



KERALA  
TRAVEL MART

## KTM 2022 - REPORT



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GLIMPSES OF  
KTM 2022  
KOCHI



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## MANAGING COMMITTEE - KERALA TRAVEL MART SOCIETY



Mr. Baby Mathew  
President



Mr. Jose Pradeep  
Secretary



Mr. K S Srinivas IAS  
Principal Secretary - Tourism  
Government of Kerala



Mr. P B Nooh IAS  
Director  
Department of Tourism



Mr. Jibran Asif  
Treasurer



Mr. James Kodianthara  
Vice President



Mr. Hari Kumar C  
Jt. Secretary



Mr. Abraham George  
Ex officio (Immediate Past President)



Mr. Janeesh J  
Committee Member



Mr. Jobin Joseph  
Committee Member



Ms. Mallika Dinesh Kumar  
Committee Member



Mr. Manoj Babu  
Committee Member



Ms. Nirmala Lilly  
Committee Member



Mr. Rakesh O M  
Committee Member



Mr. Riyaz U C  
Committee Member



Mr. Scaria Jose  
Committee Member



Mr. Silendran M  
Committee Member



Mr. Swaminathan S  
Committee Member



Mr. Vinod V  
Committee Member



Mr. Zaheer E N  
Committee Member





**P. A. MOHAMMED RIYAS**  
MINISTER FOR  
PUBLIC WORKS AND TOURISM  
GOVERNMENT OF KERALA



Thiruvananthapuram  
Date: 23.04.2022

## MESSAGE

I am extremely happy to know that the 11th edition of Kerala Travel Mart will be taking place in Kochi from 5th- 8th May 2022. I am pretty confident that the KTM 2022 will contribute a lot in bringing confidence among the travel & tourism industry which has been on a standstill for the last two years due to the Covid 19 pandemic. It will definitely be a platform for the industry to reconnect with their counterparts within the country and abroad. Wishing all the stakeholders in the sector a very productive KTM and let the industry flourish as in the past.

  
**P A MOHAMMED RIYAS**

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Government Secretariat, Thiruvananthapuram-695 001





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## *Message*



Dear friends,

Kerala Travel Mart Society is gearing up for the 11th edition of Kerala Travel Mart. Since its inception, KTM has been a key player in promoting travel and tourism destinations across Kerala. KTM has successfully exhibited Kerala as a top destination for buyers and sellers both from domestic and international markets. The latest edition of KTM would be beneficial in reviving the domestic tourism sector from the setbacks due to the Covid19 pandemic. I believe that KTM 2022 would be the best of the editions that have happened so far and will provide innovative solutions to boost Kerala as the top tourist destination, exploiting its true potential. I am pleased to welcome you to Kerala for a productive and enjoyable travel trade show.

**Baby Mathew**

President

Kerala Travel Mart Society.

## *Message*



Dear friends,

Kerala Travel Mart is one of the biggest marts in the world. Having made its mark as the leading travel mart in the country, KTM has played a significant role in developing and promoting Kerala tourism both in domestic and international markets. In the post-Covid scenario, Kerala Travel Mart would be a harbinger of rejuvenation to Kerala's domestic tourism. I am sure the expo will bring together key players in the travel, tourism, and hospitality segment and devise innovative ways to revive our tourism sector in the post- Covid situation.

Thank you to all for your support in helping us.

**Jose Pradeep**

Secretary

Kerala Travel Mart Society



## KERALA TRAVEL MART 2022 – A REPORT

Kerala is a unique destination in many ways, right from various landscapes to preserved heritage. Its development and strong economy make it reliable and easy for tourists to visit with all facilities required. It is not just the locations, but also the wide range of activities and experiences that are curated and offered here are attracting the travelers.

With a view to build an umbrella institution representing all spectra of Travel, Tourism & Hospitality industry of Kerala, the Kerala Travel Mart Society (KTM) under the Travancore - Cochin Literary, Scientific and Charitable Societies Registration Act 1965 was formed on 9th August 2000. Thereafter the KTM has become one of the glittering examples of Private - Public Partnership across all fields in Kerala. The 1st edition of KTM was conducted in the year 2000.

The Kerala Travel Mart has become an integral part of events in the field of Tourism. The biennial event has been successful in bringing travel agents from all over the globe to familiarize with the destinations and tourism activities in Kerala, under one program.

The Mart creates a great learning experience for the buyers, while sellers get an insight on the requirements which has been a major reason for progress and innovative moves in Tourism.

The Kerala Travel Mart has been taking place continuously in every two years since its inception. But, due to the Covid-19 pandemic, we could not make it happen in the year 2020. However, conducted a virtual Mart from 1st -10th March 2021 with the active support of Dept of Tourism, Govt of Kerala and it was a great success.

In the Managing Committee Meeting held on 08.11.2021, it was proposed to conduct the 11th edition of the Mart from 24th - 27th March 2022 subject to the approval of the Government.

In the Managing Committee meeting held at Mascot Hotel, Thiruvananthapuram on 16.11.2021, which was addressed by the Hon Minister for Tourism and the Director- Kerala Tourism, it had been decided to conduct KTM in March 2022 and various Sub Committees have been formed for successful conduct of the event.

## ORGANISING COMMITTEES

The organising Committee of KTM 2022 has been constituted as follows.

### KTM 2022 - Organizing Committee

Position Held	Name of Person
Chief Patron	H'ble Minister for Tourism
Patron	Chairman - KTDC
Chairman	Addl. Chief Secretary - Tourism Govt. of Kerala
Vice Chairman	Director - Tourism Govt. of Kerala
Vice Chairman	Mg. Director - KTDC Ltd
Vice Chairman	Imm Past President- KTM Society
Vice Chairman	Past President
Vice Chairman	Past President
Vice Chairman	Past President
General Convener	President - KTM Society
Convener	Hon. Secretary - KTM Society
Convener	Vice President - KTM Society
Jt. Convener	Hon. Jt. Secretary - KTM Society
Treasurer	Hon. Treasurer- KTM Society
	Adv. P A Mohammed Riyas
	Mr. P K Sasi
	Dr. Venu V IAS
	Mr. V R Krishna Teja Mylavarapu IAS
	Mr. V R Krishna Teja Mylavarapu IAS
	Mr. Abraham George
	Mr. Jose Dominic
	Mr. E M Najeeb
	Mr. Riaz Ahmed
	Mr. Baby Mathew
	Mr. Jose Pradeep
	Mr. James Kodianthara
	Mr. Hari Kumar C
	Mr. Jibran Asif



## FUNCTIONAL SUB COMMITTEES

Position Held	Name of Person	
Chairman - Accommodation Committee		Mr. S Swaminathan
Chairman - Airlines Committee		Mr. Riyaz U C
Chairman - Buyer - Seller Co-ordination Committee		Mr. Zaheer E N
Chairman - CSR Agenda 9		Mr. Jose Dominic
Chairman - International Buyers' Committee		Mr. Silendran M
Chairman - Domestic Buyers' Committee		Mr. Jibran Asif
Chairman - E-Marketing & Social Media Committee		Mr. Scaria Jose
Exhibition Committee	Chairman	Mr. Jose Pradeep
	Co-Chairman	Mr. Sibi Mathew
Finance Committee	Chairman	Mr. E M Najeeb
	Co-Chairman	Mr. Jose Mathew
Information & Technology Committee	Chairman	Mr. Janeesh J
	Co-Chairman	Mr. Biju George
Marketing Committee	Chairman	Mr. Jobin Joseph
	Co-Chairman	Mr. Lalith Viswakumar
Media Committee & PR Committee	Chairman	Mr. Baby Mathew
	Co-Chairman	Mr. Siji Nair
Post & Pre Mart Tours Committee	Chairman	Mr. Abraham George
N. Kerala Post & Pre Mart Tours Committee	Chairman	
	Co-Chairman	Mr. Rakesh O M
		Dr. Srikumar G
C. Kerala Post & Pre Mart Tours Committee	Chairman	Mr. Vinod V
	Co-Chairman	Mr. Jose Abraham
	Co-Chairman	Mr. Vimalroy V
S. Kerala Post & Pre Mart Tours Committee	Chairman	Mr. Manoj Babu
	Co-Chairman	Mr. R. Sisupalan
Programme & Cultural Committee	Chairman	Ms. Mallika Dinesh Kumar
Sellers Committee	Chairman	Mr. Abraham George
	Co-Chairman	Mr. Jose Mathew
Reception Committee	Chairman	Ms. Nirmala Lilly
Seminars & Workshops Committee	Chairman	Mr. Riaz Ahmed
	Co-Chairman	Ms. Nirmala Lilly



Sponsorship Committee	Chairman	Mr. James Kodianthara
Transportation Committee	Co-Chairman	Mr. Raju Kannampuzha
	Chairman	Mr. Hari Kumar C
	Co-Chairman	Mr. P M Ross Masood
Member Secretary	CEO- KTM Society	Mr. K S Shine / Mr. Rajkumar K

Later, in the MC meeting held on 20.01.2022 through Zoom video conference, considering the surge in the Covid cases and the restrictions imposed by India Govt and the Govt of Kerala, it had been decided to reschedule the KTM 2022 to 5th-8th May 2022 and asked all the subcommittees to go ahead with the preparations for the event as per the revised schedule.

It was expected that we could announce to the world that Kerala Tourism has bounced back after the setback due to Covid-19 pandemic by conducting a successful mart, the same way that the mart's 2018 edition could lend fresh energy to Kerala's tourism and helped it regain ground after the year's flood.

This year's KTM had accorded importance to Kerala Tourism's pioneering Caravan Tourism and products in adventure tourism activities in addition to its USPs like Ayurveda, Backwaters etc.



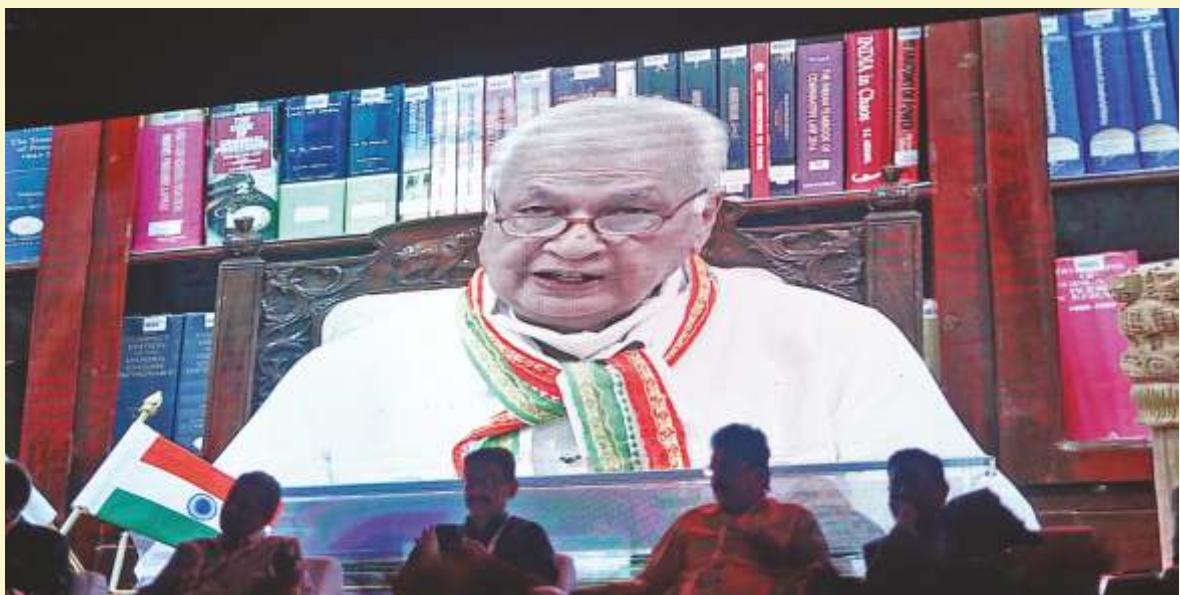
*Press meet convened by Adv. P. A. Mohammed Riyas, Hon'ble Minister for Tourism, Govt. of Kerala on 30th Nov. 2021.*

- The Managing Committee meeting held on 04.02.2022, decided to finalize the schedule of events of KTM 2022 as detailed below.

## KTM 2022 - SCHEDULE OF EVENT

30.04.2022	- The Pre-Mart Tour starts
05.05.2022	- 04.00 PM - Snake Boat Race show as part of the curtain raiser of Champions Boat League 2022
05.05.2022	- 04.30 PM- Assembling of all buyers & sellers at the Liva Hall @ Grant Hyatt, Bolgatty Kochi
05.05.2022	- 05.00 PM - Inauguration of the 11th Edition of Kerala Travel Mart by Hon Chief Minister in the august presence of other dignitaries
05.05.2022	- 07.00 PM Inaugural Dinner at Grand Byatt
06.05.2022	- 09.00 AM Inauguration of the Mart at Samudrika Convention Centre, W Island Kochi
06.05.2022	- 09.30 AM - 06.30 PM - Business Session
06.05.2022	- 03.00 PM - 04.30 PM - Seminar Session -1
06.05.2022	- 07.00 PM - Networking dinner @ Le Meridien, Kochi
07.05.2022	- 09.30 Am - 06.30 PM - Business Session
07.05.2022	- 11.00 AM - 12.30 PM - Seminar Session -2
07.05.2022	- 03.00 PM - 04.30 PM - Seminar Session- 3
08.05.2022	- 09.30 AM - 1.00 PM - Business Session
08.05.2022	- 11.00 AM - 12.30 PM - Seminar Session -4
08.05.2022	- 01.00 PM - 06.30 PM - Mart Open for Public
08.05.2022	- 04.00PM - Valedictory Function
09.05.2022	- Post Mart Tours Starts

- In the MC meeting held on 18.02.2022, it was also discussed in detail and decided to introduce new protocols to make the event a 'Green' one to the maximum extent possible and to request all the sellers to go for eco-friendly materials for stall do ups and decorations.
- To enable the sellers to cut their cost in decorating the stalls and to make it a Green Mart, it has been decided to seek their opinion to go for a uniform pattern for all the stalls and decided to forward the costings obtained from a few vendors to the registered sellers.



*His Excellency, the Governor of Kerala Shri Arif Mohammed Khan inaugurating the KTM- 2022 online.*



## **KTM 2022 - INAUGURAL FUNCTION**

The 11th edition of Kerala Travel Mart organized with the active support of the Dept of Tourism, Govt of Kerala and the Ministry of Tourism, Govt of India, was inaugurated on 5th May 2022 at Grand Hyatt Bolgatty Kochi. Since a Model Code of Conduct was in effect in Ernakulam District in view of the bye- election to the Thrikkakara Assembly Constituency, the Hon Chief Minister of Kerala, who was supposed to inaugurate the event and other Ministers could not attend the event. Hence the event was formally inaugurated by Shri. Arif Mohammed Khan, His Excellency the Governor of Kerala online in a function presided over by Shri. K S Sreenivas IAS, Principal Secretary, Kerala Tourism. Padma Shri M A Yusuf Ali, Chairman & Managing Director, Lulu Group International was the Guest of Honour in the function and the Minute-Minute programme was as follows.



## KTM 2022 - INAUGURAL PROGRAMME AT GRAND HYATT 5TH MAY 2022

Sl No	Programme	Name of Dignitary	Time
1	Prayer		05.55 pm
2	Welcome speech	Shri. Baby Mathew President, Kerala Travel Mart Society	06.00 pm
3	Presentation	Shri. V R Krishna Teja IAS Director - Kerala Tourism	06.10 pm
4	Presidential Address	Shri. K S Srinivas IAS Principal Secretary - Kerala Tourism	06.25 pm
5	Inauguration (Online)	<b>His Excellency the Governor of Kerala</b> <b>Shri Arif Mohammed Khan</b>	06.35 pm
6	Lighting the Lamp		06.45 pm
7	Keynote Address	Dr. Venu V IAS Addl Chief Secretary, Govt of Kerala	06.50 pm
8	Guest of Honour	<b>Padma Shri M A Yusuff Ali</b> Chairman & Managing Director LULU Group International	07.00 pm
9	Release of Sellers Directory	Shri. P K Sasi Chairman, KTDC LTD	07.10 pm
10	Felicitation	Smt. Vigneswari IAS Managing Director KTDC LTD	07.16 pm
11	Felicitation	Sri. Mohammed Farouk Regional Director, MOT, Govt of India	07.19 pm
12	Vote of Thanks	Shri. Jose Pradeep Hon. Secretary- Kerala Travel Mart Society	07.22 pm

There was a curtain raiser show of the Champions Boat League at 04.00 PM on 5th May 2022 at the backwaters in the precincts of the Grand Hyatt Kochi and there was a cultural programme prior to the inaugural function of KTM 2022. The inaugural function was followed by a dinner.





## PERFORMANCE OF EACH FUNCTIONAL SUB COMMITTEES

All the Sub committees were assigned with the tasks of their own and the Chairmen of each committee were given freedom to coopt as many members as they desire.

### Accommodation Committee

The committee oversaw providing accommodation to the buyers, media, Officials, office bearers of National Travel & Tourism Trade Associations who attended the KTM 2022. The committee experienced a major challenge in getting rooms in Kochi Hotels despite the last KTM, due to the shortage of inventory in view of the Covid 19 related lock downs, over booking at the hotels, shortage of staff strength at the hotels etc. The committee had a series of physical meetings at the KTM Secretariate, visiting the properties physically and calling the hotels to make good the requirement. The Committee managed to get maximum number of rooms in Kochi hotels itself and a few rooms in Airport Hotels, Kumarakom etc. All the hotels magnanimously offered the rooms on complementary basis. The details of hotels who contributed to the room bank is appended to this report.



### Exhibition Committee

Identify the Venue with costing, finalize the vendors for the Mart, ensure all necessary permissions, collecting demands of sellers for stalls, food coupons, inaugural dinner and other dinners, if any, preparation of stall layout, allotting stalls to sellers, dismantling of stalls and observing green protocol with CSR Committee, parking, housekeeping and all related activities for the conduct of KTM 2022 were the duties assigned to this Committee.

The MC meeting held on 16.11.2021 decided to conduct the event at the Samudrika & Sagara Convention Centres of the Cochin Port Trust at Willingdon Island and preparations were started accordingly.

The Director, Department of Tourism vide his letter dt. 30.11.2022 had written to the Chairperson, Cochin Port Trust to allot the halls for conduct of the Mart from 15th - 29th March 2022 ( Samudrika Hall) and from 7th - 30th March 2022 (Sagara Hall) and later on the basis of the change in dates it has been amended as 18th April - 11th May 2022. A series of meetings were held with the Chairman and other officials of the CPT later on.

- The exhibition was formerly inaugurated by Shri. K S Sreenivas IAS, Principal Secretary - Kerala Tourism at 09.00 am on 6th May 2022.

- The Pavilion of Responsible Tourism mission was also a crowd puller with innovative ideas and activities.
- The sellers' food court which catered around 2000 pax daily was managed by the Rehumaniya Caterers Kochi.
- There were four counters at the Buyers' Food court as detailed below
  - a. Pandhal by CGH Earth
  - b. Veg Counter by Bharath Tourist Home (BTH)
  - c. North Indian Dishes by Citrine Hospitality
  - d. Ayurvedic menu by the Somatheeram Ayurvedic Beach Resort
- There was a 'Thattukada' managed by the Kudumbasree Mission also who served Tea/Coffee and snacks all through the days.
- Emergency medical facility and ambulance services were provided by the Cochin Port Trust
- Fire and Rescue services were also provided by the Cochin Port Trust
- The whole event was insured for an amount of Rs.2.5 Crores with M/s. National Insurance Company Ltd

### **Sellers' Committee**

To Make sure all the sellers are informed on the facilities of KTM Mart, Registrations / procurement of stalls, pricing, fascia check, do's & don'ts etc were the task assigned to the Committee. The Committee had to work very closely with exhibition committee.

The sellers committee had many rounds of meetings to finalise the stall size, stall rent etc etc. To tide over the financial constraints of the KTM members due to the Covid 19 lockdowns, the Committee had recommended to slash the rates of stalls to 50% of what was charged in the KTM-2018 and for the home stays and houseboats to charge a nominal amount of Rs.2000/- per table space, and the Managing Committee wholeheartedly accepted this proposal. The committee conducted four rounds of sellers' presentation online to make the sellers aware of the modus operandi of the whole business of the mart and to make them aware of the usage of technology in the conduct of the mart.

There were 302 sellers ranging from table space to stall size of 7.5 x 2.5 x 2.5 metres.

*List of sellers appended.*

### **Sponsorship Committee**

Sponsorship committee came up with a proposal with various sponsorship options and this edition of KTM could mobilise a considerable number of sponsors.

- India Tourism occupied an area of 35 sq metres as against the financial assistance of Rs.25 Lakhs to this year's KTM
- Karnataka Tourism had also occupied a stall of 5.0 metres x 2.5 metres
- Caravan Tourism was the highlight of this years' KTM and there were three companies to showcase their products viz. Bharth Benz, CamperVan and Spiceland Tours. The State Bank of India occupied a sponsor's stall to exclusively showcase their products in connection with the financing for Caravans.



## KTM 2022 - SPONSORSHIP

1. Kerala Tourism
2. Ministry of Tourism, Govt of India
3. Karnataka Tourism
4. Cochin Port Authority
5. Somatheeram Ayurveda Group
6. Hyatt India Consultancy Pvt Ltd
7. Hyatt Regency Thrissur
8. Carmelia Heaven Vandanmedu
9. Spice Routes Cruises Alappuzha
10. Chipsan Aviation Pvt Ltd
11. Waterways Leisure Tourism Pvt Ltd
12. Campervan Camps & Holidays India Pvt Ltd
13. Indigo Airlines
14. State Bank of India
15. Metro Mart Thiruvananthapuram
16. Bacardi India
17. United Breweries
18. Grover Zampa
19. Scarlet Bleu Beverages



## BUYERS' COMMITTEE - INTERNATIONAL

The task assigned to the committee was to source international quality buyers for the success of KTM, proper grading of buyers for room allotments, suggest reimbursement amount towards air ticket for international buyers etc.

The committee started its functioning in November 2021 itself by airing emails to the prospective buyers as per the database available with KTM and the committee members. In order to woo more buyers, the registration, which was initially fixed as 10.04.2022, had been extended to 25.04.2022.

It has also been decided in the MC meeting held on 04.02.2022 to approve the proposal of the Chairman International Buyers' Committee for the partial reimbursement of airfare as follows.

### KTM 2022 - Reimbursement to Buyers

<b>1000 USD</b>	<b>750 USD</b>	<b>500 USD</b>	<b>250 USD</b>
Argentina	Australia	Armenia	Korea
Brazil	New Zealand	Belgium	Latvia
Canada		Bulgaria	Lithuania
Chile		China	Netherland
Mexico		CIS	Nigeria
North America		Czech Republic	Norway
South America		Europe	Philippines
Colombia		France	Poland
		Germany	Portugal
		Israel	Russia
		Italy	Scandinavia
		Japan	South Africa
		Jordan	Spain
		Kazakhstan	Sweden
		Kenya	UK
		Austria	Uzbekistan
		Greece	Zimbabwe
		Hungary	Switzerland
		Ukraine	

Total International buyer registrations - 520

Total buyer approved - 308

Total buyers attended - 234 (includes both hosted and non-hosted)

The Committee could bring in a considerable number of quality buyers in spite of the current situation. However, the exorbitant rate of airfare in the international sector deprived of many buyers to attend the mart.



## BUYERS COMMITTEE - DOMESTIC

To source quality domestic buyers for the success of KTM, proper grading of buyers for room allotments, refund of their deposit amount after successful completion of the event were the duties entrusted to the committee. The committee recommended for partial reimbursement of airfare to the domestic buyers as follows

- a. North and North- East India - Rs.6000/-
- b. Central India - Rs.4,500/-
- c. South India - Rs.3,000/-

- It has been decided to collect a refundable deposit of Rs.5,000/- towards confirming the domestic buyers' registration.

Total Buyer registrations received	- 1883
Total Buyer approved	- 985
Buyers attended	- 897 (includes both hosted and non-hosted)

## Buyer-Seller Co-ordination Committee

To co-ordinate buyer-seller appointments, to ensure each buyer received the appointment sheet, to work very closely with the Buyer and IT Committees were the tasks of the Committee.

## Transport Committee

The Committee had a series of meetings physically and online to finalise the selection of transport operators. Being one of the Committees with most tangible and direct contact with the buyers, the Committee worked very hard to tide over the challenges.

## IT Committee

Propose IT enabled up gradation for KTM, liaison with E-Marketing, Marketing and Exhibition Committees for proper implementation of IT support, proper monitoring of CRM, web site and other IT related activities of KTM like Tags, ID Card, Passes, Bar Code for appointments etc were the duties assigned with IT Committee.

With a view to make the KTM 2022 an IT enabled event, preparations had been started well in advance. The successful conduct of Virtual KTM in 2021 inflicted confidence to the Managing Committee to go for a KTM supported by Information Technology.

IT Committee was entrusted with the most tedious job of automation of the KTM as a whole right from bringing up a new portal to the conduct of the mart in a fully automated manner. More than 200+ (Virtual + Physical) meetings were conducted for the purpose during the last 3 years. The same couldn't be possible without the timely support of our technology vendor & unstinted support of fellow committee members.



## MART DATA IN A NUTSHELL :

### 1. Registration

Type	Total Registration	Approved	Attended
International Buyer	520	308	234
Domestic Buyer	1883	985	897
International Media	87	50	30
Domestic Media	128	91	81

### Country wise International Buyers List

Name of the country	Attended
Argentina	1
Australia	11
Bahrain	2
Bangladesh	5
Brazil	8
Canada	4
Chile	1
Czech Republic	1
France	16
Germany	11
Guadeloupe	1
Iran	2
Israel	7
Italy	9
Kazakhstan	4
Kenya	1
South Korea	1
Kuwait	1
Lebanon	1
Malaysia	8
Mexico	7
Nepal	2
Netherlands	5
New Zealand	2

Name of the country	Attended
Oman	5
Philippines	1
Poland	5
Portugal	2
Qatar	4
Romania	1
Russia	11
Singapore	4
Slovakia	3
South Africa	9
Spain	7
Sri Lanka	2
Sweden	4
Switzerland	2
Taiwan	1
Thailand	3
Tunisia	4
Ukraine	9
United Arab Emirates	12
United Kingdom	21
USA	11
Zimbabwe	2
<b>Grand Total</b>	<b>234</b>



### State Wise Domestic Buyers List

State	Attended	State	Attended
Andhra Pradesh	32	Maharashtra	224
Assam	3	Orissa	3
Chandigarh	1	Punjab	6
Delhi	193	Rajasthan	12
Goa	1	Tamil Nadu	96
Gujarat	132	Telangana	23
Haryana	52	Tripura	4
Himachal Pradesh	1	Uttar Pradesh	35
Karnataka	53	West Bengal	11
Madhya Pradesh	15	<b>Total</b>	<b>897</b>

### 2. Total No. of Appointments scheduled

Buyer Type	Appointments Scheduled	Allied Meetings
International	13566	1850
Domestic	35421	4140
<b>Total</b>	<b>48987</b>	<b>5990</b>

### E - MARKETING & SOCIAL MEDIA

Coordinate entire digital marketing of KTM - Social media, Pinterest, YouTube, Instagram, Twitter, Newsletter, email, WhatsApp, promotional videos, publishing news letter on time etc. were the assignment of the Committee.

The Committee was assigned with the charges of delivering as much visibility to the KTM in the social media. The Committee tried its level best with more engagement in the cyber space. The contents and creatives were good.

#### Finance Committee

To ensure to get budget from all committees, submit the final budget to MC for approval, follow up with government to get financial assistance etc were the duties assigned with the committee. As recommended by the Committee vendors/agencies for major works were selected through a tender process.

#### Marketing Committee

Market KTM in all formats:- identify new markets / buyers, preparation of hoarding, supply of brochures of KTM in road shows and overseas marts.



### **Media & PR Committee**

Responsible for all Media related activities viz, arrangement of press release and press conferences, coordination with media persons and press clubs etc.

### **Airlines Committee**

Liaise with Airlines on behalf of KTM and try to obtain FOC / Discount air passage for buyers and media from all possible airlines for both domestic & international buyers/media.

The committee could rope in the Indigo Airlines as the official airline partner and they have offered a discounted rate for the domestic buyers with a Promo Code. On the request from the Kannur International Airport Ltd, M/s.Indigo Airlines operated a Chartered Flight for the buyers and Media to travel to Kannur as part of the Post Tour.

### **CSR [Agenda 9] Committee**

As per the recommendation of the Committee, the KTM 2022 has been designed as a Green Mart strictly adhering to avoid plastic and other similar materials and the use of paper has also been minimized to the best level possible. To control carbon emission, KSEB electricity connection has been used at the Mart Venue by hiring the dedicated HT connection of CPT.

## **PRE & POST MART TOURS**

Overall co-ordination of the pre & post mart tours viz. accommodation for rooms to operate pre / post tours, liaison transportation committee & guides, coordination with Chairman's Central, North & South Kerala for effective operation of pre / post

The MC Meeting held on 09.02.2022, on the basis of the recommendation from the Pre & Post Mart Tours Committee decided to include MICE also one of the itineraries for the post mart tours depending on the number of registrations. Overall there were 18 numbers of itineraries for the Pre & Post Mart Tours (Pre Mart Tours- 6 & Post Mart Tours-12).

Post tour to international buyers have been delivered free of cost. However, it has been decided to fix charges for the post mart tours for the domestic buyers as follows

- a. 2 nights tours -Rs.3000 +GST
- b. 3 nights tours -Rs.4000 +GST
- c. 4 nights tours -Rs.5000 +GST
- d. 5 nights tours -Rs.6000 +GST

### **List of KTM 2022- Pre Mart Tours**

1. M/NK-1/22-Kannur-Kasaragod-Wayanad-Calicut-Cochin
2. M/NK-2/22-Kannur-Kasaragod-Wayanad-Calicut -Bepore-Nilambur-Thrissur-Muziris-Cochin
3. M/CK-1/22 -Cochin-Marari-Kumarakom-Thekkady-Munnar-Cochin
4. M/CK-2/22 -Cochin-Munnar-Munnar Tented Camp-Thekkady-Kumarakom-Cochin



5. M/AYUR/22 - Cochin - Nattika - Guruvayoor - Nattika - Palakkad - Athirampally
6. M/SK/22 - Kovalam - Padmanabhapuram Palace - Kovalam - Jadayu / Munroe Island - Kollam - Alleppey - Cochin

#### **List of KTM 2022- Post Mart Tours**

1. NK - 01/22 - Cochin - Kannur (Charter Flight) - Nileeshwaram - Wayanad- Calicut
2. NK - 02/22 - Cochin - Calicut - Wayanad - Kannur (4N/5D)
3. NK - 03/22- Cochin - Calicut - Wayanad - Kannur - Kasargode - Nileeshwaram - Kannur(5N/6D)
4. NK - Ayur/22 - Cochin - Nattika - Palakkad - Athirampally - Cochin (3N/4D)
5. CK - 01/22 - Cochin - Kumarakom - Thekkady-Munnar - Cochin (4N/5D)
6. CK - 02/22 - Cochin - Alleppey - Cochin (2N/3D)
7. CK - 03/22 - Cochin -Thekkady- Wildlife - Mountains-Munnar -Cochin (4N/5D)
8. CK - 04/22 - Cochin - Cherai- Athirampally (2N/3D)
9. SK - 01/22 - Cochin - Alleppey-Kollam - Padmanabhapuram Palace - Trivandrum (4N/5D)
10. SK - 02/22 - Cochin - Alleppey - Varkala - Trivandrum (4N/5D)
11. SK - Ayur/22 - Cochin - Varkala - Kovalam - TVM (4N/5D)
12. MICE Tour - Cochin - Kumarakom -Trivandrum - Kovalam

#### **PROGRAMME & CULTURE**

Co-ordinate the cultural programme on the inaugural day, identify artist / musicians etc. propose the theme for KTM inaugural for the managing committee approval. Liaising with all committees.





### **Cultural & Networking Dinners**

- Inaugural function was very colorful, well-choreographed and stuck to time frame and at desired budget.
- Performances at second day dinner at Le meridian were engaging and loved by all.

### **Reception Committee**

To ensure inaugural day functions liaised with respective committees [Especially program & culture, PR & Managing Committee], receiving the delegates at the venue, protocol at the stage, receiving higher dignitaries etc were the duties of Committee.

## **SEMINAR COMMITTEE**

Topic selection, keynote speaker's selection, subject experts, scheduling the seminars, mementos to seminars speakers etc were the assignments of the committee. The sessions of the seminar were as follows.

### **Seminar Sessions & Panellists**

06.05.2022 03.00 PM - 04.30 PM

#### **a. Changing Trends in Travel**

1. Cutting a new path

- DR. Venu V IAS, Addl Chief Secretary,  
Govt of Kerala

2. Path to sustainable tourism

- Ms. Rika Jean Francois,  
Commissioner for CSR (ITB)



- 3. Expectation of the global traveller
- 4. Rise of Domestic Tourism

- DR. Amit Sharma, Vice President  
Abercrombie & Kent (A&K), New Delhi  
- Mr. Samir M C, Managing Director,  
ITC Fortune Hotels & Welcome Heritage



### **b. God's Own Country - Version 2.0**

07.05.2022 11.00 AM - 12.30 Noon

- 1. Mr. K Jayakumar IAS (Rtd), Director- IMG Thiruvananthapuram, Former Chief Secretary, Kerala & Founding Vice Chancellor, Malayalam University
- 2. Mr. Suman Billa IAS, Principal Secretary, Industries & NORKA, Govt of Kerala
- 3. Mr. Sandeep Dayal, Director, Journey Mart, New Delhi

### **c. Potential Areas of Tourism in Kerala**

07.05.2022 03.00 PM - 04.30 PM

- 1. Scope of Adventure Tourism in Kerala - Mr. Pradeep Murthy, Founder- Muddy Boots Vacations & Treasurer, Adventure Tour Operator Association of India (ATOAI)
- 2. Insight to Kerala Cuisine
- 3. Experiential Tourism

- Mr. Suresh Pillai, Director, RCP Hospitality  
- Mr. Rupesh Kumar K, State Coordinator, Responsible Tourism Mission, Kerala.



#### **d. Kerala - Attractions Beyond Nature**

08.05.2022 11.00 AM - 12.30 Noon

1. Why Ayurveda “in Kerala” ?	- Dr. D K M Ikbal Senior Professor, Vaidyaratnam Ayurveda College, Thrissur
2. Experience of an Ayurveda promoter	- Ms. Irina Gurieva, MD, Top Tours, Ukraine
3. Muziris Heritage Trail	- Dr. B Venugopal, Former Director, National Museum of Natural History, New Delhi
4. Jatayu Earth Centre - An overview	- Mr. Rajiv Anchal, Chairman, Jatayu Earth Center

*Due to unavoidable prior commitments, Mr. Rajiv Anchal could not participate.  
The committee could select a decent range of topics and good choice of speakers.*

## CONCLUSION

The overall conduct of the mart was very good and the KTM 2022 could contribute a lot giving confidence to the Travel, Tourism and Hospitality Industry which has been on a standstill in the past two years due to the Covid 19 Pandemic. Being one of the major events in the country after the Pandemic, it has given an opportunity to both the sellers and buyers for a reunion and brush up their relations. There has been a tremendous hype in the number of business enquiries and bookings post the KTM 2022 and this would definitely benefit both the buyers and sellers in the days to come. The outcome of the Mart in terms of business meetings was outstanding and all the sellers who participated in the mart could attract a good number of appointments and business deliberations. The event could also induce a positive vibe among the industry, despite the standstill it has been going through because of the Covid 19 Pandemic.



## ANNEXURE - 1

### KTM 2022 – Hospitality Rooms at Cochin for Mart days

As requested by the Accommodation Committee, a total of 3236 (809 rooms x 4 nights) room nights have been provided by the member hotels and others in Kochi on complimentary basis. List of members and associations who have provided hospitality for the registered delegates of KTM 2022 is detailed below.

01	Abaam Hotel- Kakkad	26	Ginger Kalamassery
02	Abaam Hotel- Vytilla	27	Gokulam Park
03	Abad Atrium	28	Grand Hotel
04	Abad Fort	29	Grand Hyatt
05	Abad Metro	30	Harbour View
06	Abad Plaza	31	Holiday Inn
07	Aiswarya Hotel	32	Hotel Airlink Castle
08	Aquatic Resort	33	Hotel Execelcy
09	Bharat Hotel	34	Hotel Fort Queen
10	Bolgatty	35	Hotel Hill Palace
11	Broad Bean	36	Hotel Pearl Dunes Pvt Ltd
12	Brunton Boatyard	37	Hotel Presidency - Deluxe Block
13	BTH Sarovaram	38	Hotel Presidency - Std Block- old
14	Casino Cochin	39	Hotel Yuvarani Residency
15	Coral Isle	40	Ibis Kochi
16	Courtyard by Marriott Kochi Airport	41	Keys Select Hotel Kochi
17	Crowne Plaza	42	Kochi Marriott Hotel
18	Dunes Continental	43	Le Meridien Kochi
19	Dutch Bungalow	44	Lotus 8 Airport
20	E05 City Inn, Aluva	45	Luminar A Unit Of Elite Tourist Home
21	Eighth Bastian	46	Mahindra Aroorkutty
22	Flora Airport	47	Nikko Hotels
23	Forte Kochi KLR	48	Novotel
24	Four Point Sheraton	49	Old Harbour
25	Fragrant Nature Kochi (Masafi Developers Pvt. Ltd)	50	Olive Downtown
		51	Park Residency



52	PGS Vedanta	62	The Malabar House Fort Kochi
53	Port Muziris, a Tribute Portfolio Hotel	63	The Mercy
54	Radisson Blu	64	Travancore Court
55	Ramada	65	Trident
56	Renai Cochin	66	Vasundhara Sarovar
57	Renai Green Fields		(Plumeria Lake Resort & Spa)
58	Sugar Aryabhangy Business Hotel	67	Waterfront Granary
59	Sukhayus	68	Welcom Heritage Azora by Ayatana-
60	Taj Malabar Resort & Spa, Cochin		(ayana)
61	The Gateway Hotel, Ernakulam	69	Zuri Kumarakom



## ANNEXURE - 2

### KTM 2022 – Hospitality Rooms for Pre and Post Tours

As requested by the Pre & Post Mart Tours Committee, a total of 1446 room nights have been provided by the member hotels and others across Kerala on complimentary basis for the Pre & Post Mart Tours.

List of members and associations who have provided hospitality for the registered delegates of KTM 2022 for Pre and Post Mart Tours is as follows.

01	Abad Green Forest	24	Great Horn Bill
02	Abad Plaza	25	Green Gates Hotel
03	Abad Whispering Palms	26	Green Routes - Casa Rio
04	Amana Plantation Resort	26	Harivihar
05	Amberdale Munnar	27	Holiday Vista
06	Aveda Resorts And Spa Pvt Ltd	28	Hotel Yuvarani Residency
07	Blue Serene Resorts	29	J K Residency
08	Bolgatty Palace	30	Kairali Ayurvedic Health
09	Brookside Lakkidi		Resort (P) Ltd
10	Canoe	31	Kandath Tharavad
11	Cardamom County	32	Karappuzha Village
12	Carmelia Haven	33	Kestrel Adventures
13	Casino	34	Krishna Beach Resort Kannur
14	Cinnamon Thekkady	35	Krishnatheeram Ayur Holy Beach
15	Clouds Valley Leisure Hotel		Resort Pvt Ltd
16	Coconut Lagoon, a CGH Earth Experience	36	Lake Canopy
17	Contour Island Resort & Spa	37	Leela Kovalam
18	Eastend Lakesong	38	Loom Land
19	Eastend Munnar	39	Malabar Palace
20	Emarald Wild West Resort	40	The Marari Beach, a CGH Earth Experience
21	FolkLand	41	Moricap
22	Forest Canopy	42	Mount Xanadu Resort
23	Gateway Hotel, Calicut	43	Mountain Shadows Resort Pvt Ltd



44	Nattika Beach Ayurveda Resort	63	Taj Calicut
45	Neeleshwar Hermitage	64	The Fog Resorts & Spa
46	Oyster Opera	65	The Paul Resorts & Hotels
47	Palette Hillview Resort		Kumarakom Lake Resort
48	Petals Resort Wayanad	66	The Terrace By ladder
49	Plumeria	67	The World Backwaters ( A unit of Ilona Hospitalities Pvt Ltd)
50	Pranavam Homestays	68	The Zuri Kumarakom, Kerala, Resort & Spa (Unit of The Zuri Hotels & Resorts)
51	Rain Country Resorts (Lakkidi) Pvt. Ltd.	70	Tigris Valley Holistic Wellness Resort
52	Raviz Hotels and Resorts, Calicut/Kovalam	71	Tribute Royale
53	Renai Blue Waters Cherai	72	Varkala Fit By Asoka
54	Riverine Suites	73	Vasco Da Gama Beach Resort Private Limited
55	Sagara Beach Resort	74	Vibe Munnar Resorts And Spa
56	Sapta	75	Vistara Resort
57	Silver Tips	76	Vythiri Resort
58	Soma Palmshore Hotels Pvt Ltd	77	Waterscapes
59	Somatheeram Ayurveda Resorts (P) Ltd	78	Wayanad Wild Resort - A CGH Earth Experience
60	Somatheeram Ayurvedic Hospital & Yoga Centre Pvt Ltd	79	Windflower
61	Spice Village, a CGH Earth Experience	80	Xandari
62	Sree Chithra Ayur Home		



## ANNEXURE - 3

### KTM 2022 – Sellers List

1	Aadisaktthi Ayurveda Village LLP	25	Bharat Hotel
2	Abad Hotels And Resorts Pvt Ltd	26	Blue Jelly Cruises & Resorts Pvt Ltd
3	Adrak'S Summer Sand Hill Resort Vagamon	27	Blue Serene Resorts
4	After The Rains	28	Bluestream Resorts Pvt Ltd (Nihara Resort & Spa)
5	Alhind Tours And Travels Pvt Ltd	29	Bond Ocean Safari Kovalam
6	Alleppey Tourism Development Co-Operative Society Ltd	30	Breakout Management Services Private Limited
7	Amaana Plantation Resort	31	Breeze Backwater Holidays
8	Amal Tamara	32	Broad Bean Hotel
9	Aquatic Floating Resort	33	Calicut Tours And Travels
10	Aranyakam Home Stay	34	Camelot Resort
11	Aries Travel & Holidays	35	Carmelia Haven
12	Aurevoir	36	Casino Hotel, A Cgh Earth Experience
13	Aveda Resorts And Spa Pvt Ltd	37	Chakolas Pavilion Event Centre
14	Ayanam Holidays	38	Chandys Windy Woods
15	Ayur Bethaniya	39	Chemmanur International Holidays And Resorts Pvt Ltd
16	Ayur County Resorts Ltd	40	Cherai Tourism (Cbhrdf)
17	Ayur Green Resort & Spa	41	Cholan Tours Private Limited
18	Ayurambalam Resort	42	Cinnamon Thekkady
19	Ayurvedamana	43	Citrine Hospitality Ventures Pvt Ltd
20	Banasura Hill Resort	44	Clouds Valley Leisure Hotel
21	B'Canti Hotels & Resorts Pvt Ltd	45	Club Mahindra Thekkady
22	Beach And Lake Ayurvedic Resort	46	Coastline Holidays (P) Ltd
23	Bekal Resorts Development Corporation Limited	47	Compton Enterprises Private Limited
24	Bellmount Resorts	48	Concord Exotic Voyages (India)Pvt. Ltd.



49	Cranganor History Café & Riverside Chateau	76	Fragrant Nature Munnar (Wonderland Resort Pvt Ltd)
50	Crowne Plaza Kochi	77	Frontend Media
51	Dakshindia Destination Management Pvt Ltd	78	Gateway Malabar Holidays (Pvt) Ltd
52	Dass Continental	79	Geeth Traditional Art Gallery
53	Dhanyasree Nadiyoram	80	Gokulam Park
54	Discover Kerala Holidays	81	Golden Petal
55	Dravidian Trails Holidays Pvt Ltd	82	Grand Hyatt Kochi Bolgatty
56	Eastbound Discoveries Pvt Ltd	83	Grass Hopper Hospitality
57	Eastend Hotels & Resorts	84	Great Escapes
58	Ebenezer Holiday Pvt Ltd	85	Great Hornbill - Serviced Villa
59	Edakkal Hermitage	86	Great Trails Wayanad Resort
60	Elephant Passage A Mountain Resort, Munnar	87	ByGrt Hotels
61	Eletaria Resort	88	Green Gates Hotel
62	Elixir Hills	89	Green Globe Hotels L.L.P
63	Elysium Garden Hill Resorts	90	Green Tsavorite Services Pvt Ltd
64	Emarald Wild West Resort	91	Green Valley Vista
65	Estuary Sarovar Portico, Poovar Island	92	Greenland Travels
66	Evergreen Tours	93	Hawk Hospitality (A Unit of Raymi Production & Marketing)
67	Evolve Hospitality	94	Hills & Hues
68	Executive Events	95	Hillview Munnar
69	F M Media Technologies (P) Ltd	96	Himalaya Hotels
70	Farstay LLP	97	Hindustan Beach Retreat
71	Favourite Kerala Ayurveda And Spa	98	Holiday Inn Cochin
72	Flora Hotels & Resorts India (P) Ltd	99	Holiday Vista
73	Flycreative Online Pvt Ltd	100	Holy Lama Wellness Pvt Ltd (Lhasa Ayurveda And Wellness Resort)
74	Flyzone Venture Private Limited		
75	Fortune Park Hotels Ltd		



101	Hotel Coral Isle	128	Kalathil Lake Resorts
102	Hotel Grand Thekkady	129	Kallada Travel Desk
103	Hotel Hill Palace	130	Kalypso Adventures Pvt Ltd
104	Hotel Issacs Regency	131	Kannur International Airport
105	Hotel Lake Palace	132	Kerala Destinations (P) Ltd (KDPL)
106	Hotel Marine Palace	133	Kerala Holiday Mart
107	Hotel Mintflower	134	Kerala Homestay And Tourism Society
108	Hotel Prasanth( A Unit Of Prasad Hotels (P) Ltd)	135	Kerala Institute Of Tourism And Travel Studies (Kitts)
109	Hotel Presidency	136	Kerala Mantra Hospitality
110	Hotel Sandra Palace	137	Kerala Tour Mart India Private Limited
111	Hotel Urban Inn	138	Kerala.Com Travel Division
112	Hotel Yuvarani Residency	139	Kestrel Adventures & Holidays Pvt. Ltd.
113	Hycinth Hotels	140	Keys Select Hotel Kochi
114	Illikkalam Lakeside Cottages	141	Kochi Marriott Hotel
115	Indian Railway Catering And Tourism Corporation Ltd	142	Kondai Lip Backwater Resort
116	Indian Summer House	143	Kondody Hotels & Resorts India Pvt Ltd
117	Infinity Hospitality Services	144	Krishnatheeram Ayur Holy Beach Resort Pvt Ltd
118	Intersight Tours & Travels Pvt. Ltd.	145	Kumarakom Heritage Resort & Spa
119	Jacobs Entertainments (Convention Centre & Health Park)	146	Kuruppath Heritage
120	Jai Maruti Holidays Tours & Travels	147	Lakerose Wayanad Resort LLP
121	Jct Houseboats	148	Le Passage To India Tours & Travels Pvt. Ltd.
122	Jeevess Ayurvedic Hospital & Research Pvt Ltd	149	Letsgokerala Travel Services Pvt. Ltd
123	John'S Farm And Home	150	Luminar A Unit of Elite Tourist Home
124	Johns Resorts & Properties Pvt. Ltd.	151	Maat Hotels & Resorts
125	K S A Tours And Travels Pvt Ltd		
126	Kadappuram Beach Resort		
127	Kairali Ayurvedic Health Resort (P) Ltd		



152	Malabar Ocean Front Resort And Spa	179	Niramayam Heritage
153	Maliekal Heritance Cherai		Ayurveda Hospital
154	Mandalay Hotels & Hospitality Pvt Ltd	180	Olive Hotels
155	MannaasVeedu	181	Oyster Opera
156	Marg Hospitality Pvt Ltd	182	Paddle Houseboats
157	Mamma Yogi	183	Pagoda Resort
158	Marvel Tours Pvt. Ltd.	184	Pakken Holidays
159	Mascot Hotel	185	Palm Dale Heritage
160	Mathew Voyages Pvt Ltd	186	Paradise Resort
161	Mermaid Hotels	187	Pepper Trail
162	Metro Mart Magazine	188	Peppervine
163	Moksha Stories Pvt Ltd	189	Periyar River Lodge
164	Mount Xanadu Resort	190	Petals Resort Wayanad
165	Mountain Shadows Resort Pvt Ltd	191	Pioneer Personalized Holidays Pvt. Ltd.
166	Muddyboots Vacations India LLP	192	Pleasant Hill Resort
167	Munnar Catering College (A Division of Thachankary Foundation)	193	Plumeria Lake Resort & Spa ByZaahra Hotels & Resorts
168	Munnar Holidays	194	Poovar Island Resort
169	Muziris Heritage - Day Tours	195	Pranavam Homestays
170	Muziris Projects Ltd	196	Pulickattil Houseboat Builders & Operators
171	Nattika Beach Ayurveda Resort	197	Punnamada Backwater Resort
172	Nazarani Experiences	198	Radisson Blu Kochi
173	Nb4 Holidays (Never Before Holidays)	199	Ragamaya Resort & Spa
174	Neelambari Eco Tourism	200	Rain Country Resorts (Lakkidi) Pvt. Ltd.
175	Neeleshwar Hermitage	201	Rainwood Hotels
176	Neo Classic Cruise & Tours (P) Ltd.	202	Ramada Lake Resort & Spa
177	Nikki'S Nest	203	Ramada, Alleppey
178	Niraamaya Retreats		



204	Rani Travels	228	South Kerala Hoteliers'Forum (SKHF)
205	Red Sparrow Hotels And Resorts	229	Southern Odyssey Private Limited
206	Reen Resorts LLP	230	Southern Panorama
207	Riverine Springs	231	Southguru Holidays Pvt. Ltd
208	Riverine Suites	232	Spice Country Resort
209	Rosegardens Homestay	233	Spice Routes- Luxury Cruises
210	Route 49 Adventures & Offbeat Experiences	234	Spicegrove Hotels & Resorts Pvt Ltd
211	Royal Mist	235	Spiceland Holidays & Entertainments Private Limited
212	Royal Rich India Tourist Transporters	236	Spicetree
213	Rudra Leisure Services Pvt Ltd	237	Sree Chithra Ayur Home
214	Sagara Beach Resort	238	Stride Hotels Pvt Ltd
215	Sandal Casa Resort	239	Sugar Aryabhangy Business Hotel
216	Sanyog Gupta Voyages (Sg Voyages)	240	Taj Malabar Resort & Spa, Cochin
217	Saptha Resort & Spa	241	Tamarind Global Services Pvt Ltd
218	Sargaalaya Kerala Arts & Crafts Village	242	Tbi (Trail Blazer Tours India Pvt Ltd)
219	Sattva, The Awakening Garden Serviced Villa	243	Tea Bungalow
220	Scenic Holidays	244	Tea Castle
221	Serviette Hotels (Wild Jack Ventures LLP)	245	Tea Harvester
222	SFSHomebridge	246	Tentgram Tourism Pvt Ltd
223	Showcase Munnar Association For Responsible Tourism	247	Tharavad
224	Sita (Travel Corpn. India Pvt. Ltd)	248	The Blue Yonder
225	Sitaram Beach Retreat	249	The Elephant Court
226	Somatheeram Ayurvedic Hospital & Yoga Centre Pvt Ltd	250	The Great India Tour Company Pvt. Ltd.
227	Somatheeram Research Institute And Ayurveda Hospital Pvt Ltd	251	The Leaf Munnar
		252	The Malabar House Fort Cochin
		253	The Munnar Queen
		254	The Panoramic Getaway
		255	The Paul Resorts & Hotels Kumarakom Lake Resort



256	The Poovath Heritage Hotel	280	Vacation Kerala
257	The Raviz Resort And Spa Kadavu	281	Vaidya Health Care Ayurveda
258	The Renai Cochin	282	VarkalafitBy Ashoka
259	The River Retreat	283	Vasco Da Gama Beach Resort
260	The Sanchari		Private Limited
261	The Siena Village	284	Vembanad House
262	The Silver Tips, Munnar	285	Vibe Munnar Resorts And Spa
263	The Tall Trees Munnar	286	Visa Alliance And Travel Services
264	The Travancore Heritage		Pvt Ltd & Holiday Bag
265	The Travel Planners	287	Vistara Resort
266	The Woods Resorts	288	Vivien Hotel (M/S Sowparnika Hotels & Resorts Pvt Ltd)
267	The World Backwaters ( A Unit of Ilona Hospitalities Pvt Ltd)	289	Voyages Kerala
268	The Zuri Kumarakom, Kerala, Resort & Spa (Unit of The Zuri Hotels & Resorts)	290	Voye Homes
269	Tigris Valley Holistic Wellness Resort	291	Vyna Hillock Resort
270	Travancore Court	292	Vythiri Resort
271	Travelcart India Pvt. Ltd.	293	Vythiri Village
272	Travelvision Holidays	294	Wayanad Silver Green Holiday Enclaves
273	Travio Holidays	295	Wayanad Tourism Organisation
274	Travmead Holidays	296	WelcomheritageAzoraBy Ayatana
275	Trident, Cochin	297	West Wynn L.L.P
276	Trium Houseboats	298	Westwood Hotels, Munnar
277	U.C.L. Heritage Cottage	299	Wild Planet
278	Ubo Hotels & Resorts Pvt. Ltd	300	Windermere Estate
279	Uday Backwater Resort	301	Woodnote
		302	Xandari Hospitality Services Pvt Ltd



## GOVERNMENT & SPONSOR'S STALLS

1 Kerala Tourism	10 Indigo Airlines
2 India Tourism	11 Metro Mart Thiruvananthapuram
3 Karnataka Tourism	12 Jatayu Earth'S Center
4 Responsible Tourism Mission-Kerala	13 Wonderla Holidays Ltd
5 Kerala Adventure Tourism Promotion Society (KATPS)	14 Chipsan Aviation Pvt Ltd
6 Eco Tourism Department	15 Cordelia Cruises
7 DTPC Wayanad	16 Kochi - Muziriz Biennale
8 Cochin Port Authority	17 Scarlet Bleu Beverages
9 State Bank of India	18 Quilon Handicrafts Co operative Society
	19 Kathakali Koppu



## **ACKNOWLEDGEMENT**

Managing Committee of KTM Society acknowledges the valuable support and cooperation extended by the Department of Tourism Government of Kerala, the Ministry of Tourism Government of India and the Department of Tourism Government of Karnataka.

The Managing Committee may place on record its sincere thanks to Adv. P A Mohammed Riyas, Hon Minister for Tourism, Shri Hibi Eden MP, Shri. T J Vinod MLA, Shri K J Maxi MLA, Adv. Anil Kumar Hon Mayor, Kochi Corporation, Dr. V P Joy IAS, Chief Secretary Govt of Kerala, Dr. Venu V IAS, Addl Chief Secretary, Govt of Kerala, Dr. M Beena IAS Chairperson, Cochin Port Authority, Shri. K S Sreenivas IAS, Principal Secretary - Kerala Tourism, Shri. P B Nooh IAS, Director - Kerala Tourism, Shri. Krisha Theja Mylavaram IAS, Former Director - Kerala Tourism and Shri. Jafar Malik IAS, District Collector, Ernakulam for all the leadership, guidance and assistance extended for the successful conduct of the Mart.

The Managing Committee would like to specially thank the management and staff of all hotels, resorts, home stays, house boats and other industry partners for providing accommodation free of cost to all the buyers and other delegates who attended the KTM 2022 as well as the Pre & Post Mart Tours.

We would also place on record our sincere gratitude to all the sponsors for the excellent support.

The Managing Committee take this opportunity to thank the management & staff of Cochin Port Authority for their support, the Grand Hyatt Bolgatty Kochi, Le Meridien Kochi for the inaugural function and the network dinners, the students and faculty of Guiders Education, Kochi & Trissur, Naipunna School of Management, Cherthala, St. Theresas College, Ernakulam, Kairos Institute and MG University Kottayam.

Special thanks to the support teams from Touch Q Solutions, Stark Communications Pvt Ltd Thiruvananthapuram, Executive Events Kochi, Neo Cochin Infrastructure Pvt Ltd Kochi, ABAD Property Management Services Pvt Ltd Kochi etc.

**Baby Mathew**  
**President**

**Jose Pradeep**  
**Hon. Secretary**

**Jibran Asif**  
**Hon. Treasurer**



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