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Press Release

Kerala Tourism creates a big pull in the Arab market

Thiruvananthapuram, May 5: The lush green flora and fauna of Kerala, its placid backwaters, breath-taking monsoon downpour, and the Ayurveda-themed pavilion of Kerala Tourism welcomed the Arab travellers at the Arabian Travel Market (ATM) 2015, being held at the Dubai World Trade Center.

The Arabian Travel Market, which was inaugurated yesterday, is a leading travel fair held annually in Dubai, and it provides a great opportunity to network with tourism trade in the Middle East.

Ambassador of India to the United Arab Emirates (UAE), Shri T P Seetharam, inaugurated the 310 square meters India Pavilion at the fair, in which Kerala Tourism finds a prominent space.

Shri Seetharam also visited the Kerala stand and interacted with the Kerala trade partners.

A delegation, led by Kerala Tourism Director Shri P I Sheik Pareeth and Kerala Tourism Development Corporation (KTDC) Managing Director Shri Ali Asgar Pasha, represented the state in four-day fair.

The inaugural function was enlivened by a captivating Kathakali performance by two artists from Kerala.

“Considering tourist arrivals to Kerala from the Middle East, Saudi Arabia is the main market followed by the UAE, Oman and Kuwait,” said Kerala Tourism Minister Shri A P Anil Kumar.

“In 2014, there were 48,346 tourists from Saudi Arabia, 17,475 from the UAE and 17,239 from Oman, who visited the state. From the Middle East alone, we have more than one lakh visitors,” he added.

“The Middle East is like a second home to many Malayalees and there is a great opportunity to network with tourism trade here”, said Kerala Tourism Secretary Shri G Kamala Vardhana Rao.

As part of this, trade meetings have been lined up at the Kerala pavilion.

Shri Sheik informed that the trade networking department is planning to conduct a massive destination promotional campaign targeting the promising Middle East market and Arab travellers.

The ATM will also serve as a venue for the Visit Kerala campaign in the Middle East, based on monsoon, Ayurveda and greenery.

The ten trade partners participating in the ATM are: Anantara Hotels & Resorts, Carnoustie Ayurveda & Wellness Resort, Chandys Windy Woods, Cheruthuruthy Eco Garden Resort & Spa, Intersight Tours & Travels, Kumarakom Lake Resort, Lake Palace Resort, Niraamaya Retreats, Ramada Alleppey and The Siena Village .

The ATM will be on till May 7