



Department of Tourism

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PRESS RELEASE

**Kerala attracts over 2.22 crore tourists in 2024; surpasses pre-pandemic record:
Tourism Minister**

- **K-Homes project to be implemented in four destinations initially**

Thiruvananthapuram, Feb. 12: Kerala attracted 2,22,46,989 tourists in 2024, which marked a substantial increase of 21 percent from the pre-pandemic period, Minister for Tourism and Public Works Shri P A Mohamed Riyas told the State Assembly today.

This huge upsurge in tourist arrivals shows that in the last couple of years the state has been erasing its previous record in arrival of tourists, the Minister informed the house during the Question Hour.

The K-Homes project, announced in the 2025-26 state budget for increasing accommodation for tourists by making use of unoccupied homes near major destinations, will be implemented initially at Kovalam, Kumarakom, Munnar and Fort Kochi, the Minister said.

The K-Homes project will take the growth of tourism to new heights, as it offers the tourists comfortable stay and a hands-on feel of local culture and cuisine. Special arrangements will be made for the implementation of the K-Homes project including online booking of stays in K-Homes, the Minister said.

The K-Homes project is expected to strengthen Kerala's hospitality sector. The state already has a large number of five-star and premium hotels while Government Rest Houses provide affordable and clean accommodation options for tourists.

In the initial phase, the project will be implemented within a radius of 10 km in the selected destinations, he said.

A project to bring women stakeholders in tourism sector under a single umbrella has been drawn up as part of initiatives to strengthen women-friendly tourism. So far, 17631 women have registered under the project through the Responsible Tourism Mission Society. They include tour operators, homestay owners, drivers and other tourism entrepreneurs.

The Global Women Conference on Gender Inclusive and Responsible Tourism held in Munnar presented before the world the successful Kerala model in this trendy segment, Shri Riyas said.



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Kerala Tourism signed a Memorandum of Understanding with Kerala Startup Mission (KSUM) to leverage the innovation ecosystem for tourism development. The pact envisaged a slew of innovative ideas including dissemination of information on digital platforms regarding destinations and tourist amenities, the Minister said.

The state's Design Policy has been leveraged to keep destinations environment friendly and aesthetically appealing.

The Destination Challenge project, which seeks to bring to fore lesser-known destinations, is being implemented in collaboration with Local Self Government Institutions. So far 40 such spots have been identified, the Minister said.

The Destination Challenge project is vital to maintain the growth as it supports the reigning global trend of 'Destination Dupe' which signifies tourists skipping tourist hotspots for lesser known, less crowded and affordable destinations, which ensure unforgettable holiday experiences.

Seeking to ramp up the state's reputation as an experiential tourism hub, training programmes for local stakeholders have been organized.

Also, campus-based Tourism Clubs have been roped in for development, upkeep and branding of destinations in their respective areas. A scheme to train students as tourism guides with proficiency in various languages has also been launched.

Local Youth Tourism Clubs have been formed across the state, with the participation of local service providers like taxi and autorickshaw drivers.

Farm Tourism is another segment identified for further development. The Responsible Tourism Mission Society has imparted training for 952 units. In this segment, 452 units are found to be performing well, out of which 103 units have been listed in the RT Mission's website.

As part of promoting heritage tourism, heritage walks with the participation of students will be organized, the Minister added.

Ends