significant testament to the unique experience Kerala offers to its visitors.

"This shows, apart from our professional hospitality, the state's serene backwaters, picturesque landscapes and rich cultural heritage continue to captivate travellers from across the globe. It will provide adequate momentum to the efforts of Kerala Tourism to make a vital mark on the global tourism map," Shri Riyas noted.

Kerala Tourism Secretary Shri K Biju said these awards manifest the popularity of Kerala as a preferred tourism destination among tourists from all over the world as it turns out to be a perfect choice for those seeking tranquility or excitement with a blend of relaxation and adventure.

Kerala Tourism Director Smt Sikha Surendran said the honour is for the innovative initiatives and projects being implemented by Kerala Tourism. She added that the state envisages tourism projects realizing the latest trends in the sector as well as the tastes of tourists.



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In India, 15,674 partners were awarded, including 7,919 in Homes (up from 13,348 properties in 2024). Hotels remain a popular accommodation choice with 5,709 recipients in India, followed by homestays (2,438), apartments (1,651), resorts (1,172) and guest houses (1,160), reflecting a growing preference for unique and personalized travel experiences beyond traditional hotel stays.

Shri Santosh Kumar, Country Manager for India, Sri Lanka, Maldives and Indonesia at Booking.com, said: “Kerala exemplifies exceptional hospitality across India, offering a captivating blend of serene backwaters, lush hills and captivating culture. This year's awards truly showcase the incredible diversity of experiences India has to offer travellers.”

**Ends**