

PRESS RELEASE

Kerala to hold B2B meet on Malabar tourism on Jan. 19

Tourism Minister to open 'Gateway to Malabar' at The Raviz Kadavu



Kozhikode, Jan. 14: Highlighting Malabar region's rich tourism potential which remains to be fully explored, Kerala Tourism is holding a business-to-business (B2B) meet on January 19 at Kozhikode to connect with key players in the travel and tourism industry from across India and forge meaningful collaborations with them.

Tourism Minister Shri PA Mohamed Riyas will inaugurate 'Gateway to Malabar: A Tourism B2B Meet', being organised by Kerala Tourism in collaboration with Metro Expedition, at The Raviz Kadavu hereat 9 am.

The meet will showcase the region's unique attractions, including adventure opportunities, culinary delights, vibrant arts, captivating folklore, and timeless heritage. Around 500 tour operators from Kerala and outside are to attend the meet.

Shri Riyas said the B2B meet aims to position Malabar as a top travel destination, besides fostering connections between local service providers, leading tour operators, and industry experts.

"Malabar has enormous tourism potential that needs to be tapped, to position it in the league of other well-known destinations of the state. This B2B meet will strive to build partnerships and enhance Malabar's visibility on the national and international tourism map," he added.

The B2B meet will serve as a platform for networking opportunities with senior decision-makers and tourism industry experts. The participants will also get insights into potential investments and collaboration opportunities through high-value business interactions. More importantly, business leaders will experience Malabar's adventure tourism potential first hand and have a brush with the region's culinary heritage, arts, folklore, and traditions.

Presentations on the potential of Malabar tourism and seminars on various topics will also be held as part of the meet that will provide a vivid understanding of investment opportunities in the region. It will also deliberate on a new travel circuit to promote Malabar tourism.



Department of Tourism
Pak View Thiruvananthapuram 695 033
Kerala India Fax: +91-471-2322279
Tel: +91-471-2326579 2321132
Email: info@keralatourism.org
marketing@keralatourism.org
www.keralatourism.org

A heritage walk will be conducted for the delegates of the meet to introduce the major attractions in the city. It will begin with a visit to Tali Temple at 6.30 am on January 19 followed by strolling around SM Street, Kuttichira Mishkal Mosque, Gujarati Street and Mananchira.

For more information, visit: <https://www.keralatourism.org/gateway-to-malabar-tourism-b2b-meet-2024/page/58> or contact: 9947733339, 9995139933.



All delegate applications will be reviewed by the B2B committee, and registrations will be accepted based on credentials.

Ends