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Press Release

Kerala Tourism Wins Best Pavilion Award in Madrid

State's boat race-themed stand a big hit at second largest travel and tourism fair

Thiruvananthapuram, Jan 23: Kerala Tourism has emerged as one among the four winners at FITUR – the second largest travel and tourism fair in the Spain. The tourism department has bagged the award in the destination category along with Mexico, Japan and Nepal.

The event, attended by the Who's Who of global tourism sector had an eye catching Kerala Tourism pavilion themed on the fabled snake boat race that proved a crowd puller among delegates. 9,500 companies from 165 countries participated at the 36th edition of FITUR held from January 20 to 24.

A large number of visitors flocked to the Kerala pavilion, which was adorned by two replicas of the snake boats, making it one of the most-photographed pavilions at the FITUR.

The state pavilion, created with the stunning images of the boat races of Kerala, won the Best Stand award for design, communication and professionalism.

"The award for our pavilion at the famed travel and tourism trade show is a huge honour for our state," said Kerala Tourism Minister Shri A P Anil Kumar, who led the Kerala delegation at FITUR.

"The award shows the strength of the rich cultural traditions of our people, which makes all of us proud," said the Minister.

"The international award, which comes in the 'Visit Kerala' year, will certainly help our state achieve further growth in foreign tourist arrivals in the future," Shri Anil Kumar added.

The sprawling independent pavilion of Kerala Tourism built on a 60-square metre area, had participation from four co-exhibitors representing the state's private tourism and hospitality sector.

"It is a significant international honour bestowed at the world's second most important travel and tourism industry event," said Kerala Tourism Principal Secretary Shri G Kamala Vardhana Rao.

He also added that the award has increased the brand value of the state and with this comes more responsibility.

"The award not only consolidates our position as a top tourism destination in the world, but also makes us known in newer markets across the globe," the Tourism Principal Secretary added.

The FITUR, organised by Madrid's trade fair organisation, called IFEMA (Feria de Madrid), was held at the IFEMA Convention Centre, one of the biggest exhibition grounds in the world.



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Kerala Tourism Director Shri P I Sheik Pareeth said the award at FITUR would further encourage the tourism department to target further goals in the state's tourism sector.

"The award offers huge encouragement to all our stakeholders," Shri Pareeth added.

The award winning pavilion was conceived and designed by Stark Communications, the marketing agency of Kerala Tourism and executed by Art Director Sabu Sivan and team.

A whopping 1.25lakh trade participants attended the FITUR last year with over 97,000 visitors from the general public, who were eager to discover, assess and book the latest tourism products and services.

With its wide reach in the Spanish-speaking countries spread across the continents, FITUR is a global meeting point for tourism professionals and the leading trade fair for inbound and outbound Ibero American markets.

The co-exhibitors at the Kerala pavilion in FITUR were Ananthara Hotels & Resorts, Cgh Earth, Kumarakom Lake Resort, and Pioneer Personalized Holidays.

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