

# Kerala Travel Mart

> Motaz Othman - Kerala/India

The efforts of the private and public sector in the Indian province of Kerala combined to make a success of the travel mart held between September 20th – 23rd. Private hotel accommodation was organised for more than 800 buyers and journalists, half of them from outside India. The aim was to promote tourism to Kerala from inside and outside India.



General view inside the Mart

منظر عام داخل المعرض



Motaz Othman with the organizer Mr. Najib معنز عثمان مع السيد نجيب مدير المعرض

Two conferences dealing with responsible tourism and rural tourism were held during the mart. Ministers of tourism and public works gave several press conferences emphasising the government's determination to improve the quality of roads and infrastructure in Kerala. One of the distinguishing features of this

year's session was the pre-arrangement of meetings through the Internet between visitors and exhibitors. This saved time and effort and yielded positive results. The exhibitors expressed satisfaction with the excellent organisation of the exhibition. The invited visitors also expressed admiration for the level of organization and hospitality and

the facilities provided to them by the organizers. On the third day the exhibition was opened to the general public. ITM was a guest at this exhibition. We took part in all press conferences and distributed issues of the magazine to exhibitors and journalists. We also familiarized them with the website of the magazine. ■



Press conference

مؤتمر صحفي



Inside the boat house

بيت القارب من الداخل