



kerala
God's Own Country

KTM 2024 REPORT



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KTM 2024 *Content*

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**KTM
2024**

Message



Shri. P A Mohammed Riyas
Minister for Public Works
and Tourism
Government of Kerala

Celebrating Kerala's Unique Tourism Offerings at KTM 2024...

As we gear up for Kerala Travel Mart 2024, we take immense pride in showcasing our globally acclaimed super brand, “Kerala Tourism.” Kerala, celebrated for its rich culture and natural beauty, has been frequently recognized by renowned publications as a must-see destination. Beyond its lush landscapes and cultural vibrance, Kerala stands out for offering so much more — notably, being the home of authentic Ayurveda practiced in its purest form. From stunning beaches, serene hill stations, and tranquil backwaters to the perfect offbeat venues for a once-in-a-lifetime wedding experience, Kerala offers something special for every traveler. We also take pride in hosting the largest number of star hotels and resorts in India, fully equipped for all kinds of MICE (Meetings, Incentives, Conferences, and Exhibitions) events. As we welcome you to India's largest B2B travel meet, we look forward to a prosperous and vibrant year for Kerala's tourism sector. Warm wishes to the organizers, participants, and delegates of Kerala Travel Mart 2024!

P A Mohammed Riyas



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Message



Biju K - IAS

Principal Secretary- Tourism
Government of Kerala

Kerala Travel Mart (KTM-2024), Asia's largest tourism event, is having its 12th edition in the panoramic port city of Kochi from September 26 to 29.

On this occasion, it gives me immense pleasure to learn that the biennial flagship event, now in its 24th year, has attracted the most enthusiastic response in its history so far with the number of buyers from India and overseas crossing the 2,800-mark.

The burgeoning number of buyers is a testament to their vigorous interest and faith in this event that showcases and celebrates a broad spectrum of Kerala's vibrant travel and tourism industry.

A significant feature of KTM-2024 is that the entire event is being considered as a "total digital revolution" and with strict adherence to the green protocol. I congratulate the organisers for fashioning a software for the smooth conduct of B2B meetings. This is in sync with the government's policy to promote tourism that is sustainable and responsible.

Kerala was no exception to the cataclysmic blow dealt to global tourism industry by COVID-19 pandemic. The state, however, has fully cushioned its impact, and that too in double-quick time. This is largely due to the robust government-industry cooperation, coordination and collaboration. Innovative products and plans launched by the government have contributed immensely to this revival.



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The results are there for everyone to see. We have created a new milestone in attracting domestic tourists, even surpassing the pre-COVID record figures of 2019. The number of international arrivals is also on the upswing. We have been receiving many recognitions, the PATA Gold Award, the ICRT Award; and numerous acclaims, with Kerala being featured in prestigious magazines, like TIME, Conde Nast and the New York Times, as a must-see destination.

Over the years, Kerala Tourism has been evolving to whip up new interest among visitors. While the enchanting natural beauty of God's Own Country has been the bedrock of its tourism industry, policies and plans are constantly being made to cater to the changing needs and tastes of travellers of all hues – be it an upscale tourist, a backpacker, a hitchhiker, a honeymooning couple, or a family on vacay. We have been making consistent efforts to make Kerala an all-weather welcoming destination with offerings for all kinds of visitors.

There was a momentary setback when scenic Wayanad recently suffered the worst landslide in the area. Though its impact was localised, it adversely impacted the flow of tourists to the region. With reconstruction plans in the area under implementation, this adversity will soon be overcome. In fact, infrastructure development has become a pronounced policy matter of the government to improve connectivity across the state, enhance sustainability and this will surely give an impetus to tourism in Kerala.

I am glad to note that the current edition of KTM has decided to accord special focus on Kerala as a wedding and MICE destination as also a leisure destination as was amply testified by the G20 Working Group's meet at scenic Kumarakom and serene Kovalam in March-April last year. Cruise tourism with its great potential is another focal area at KTM.

Tourism generates revenue, but it also spawns challenges as it is a highly competitive industry at the global level. Events like KTM not only showcase the inherent strength and resilience of Kerala Tourism but also serve as an interactive platform to anticipate future challenges and opportunities.

KTM has always signified a productive collaboration between the private players and the government. The 24th edition of the event, I am sure, will throw up constructive suggestions and actionable plans that will further enhance the lure and appeal of Kerala among domestic and global tourists.

I wish all success to KTM-2024.

Thank you.

Biju K - IAS



Message



Sikha Surendran IAS
Director of Tourism
Government of Kerala

As the Director of Kerala Tourism, I am thrilled to witness the upcoming Kerala Travel Mart (KTM) 2024, a landmark event in our tourism calendar, taking place from September 26-29 in Kochi.

This year's event is not just another edition; it is a cornerstone in elevating the legacy of our vibrant tourism sector.

KTM has consistently proven to be a pivotal platform, bringing together key players in the industry. It is immensely gratifying to see the 12th edition capturing such remarkable global interest. This year, we are set to welcome around 808 buyers from 71 countries, including 27 nations participating for the first time. Such strong international engagement highlights KTM's expanding influence and appeal on the global stage.

Reflecting on our collective journey, it is heartening to witness how each edition of KTM has contributed to the growth and enrichment of India's tourism landscape. I am confident that KTM 2024 will not only exceed previous milestones but also set new benchmarks for the future.

I extend my warmest wishes to all the participants and sellers. May KTM 2024 be a resounding success, fostering fruitful connections and paving the way for continued prosperity in Kerala's tourism industry.

Sikha Surendran IAS



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Message



Jose Pradeep

President

Kerala Travel Mart Society

Welcome to the 12th Edition of the Kerala Travel Mart

As we prepare for the 12th edition of the Kerala Travel Mart, I am pleased to announce that we have reached a record number of buyer registrations, with participants joining us from all corners of the globe. This remarkable achievement reflects the growing importance of this event and is a significant point of pride for everyone involved.

Since its inception, the Kerala Travel Mart (KTM) has been a vital platform for travel agents worldwide to explore and learn about Kerala's diverse destinations and tourism offerings. Thanks to the support and encouragement from all our stakeholders, KTM has become Asia's leading tourism event, recognized for providing exceptional learning experiences for buyers and valuable insights for sellers on market trends and expectations.

We are excited to welcome you to the 12th edition of KTM and look forward to another successful event.

Jose Pradeep



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Message



S Swaminathan

Hon. Secretary
Kerala Travel Mart Society

Welcome Delegates to the Kerala Travel Mart

The Kerala Travel Mart has firmly established itself as a key event in the tourism industry. It is truly rewarding to see the 12th edition of KTM garner such an impressive global response. This year, we anticipate welcoming approximately 600 buyers from 71 countries, including 27 countries participating for the first time. This underscores KTM's expanding global reach and growing popularity. Reflecting on the journey, it is gratifying to note that each edition of KTM has contributed to the vibrancy of India's tourism sector. We are optimistic that KTM 2024 will surpass all previous achievements and set new records.

I extend my heartfelt thanks to everyone who has supported the Kerala Travel Mart Society and contributed to the success of KTM.

S Swaminathan

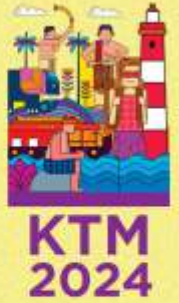


Rajkumar K

CEO & MEMBER
SECRETARY, KTM Society

The 12th edition of the Kerala Travel Mart (KTM-2024) is poised to make a significant impact as it returns to Kochi from September 26 to 29. This prestigious biennial event has become a major highlight in the tourism calendar, drawing travel professionals from around the world to explore the diverse and captivating destinations of Kerala. The Kerala Travel Mart facilitates meaningful exchanges between buyers and sellers, offering crucial insights and fostering innovation within the tourism industry. This dynamic event not only enhances learning for participants but also fuels the growth and evolution of Kerala's tourism sector.

Rajkumar K



KERALA TRAVEL MART 2024 – A REPORT

Kerala, often referred to as "God's Own Country," is a captivating destination in the Country, renowned for its breathtaking landscapes, rich culture, and diverse attractions. With its serene backwaters, lush green hills, and pristine beaches, Kerala offers a unique blend of natural beauty and cultural experiences to the tourists. It is not just the locations, but also the wide range of activities and experiences that are curated and offered here that are attracting the travelers.

We are proud to announce to the outer world that Kerala has set benchmarks in responsible tourism, and the initiatives undertaken by Kerala Tourism have taken us a long way forward in connecting the local population with the travel & tourism trade. As we explore new avenues such as destination weddings and MICE tourism, we do so with a firm resolve to ensure that every experience in Kerala is unique, authentic, and environmentally responsible.

With a view to build an umbrella institution representing all spectra of Travel, Tourism & Hospitality industry of Kerala, the Kerala Travel Mart Society (KTM) was formed on 9th August 2000 under the Travancore -Cochin Literary, Scientific and Charitable Societies Registration Act 1965. 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.

This edition of the Kerala Travel Mart highlighted the themes of "Destination Weddings" and "MICE" (Meetings, Incentives, Conferences, and Exhibitions) in addition to Kerala's position as a preferred leisure destination. These themes highlight Kerala's capability to cater to diverse interests, from intimate weddings against picturesque backdrops to hosting world-class corporate events in serene settings.

The choice of these themes underscores our commitment to evolving with the times and meeting the dynamic demands of the global tourism market.





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Kerala has consistently demonstrated its resilience and adaptability, making it a preferred destination for travelers seeking unique experiences that blend luxury with authenticity.

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 except in the year 2020 due to the Covid-19 pandemic restrictions.

In view of the decision taken at the Managing Committee Meeting held on 22.09.2023, it was proposed to conduct the 12th edition of the Mart from 26th - 29th Sep 2024 subject to the approval of the Government.

Adv P A Mohammed Riyas, Hon Minister for Tourism, Kerala had formally announced the conduct of the 12th edition of the Kerala Travel Mart in a Press Conference on 12/10/2023 at Mascot Hotel

Thiruvananthapuram which was attended by Mr. Biju K IAS Secretary- Kerala

Tourism, Mr. P B Nooh IAS,

Director, Kerala Tourism,

Ms. Sikha Surendran IAS,

Managing Director KTDC,

along with the Office Bearers and Managing Committee Members of the KTM Society.

Various Sub

Committees have been formed for successful conduct of the event as detailed below.





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Organising Committees for KTM 2024

Position Held	Name of Person	
Chief Patron	H'ble Minister for Tourism	Mr. Mohamed Riyas
Patron	Chairman - KTDC	Mr. P K Sasi
Chairman	Secretary - Tourism - Tourism Govt. of Kerala	Mr. Biju K IAS
Vice Chairman	Director - Tourism Govt. of Kerala	Mr. P B Nooh IAS
Vice Chairman	Mg.Director - KTDC Ltd	Ms. Sikha Surendran IAS
Vice Chairman	Imm Past President - KTM Society	Mr. Baby Mathew
Vice Chairman	Past President	Mr. Jose Dominic
Vice Chairman	Past President	Mr. E M Najeeb
Vice Chairman	Past President	Mr. Riaz Ahmed
Vice Chairman	Past President	Mr. Abraham George
General Convener	President - KTM Society	Mr. Jose Pradeep
Convener	Hon.Secretary-KTM Society	Mr. S Swaminathan
Convener	Vice President -KTM Society	Mr. Hari Kumar C
Jt. Convener	Hon. Jt.Secretary - KTM Society	Mr. Jobin Joseph
Treasurer	Hon.Treasurer- KTM Society	Mr. Jibran Asif
Member Secretary	CEO- KTM Society	Mr. Rajkumar K
Accommodation Committee	Chairman	Mr. S Swaminathan
Airlines Committee	Chairman	Mr. Riyaz U C
	Co -Chairman	Mr. V S Abdul Kareem
CSR Agenda 9	Chairman	Mr. Jose Dominic
Buyers Committee - International	Chairman	Mr. Michael Dominic
	Co -Chairman	Mr. Baby Mathew
	Co -Chairman	Mr. Silendran M



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Buyers Committee - Domestic	Chairman	Mr. Krishnachandran P K
	Co -Chairman	Mr. Manzoor A R
Exhibition Committee	Chairman	Mr. Abraham George
	Co -Chairman	Mr. Jose Pradeep
Finance Committee	Chairman	Mr. E M Najeeb
	Co -Chairman	Mr. Jose Mathew
Information & Technology Committee	Chairman	Mr. Ranju Joseph
	Co -Chairman	Mr. Dinesh Rai
Marketing Committee (E-Marketing, Social Media & Offline Marketing)	Chairman	Mr. Janeesh J
	Co -Chairman	Mr. Siby George
Media Committee & PR Committee	Chairman	Mr. Baby Mathew
	Co -Chairman	Mr. Siji Nair
Pre & Post Mart Tours	Co-Ordinator	Mr. Jibran Asif
1.) S.K. Pre & Post Mart Tours Committee	Chairman	Mr. Manoj Babu
	Co -Chairman	Mr. R Sisupalan
2.) Pre & Post Mart Tours- Kochi, Kumarakom, Alleppey	Chairman	Mr. Manu P V
3.) Pre & Post Mart Tours - Munnar	Chairman	Mr. Vinod V
4.) Pre & Post Mart Tours - Thekkady	Chairman	Mr. Jose Abraham
5.) N. K. Pre & Post Mart Tours Committee	Chairman	Mr. Manuel Udhuppu
	Co -Chairman	Mr. Rakesh O M
	Co -Chairman	Mr. Shylesh C P
Program & Cultural Committee	Chairman	Ms. Maria Rodrigues
	Co -Chairman	Ms. Mallika Dinesh Kumar
Research and Development Committee (Training, Seminars, Skill Developments)	Chairman	Mr. Vanjeeswaran K R
	Co -Chairman	Ms. Nirmala Lilly
Sellers Committee	Chairman	Mr. Jobin Joseph
	Co -Chairman	Mr. Scaria Jose



Seminars & Workshops
Committee

Chairman
Co -Chairperson

Mr. Riaz Ahmed
Ms. Nirmala Lilly

Sponsorship Committee
Transportation Committee

Chairman
Chairman
Co -Chairman

Mr. Raju Kannampuzha
Mr. Hari Kumar C
Mr. Babichan Abraham

- The Managing Committee meeting held on 21/11/2023 decided to fix the rates of partial reimbursement of airfare to the international buyers as detailed below.

KTM 2024 - Reimbursement & Refund to Buyers

International Buyers

1000 USD	750 USD	600 USD	300 USD
Argentina	Australia	Armenia	Bahrain
Brazil	New Zealand	Belgium	Cambodia
Canada	S. Korea	Bulgaria	Indonesia
USA	Japan	China	Kuwait
Mexico		Czech Republic	Malaysia
Other Latin American Countries		Other European Countries	
		Norway	Qatar
		Sweden	Saudi Arabia
		Portugal	Singapore
		Other Scandinavian Countries	
			Sultanate of Oman
			Thailand
			Vietnam
			Lebanon
			Iran
			Taiwan
			Philippines
		Italy	
		Jordan	
		Kazakhstan	
		Kenya	
		Austria	
		Greece	
		Hungary	
		Switzerland	
		Ukraine	
		Poland	
		South Africa	
		Spain	
		Russia	
		UK	
		Uzbe kistan	
		Zimbabwe	
		Other CIS Countries	





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Domestic Buyers			International Buyers	
Refundable advance	Rs.7,000/-		Deposit	Nil
2nd Participant fee	Rs.7,000/- +GST	Non-refundable	2nd Participant	Nil

- The Managing Committee meeting held on 23/04/2024 decided to fix the rate of partial reimbursement of airfare to the international media as follows.

KTM 2024 - International Media - Reimbursement
(amount as proposed below or the actual airfare, whichever is less)

800USD	600USD	400USD	200USD
Argentina	Australia	Armenia	Azerbaijan
Brazil	Japan	Belgium	Latvia
Canada	S. Korea	Bulgaria	Lithuania
USA	New Zealand	China	Netherland
Mexico		Czech Republic	Nigeria
Other Latin American Countries		Switzerland	Norway
		France	Poland
		Germany	Portugal
		Israel	Russia
		Italy	Scandinavia
		Jordan	South Africa
		Kazakhstan	Spain
		Kenya	Sweden
		Austria	UK
		Greece	Uzbekistan
		Hungary	Zimbabwe
		Ukraine	Other CIS Countries
		Other European Countries	
			Bahrain
			Cambodia
			Indonesia
			Kuwait
			Malaysia
			Qatar
			Saudi Arabia
			Singapore
			Sultanate of Oman
			Thailand
			Vietnam
			Lebanon
			Iran
			Taiwan
			Philippines





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- It was also decided to effect reimbursement of airfare to those international buyers who have registered on or after 01/05/2024 as per the above rate only.
- The Managing Committee meeting held on 05/06/2024 finalized the schedule of events of KTM 2024 as detailed below.



Kerala Travel Mart 2024 - Schedule of events

Date	Time	Details
21/09/2024		Registered media arrive the respective destinations for the Pre Mart Tours
22/09/2024	09.00 am	Pre Mart Tours start
26/09/2024	12.00 noon onwards	Distribution of Buyer Passes @ Le Meridien, Kochi-Registration area
26/09/2024	04.00 pm onwards	Cultural events in the outside area @ Le Meridien
26/09/2024	04.30 pm	Assembling of all buyers & sellers at the Oman Hall & Mfar-2 @ Le Meridien Kochi
26/09/2024	05.05 pm	Cultural Programme
26/09/2024	05.45 pm	Inauguration of 12th Edition of Kerala Travel Mart by Hon Chief Minister-Kerala in the August presence of other dignitaries
26/09/2024	07.45 pm	Inaugural Dinner at Le Meridien Kochi
27/09/2024	09.00 am	Inauguration of the Mart at Samudrika Convention Centre, Willingdon Island Kochi
27/09/2024	09.30 am- 06.30 pm	Business session @ Samudrika & Sagara
27/09/2024	03.00 pm- 04.30 pm	Seminar Session -1
27/09/2024	07.30 pm	Networking dinner @ Crowne Plaza, Kochi



28/09/2024	09.30 am - 06.30 pm	Business Session @ Samudrika & Sagara
28/09/2024	11.00 am- 12.00 noon	Seminar Session - 2
28/09/2024	03.00 pm- 04.00 pm	Seminar Session - 3
29/09/2024	09.30 am- 1.00 pm	Business Session @ Samudrika & Sagara
29/09/2024	11.00 am- 12.00 noon	Seminar Session - 4
29/09/2024	01.00 pm- 06.30 pm	Mart Open for Public
29/09/2024	04.00 pm	Valedictory Function
30/09/2024	09.00 am	Post Mart Tours start as per the itinerary

- The Managing Committee had also 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.
- In order to avoid the use of paper to the maximum extent possible, it was decided to develop a Mobile App for managing buyer-seller appointments in the KTM 2024.

KTM 2024 - Inaugural function

The 12th edition of Kerala Travel Mart was inaugurated by Shri. PinarayiVijayan Hon Chief Minister of Kerala in a function presided over by Adv P A Mohammed Riyas Hon Minister for Tourism at 04.30 pm on 26th Sep 2024 at the Le Meridien Kochi. Shri K N Balagopal Hon Minister for Finance, Govt of Kerala was the Guest of Honour at the function. And the Minute-Minute programme was as follows.



KTM 2024 - Inaugural Programme at Le Meridien Kochi

26th Sep 2024



01		Assembling of guests @ Oman Hall	04.15 pm
02		Master of Ceremony (MC) Briefing	04.30 pm
03		Prayer by Vaikom Vijayalakshmi	04.33 pm
04	Welcome speech	Shri. Jose Pradeep	
		President - Kerala Travel Mart Society	04.35 pm
05	Inauguration	Lighting the lamp by Hon Chief Minister	04.45 pm
06	Inaugural address	Shri. Pinarayi Vijayan	
		Hon Chief Minister of Kerala	04.50 pm
07	Special Recognition	Honoring Dr Venu V Former Chief Secretary, Kerala for his outstanding contributions towards the growth of Kerala Tourism- by Hon Chief Minister	05.00 pm
08	Presentation on Kerala Tourism	Shri. K Biju IAS Secretary- Kerala Tourism	05.05 pm
09	Presidential Address	Adv P A Mohammed Riyas Hon Minister for Tourism & PWD	05.20 pm
10	Guest of Honour	Shri. K N Balagopal Hon Minister for Finance- Kerala	05.30 pm
11	25th Year of KTM	Honouring the Past Presidents & Secretaries of KTM by Hon Minister for Tourism	05.40 pm
12	Reply	Dr Venu V, Former Chief Secretary	05.50 pm
13	Release of Sellers' Directory	Shri. Hybi Eden M P, Ernakulam	05.55 pm
14	Presence	Shri. K Babu MLA	
15	do	Shri. K J Maxi MLA	
16	do	Shri. T J Vinod MLA	
17	do	Adv M Anilkumar, Hon Mayor, Kochi Corporation	
18	Felicitation	Shri. N S K Umesh IAS, District Collector, Ernakulam	
19	do	Shri. P K Sasi, Chairman, KTDC	06.03 pm
20	do	Smt. Sikha Surendran IAS Director- Kerala Tourism & MD, KTDC	06.06 pm
21	Vote of Thanks	Shri. S Swaminathan, Secretary Kerala Travel Mart	06.10 pm
22		Introducing the Managing Committee Members- When the stage is getting ready	06.15 pm
23		Cultural Programme	06.25 pm
24		Dinner	07.15 pm



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Seminar Sessions

The seminar hall has been named as Scaria Jose Memorial Hall in the loving memory of Late. Sri. Scaria Jose, former Treasurer KTM Society

There were four seminar sessions as part of the KTM 2024 as detailed below

Seminar Sessions & Panellists

27-09-2024/ 03.00 pm - 04.30 pm

The way forward for Kerala Tourism-

(Moderator- Mr. Jose Dominic, CGH Earth Experience)

1. **Mr. Baby Mathew, Chairman & MD, Somatheeram Ayurveda Group**
2. **Mr. Ankur Kalra, MD, VIBGEOR Events and General Secretary, Event & Entertainment Association of India.**
3. **Ms. Rika Jean Francois, Founder Mission Respo - Responsible Tourism Strategies**

28-09-2024/11.00 am - 12.30 pm

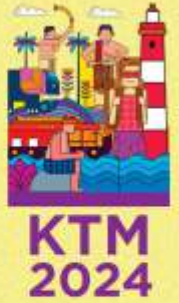
Application of AI in Tourism Industry

(Moderator- Mr. Anish Kumar P K, CEO, The Travel Planners)

1. **Mr. A P M Mohammed Hanish IAS, Principal Secretary, Industries, Kerala**
2. **Mr. Shamindra Basu, Partner, IBM Consulting, Mumbai**

28-09-2024/ 03.00 pm- 04.30 pm

Evolution in Tourism Trends



(Moderator: Mr. E M Najeeb, MD, Great India Tour Company)

1. **Mr. Deepak Deva, MD, SITA**
2. **Comdr Sam, MD, Kalypso Adventures** -Scope of Adventure Tourism in Kerala
3. **Chef Siddiq Mohammed** - Food Tourism in Kerala- a culinary journey

28-09-2024/11.00 am-12.30 pm

From Ayurveda to Hospitality: Women's Entrepreneurial Journey in Tourism'

(Moderator: Ms. Nirmala Lilly, Director, Infinity Hospitality)

1. **Dr. Prathibha Madhusudhanan, Founder of Sree Chithra Ayurveda Academy**
2. **Ms. Anne Sajeev, Director, Fragrant Nature Resorts**
3. **Ms. Sreedevi Ratheesh, Director, Paradise Holidays Aluva**

Performance of each Functional Sub Committees

All the Subcommittees 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 2024. The committee experienced a major challenge in getting rooms in Kochi Hotels since the number of buyers who attended the mart went up considerably. 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 the maximum number of rooms in Kochi hotels itself and a few rooms in Airport Hotels, Kumarakom, Mararikulam etc. All the hotels magnanimously offered the rooms on CPAI. 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, schedule of stalls construction, dismantling, and observing of green protocol with CSR Committee, Parking, housekeeping, all related activities for the conduct of KTM 2024 were the duties assigned to this Committee.

The MC meeting held on 23/11/2023 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. 09.10.2024 had written to the Chairman, Cochin Port Trust Authority to allot the halls for conduct of the Mart from 11th Sep – 3rd Oct 2024 (Samudrika Hall) and 1st Sep- 3rd Oct 2024 (Sagara Hall). A series of meetings were held with the Chairman and other officials of the CPT later on.





- India Tourism occupied an area of 42 sqmetres as against the financial assistance of Rs.25 Lakhs to this year's KTM
- Kerala Tourism put up a stall of 40 Sqmetres in the C Block at the Sagara Hall
- Karnataka Tourism had occupied a stall of 5.0 metres x 2.5 metres stall
- Tamil Nadu Tourism had also occupied a stall of 5.0 metres x 2.5 metres stall
- 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. Food Court by Chef Pillai
 - d. Ayurvedic menu by the Somatheeram Ayurvedic Beach Resort
- There was a 'Thattukada' (ethnic tea shop) managed by the Kudumbasree Mission also who served Tea/Coffee and snacks all through the days.
- Emergency medical facility along with First Aid counter and ambulance services were provided by the Medical trust Hospital, Ernakulam
- Fire and Rescue services were also provided by the Cochin Port Trust and the Kerala Fire & Safety Department
- The whole event was insured for an amount of Rs.5.0 crores with M/s. National Insurance Company Ltd

The branding and other arrangements were upgraded and overall the exhibition was a great success. The whole branding exercises were handled by M/s.Stark Communications.





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Sellers' Committee

To Make sure all the sellers are informed on the facilities of KTM Mart, Registrations / procurement of Stalls, pricing, Fascia Check, do & don't etc were the task assigned to the Committee. The Committee had to work very closely with the exhibition committee.

The sellers committee had many rounds of meetings to finalise the stall size, stall rent etc etc. The committee conducted two 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 347 sellers ranging from table space to stall size of 6.0 x 2.5 x 2.5 mtrs.

List of sellers appended.

Sponsorship Committee

Sponsorship Committee put forward a proposal with various sponsorship options and this edition of KTM could mobilize a considerable amount of money through sponsorship compared to the previous editions.

KTM 2024 - Financial Assistance and Sponsorships

01. Kerala Tourism
02. Ministry of Tourism, Govt of India
03. Karnataka Tourism
04. Tamil Nadu Tourism
05. Make My Trip
06. Somatheeram Ayurveda Group
07. Paradise Holidays (Raveendra Hospitality)
08. South India Hotels & Restaurants Association (SIHRA)
09. Xandari Hospitality Services
10. Unimony(UTX)
11. Kottakkal Ayra Vaidyasala
12. Lakeshore Hospital
13. Kerala NRI Club Services, Kottayam
14. Spice Routes Cruises Alappuzha
15. Indigo Airlines
16. Metro Mart Thiruvananthapuram
17. Medical Trust Hospital





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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, recommend reimbursement amount towards air ticket for international buyers etc.

The committee started its functioning in November 2023 itself by airing emails to the prospective buyers as per the database available with KTM and with the committee members. The event was well marketed in all the international travel marts where Kerala Tourism/Kerala trade participated and at the Kerala Tourism Roadshows. The details of the buyer registrations and participants are appended in the later part of the report.

The Committee could bring in a considerable number of quality buyers in spite of the exorbitant rate of airfare in the international sector.

Buyers' Committee - Domestic

Source Domestic quality & quantity buyers for the success of KTM. Proper grading of Buyers for room allotments. The Committee had also recommended to collect a refundable deposit of Rs.7,000/- from the buyers in order to ensure their participation and avoid No Shows. There were buyers from across 25 States and Union Territories in India, which shows the pan India acceptance of the Kerala Travel Mart.

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. The end result was a huge success in organizing the transport arrangements.





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 making the KTM 2024 an IT enabled event, preparations have been started well in advance. The software available with KTM was upgraded and the portal of KTM was also revamped. The scheduling of the buyer seller meetings was handled by the software on the basis of the buyers who have confirmed their participation as on 31.07.2024.

In order to manage the buyer-seller meetings hassle-free, a new mobile App was developed, and it was a huge success. This Kerala Travel Mart mobile App, developed by M/s. SPRDH Solutions, was officially launched by Adv P A Mohammed Riyas, Hon Minister for Tourism & PWD in a function at Vivanta by Taj, Trivandrum on 4th Sep 2024. We could map each and every buyer-seller meeting, whether it is scheduled or non-scheduled through the Mobile App.

The Wi-Fi connectivity at the mart venue as well as the inaugural venue worked very well, and the participants could maintain an online presence throughout the event.

The success of the mart couldn't be possible without the timely support of our technology vendors& unstinted support from the committee members.

Mart data in a nutshell:

1. Registration

Category	Total Registration	Hosted Buyers/Media
International Buyer	854	328
Domestic Buyer	2129	665
International Media	42	23
Domestic Media	68	32





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Details of Buyers - Country wise list		
Country	Total Registered	Attended (Hosted Buyers)
Albania	1	1
Argentina	6	2
Armenia	11	5
Australia	24	10
Austria	8	2
Azerbaijan	4	2
Bahrain	7	0
Bangladesh	10	0
Belgium	4	2
Bhutan	2	0
Botswana	1	1
Brazil	16	4
Bulgaria	3	2
Burma	1	1
Canada	24	13
Chile	3	2
China	1	0
Colombia	4	1
Cyprus	2	0
Czeck Republic	4	4
Denmark	2	1
Egypt	5	0
Finland	1	1
France	27	10
Georgia	1	1
Germany	33	21
Greece	7	0
Guadeloupe	2	0
Hungary	4	1
Indonesia	12	4
Iran	1	0
Ireland	7	1
Israel	8	3
Italy	38	19
Japan	4	3
Kazakhstan	11	1
Kenya	5	1
Korea, South	5	3



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Kuwait	5	0
Kyrgyzstan	9	3
Latvia	4	1
Lebanon	4	1
Malaysia	44	18
Mauritius	3	1
Mexico	7	1
Nepal	6	0
Netherlands	9	6
New Zealand	5	1
Norway	3	2
Oman	2	0
Philippines	10	3
Poland	27	11
Portugal	5	2
Qatar	6	1
Romainia	5	4
Russia	38	16
Saudi Arabia	2	0
Singapore	17	7
Slovakia	4	3
Slovenia	6	2
South Africa	33	14
Spain	45	18
Sri Lanka	10	4
Sweden	4	2
Switzerland	7	3
Taiwan	1	1
Tanzania	1	1
Thailand	22	5
Tunisia	4	1
Turkey	15	2
Ukraine	4	2
United Arab Emirates	40	10
United Kingdom	69	38
Uruguay	2	0
USA	57	21
Vietnam	9	1
Zimbabwe	1	0
Grand Total	854	328



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State wise Domestic Buyers List		
State	Registered Buyers	Attended Buyers (Hosted)
Andaman & Nicobar	3	0
Andhra Pradesh	24	11
Assam	12	4
Bihar	3	0
Chandigarh	19	3
Chhattisgarh	14	2
Delhi	363	123
Goa	11	3
Gujarat	271	83
Haryana	106	47
Himachal Pradesh	7	3
Jammu & Kashmir	7	0
Jharkhand	6	0
Karnataka	107	39
Lakshadweep	1	0
Madhya Pradesh	26	5
Maharashtra	593	154
Meghalaya	1	0
Orissa	19	6
Pondicherry	1	0
Punjab	44	16
Rajasthan	74	18
Tamil Nadu	156	61
Telangana	66	22
Tripura	14	1
Uttar Pradesh	124	47
Uttaranchal	8	4
West Bengal	49	13
Grand Total	2129	665



2. Total No. of Appointments scheduled

Buyer	Scheduled Meetings	Non-scheduled Meetings
International	14849	7108
Domestic	22109	30401
Total	36958	37509

Salient achievements of the Committee

- A big advancement in developing a system which can run the whole mart
- A state-of-the-art Mobile App with cutting edge technologies
- A huge attempt towards conducting a paperless mart
- Appointment scheduling by giving multiple appointment slots
- E-Pass generation with photo
- Entry Scanning at the Mart Venue, inaugural venue and networking dinner venue
- Seamless Stall booking & allocation

Marketing & Social Media

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

Coordinate entire digital marketing of KTM - social media, pin rest, you tube, instagram, twitter, newsletter, email, whatsapp, promotional videos. 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, and we could maintain a very good visibility in the social media during the last one year.

Finance Committee

Ensure to get Budget from all committee and prepare income & expense budget. Submit the final budget to MC for approval. Follow up with the government to get financial assistance. As recommended by the Committee vendors/agencies for major works were selected through a tender process.

Media & PR Committee

Responsible for all Media related activities. Arrangement of press release and press conferences, coordination with media persons and press clubs, identification of celebrities, to acknowledge KTM activities to news. There were wide coverage in the print and visual media about the event.

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.





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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.

CSR [Agenda 9] Committee

Initiate the Agenda 9 portfolio KTM, Green protocol during KTM. 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.



Post & Pre 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 Organizing Committee Meeting held on 28/05/2024, decided to include two itineraries exclusively for plantation properties in the post mart tours ie. One for Central Kerala and one for North kerala. Overall, there were 17 numbers of itineraries for the Pre & Post Mart Tours (Pre Mart Tours-4 & Post Mart Tours-13).

Unlike earlier marts, this time, itineraries were experience/activity oriented which was a big plus.

Post & Pre Tour - Central Kerala

Liaise with Post Mart Committee Chairman for pre / post tours in your regions. Preparation of itinerary, destination promotion, property visits, lunch / dinners, b2b met if applicable. Support accommodation committee.

Post & PreTour - North Kerala

Liaise with Post Mart Committee Chairman for pre / post tours in your regions. Preparation of itinerary, destination promotion, property visits, lunch / dinners, b2b met if applicable. Support accommodation committee.



Post & Pre Tour - South Kerala

Liaise with Post Mart Committee Chairman for pre / post tours in your regions. Preparation of itinerary, destination promotion, property visits, lunch / dinners, b2b met if applicable. Support accommodation committee and KTM Society to get sufficient rooms for pre/post tours. Work very closely with Transport Committee.

Program & Culture

Co-ordinate the cultural program 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 at the Le Meridien Kochi was very colorful, well-choreographed and stuck to time frame and at desired budget.
- Performances at the second day dinner at Crowne Plaza Kochi were engaging and loved by all.



Reception Committee

Ensure inaugural day functions are liaised with respective committees [Especially program & culture, PR & Managing Committee]. Receiving the delegates at the venue, Protocol at the stage, receiving higher dignitaries.

The Hon Chief Minister of Kerala and all other dignitaries arrived in time enabling us to start the inaugural function sharp at 04.30 pm itself as scheduled.



Conclusion

The overall conduct of the mart was very good and the KTM 2024 is viewed by the buyers and sellers as one of the best events in terms of buyer participation and number of business meetings and networking. There has been a tremendous hype in the number of business enquiries and bookings post the KTM 2024 and this would benefit both the buyers and sellers in the days to come. As planned, we could organize the mart observing the green protocol to the extent possible and minimizing the usage of paper using technology.



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Annexure -1

KTM 2022 - Hospitality Rooms at Cochin for Mart days

List of members and associations who have provided hospitality for the registered delegates of KTM 2024 is detailed below.



Sl.No.	Hotel Name	
01	Abad -The Old Court House	35 Hill Palace
02	Abad Atrium	36 Holiday Inn Cochin
03	Abad Fort	37 Hotel Aiswarya
04	Abad Metro	38 Hotel Coral Isle
05	Abad Plaza	39 Hotel Excellency
06	Abad Turtle Beach Resort	40 Hotel Fortqueen, Fort Kochi
07	Abhaam Kakkanad	41 Hotel Kochi Caprice
08	Abhaam Vyttila	42 Hotel Olive Downtown
09	Airlink Castle, Green Routes	43 Hotel Presidency - Airport
10	Alfred Place (By Serviette Hotels)	44 Hotel Presidency - Fort Kochi Sukhayus
11	Ananda Cherai (Stride Hotels)	45 Hotel Presidency - North
12	Backwater Ripples, Kumarakom	46 Hotel Prime Palace - Caprice
13	Bharat Hotel	47 Hotel Yuvarani Residency
14	Bolgatty Palace	48 Ibis Kochi
15	Broad Bean Hotel	49 Indriya Sands
16	Brunton Boatyard	50 Kavala Castle
17	Casino Hotel	51 Kent Baywatch Suites
18	CRB Cochin Palace	52 Keys Select Hotel Kochi
19	Crowne Plaza Kochi	53 Kochi Marriott Hotel
20	Daya By Renai	54 Le Meridien Kochi
21	Dutch Manor, Fort Kochi	55 Luminar A Unit of Elite Tourist Home
22	E.05 City Inn	56 Luxo Kochi
23	Eighth Bastion	57 Mahindra Aroorkutty
24	Flora Hotels & Resorts India (P) Ltd	58 Maliekal Heritance Cherai
25	Florida Airport Hotel	59 Marine Inn Hotel
26	Forte Kochi	60 Monsoon Empress
27	Four Points By Sheraton	61 Niko Hotels
28	Fragrant Nature Kochi	62 Niraamaya Retreats Backwaters & Beyond
29	Ginger House Museum Hotel	63 Noah Sky Suites
30	Ginger Kalamassery	64 Old Harbour Hotel
31	Ginger Mg Road Cochin	65 P. J. Princess Regency
32	Gokulam Park	66 Park Residency- Kadavanthra
33	Grand Hotel	
34	Grand Hyatt Kochi Bolgatty	



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67	Park Residency- Kakkanad	81	The Marari Beach - CGH Earth
68	Pgs Vedanta	82	The Mercy- Luxury Business Hotel
69	Radisson Blu Kochi	83	The Paul Resorts & Hotels
70	Ramada Resort Kochi		Kumarakom Lake Resort (Klr)
71	Renai Blue Waters Cherai	84	The Poovath Heritage Hotel
72	Renai Green Fields	85	The Renai Cochin, Palarivattom
73	Rhythm Kumarakom	86	Travancore Court
74	Sugar Aryabhangy Business Hotel	87	Tribute Royale
75	Taj Malabar Resort & Spa Cochin	88	Victory Dawn, Fort Kochi
76	The Artiste Kochi, A Tribute Portfolio Hotel	89	Vivanta Ernakulam Marine Drive Kochi
77	The Classik Fort (Old Property)	90	Waterfront Fort Kochi - Bloom Boutique
78	The Dutch Bungalow	91	Xandari Pearl Beach Resorts Pvt Ltd
79	The Killian Boutique Hotel		
80	The Malabar House Fort Cochin		

Annexure - 2

KTM 2022 - Hospitality Rooms for Pre and Post Tours

List of members and associates who have provided hospitality for the registered delegates of KTM 2024 for Pre and Post Mart Tours is as follows

Sl.No. Hotel Name

01	Abad Atrium	19	Blue Mist
02	Abad Fort-Chullickal	20	Bolgatty Palace
03	Abad Green Forest	21	Brunton Boatyard - A CGH Earth Experience
04	Abad Old Court House	22	Canoe Hotel
05	Abad Turtle	23	Cardamom County
06	Abad Whispering Palms	24	Casario
07	Alfred Palace	25	Casino - A CGH Earth Experience
08	All Season	26	Chandys Windy Woods
09	All Season D'FortAyurvedic Resort	27	Coffee Routes
10	Amara Ayurveda Retreat	28	Contour Resort
11	Amber Dale-Kondody Hotels	29	Crown Valley
12	Aurevoir	30	Crystal Cove
13	Ayurvedamana	31	Eighth Bastion - A CGH Earth Experience
14	Azure	32	Elephant Court
15	Back Water Ripples	33	Estate Bungalow
16	Banasura Hill Resort	34	Estaury Island
17	Beach Hotel		
18	Bharath Hotel		



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35	Flora Airport Hotel	74	Nalanda Resort
36	Flora Karishma-Aluva	75	Nazarani Experiences
37	Forest Canopy	76	Nexstay Presidency
38	Forte Kochi	77	Niraamaya Retreats, Kumarakom
39	Gokulam Park, Cochin	78	Oyster Opera
40	Grand Cliff	79	Palette Hill View Resort
41	Grassmere Resort	80	Petals Resort
42	GReaT Trails Wayanad Resort by GRT Hotels	81	Poetree Sarovar Portico
43	Green Trees	82	Poovar Island Resort
44	Green Woods	83	Pranavam Resort
45	Holy Lama Wellness Pvt Ltd	84	Presidency Airport
46	Hotel Samudra	85	Presidency North
47	Hotel Yuvarani Residency	86	Punnamada Backwater Resort
48	Hyson Heritage	87	Quilon Beach Hotel
49	Ibis-Cochin	88	Raviz Kollam
50	IMA House	89	Rhythm Kumarakom
51	Isola Di Cocco	90	Sacred Lotus, Fort Cochin
52	Jungle Edge Resort	91	Sagara Beach Resort
53	Kairali Ayurvedic Health Resort	92	Samaroha
54	KalathilResort, Vaikom	93	Sea Face, Kovalam
55	Kandath Tharavad	94	Soma Palm Shore
56	Krishna Beach Resort	95	Somatheeram, Kovalam
57	Kuruvinakunnel	96	Spice Routes- Luxury Cruises
58	La Villa	97	Spice Village, a CGH Earth Experience
59	Lake Canopy	98	Sree Chithra Ayur Home
60	Lake Rose Resort	99	Sree Krishna
61	Lalit Resort Bekal	100	Sterling Holiday Resorts Ltd
62	Leela Kovalam	101	Swagath Resort
63	Lemon Tree, Alleppey	102	Taj Green Cove, Kovalam
64	Loom Land	103	Taj Vivanta, Trivandrum
65	Malabar Gate	104	The Fog Resorts & Spa
66	Malabar Ocean Resort	105	The Paul Resorts & Hotels
67	Manaltheeram, Kovalam		Kumarakom Lake Resort
68	Marari Beach Resort - A CGH Earth Experience	106	The Valle Munnar
69	Marari Village	107	The Zuri Kumarakom
70	Merry Weather	108	Tiara By MPS
71	Mountain Club	109	Tranquil Resort
72	Mountain Courtyard	110	Tree Top
73	Munnar Palace	111	Uday Samudra Leisure Beach Hotel & Spa



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112	Vaidekam Resort	118	Wayanad Wild Resort -
113	Vanila County		A CGH Earth Experience
114	Vibe Munnar Resorts And Spa	119	Wild Avenue Resort
115	Vistara Resort	120	Wilderness
116	Vythiri Resort	121	Woodies Hotel
117	Waterscapes-KTDC	122	Xandari Pearl Beach Resorts Pvt Ltd

Annexure -3

The seller stalls at KTM 2024 were as follows

Sl.No.	Company Name	Category	Stall No.
01	21st Century Tours	Travel Agent	E-55
02	3 Seas Tours And Travels	Tour Operator	D-12
03	Aadisaktthi Ayurveda Village LLP	Ayurveda Centre	D-6
04	Abad Hotels And Resorts Pvt Ltd	Hotel	A-38
05	After the Rains	Hotel	C-58
06	Alhind Tours and Travels Pvt Ltd	Tour Operator	A-21
07	All Season D'fort Ayurvedic Resort	Ayurveda Centre	C-72
08	Alleppey Tourism Development Co-operative Society Ltd	Houseboat	C-43
09	Amara Ayurveda Retreat	Ayurveda Resort	D-62
10	ANM Tours And Travels Pvt Ltd	Tourist Transport Operator	A-5
11	Apollo Dimora	Hotel	D-83
12	Aramb Boutique Resort	Resort	C-63
13	Arc Tours & Travels	Tour Operator	E-50
14	Aries Travel & Holidays	Tour Operator	A-13
15	Aurevoir	Ayurveda Resort	A-15c
16	Aveda Mountains and Mist - Munnar	Resort	C-62
17	Ayanam Holidays	Tour Operator	E-2
18	Ayur Bethaniya	Ayurveda Centre	B-46
19	Ayur County Resorts Ltd	Resort	E-37
20	Ayurambalam Resort	Resort	E-6
21	Ayurvedamana	Ayurveda Centre	B-37
22	B'Canti Hotels & Resorts Pvt Ltd	Resort	D-78
23	Backwater Ripples Kumarakom	Resort	A-36d
24	Banana Leaf Destinationz	Tour Operator	B-12
25	Banasura Hill Resort	Hotel	E-48
26	Bellmount Resorts	Resort	A-8
27	Bestinn Leisure	Hotel Management Consultants	B-23



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28	Bharat Hotel	Hotel	B-16
29	Black Beach Resort	Resort	E-27
30	Blackberry Hills Munnar Nature Resort & Spa	Resort	A-15
31	Blue Jelly Cruises & Resorts Pvt Ltd	Houseboat	D-44
32	Bluestream Resorts Pvt Ltd (Nihara Resort & Spa)	Ayurveda Resort	B-41
33	Bond Ocean Safari Kovalam Adventure	Tour Operator	A-36b
34	Breeze Backwater Holidays	Tour Operator	B-19
35	British County Resorts	Resort	D-54
36	Camelot Hotel & Convention Centre	Convention Center	D-14
37	Camelot Resort	Resort	B-20
38	Carmel Simon Villa Homestay	Homestay	E-18
39	Carmelia Haven	Resort	C-41
40	Chandys Windy Woods	Hotel	C-40
41	Cherai Tourism (CBHRDF)	Association	C-67
42	Cholan Tours Private Limited	Tour Operator	B-44
43	Citrine Hospitality Ventures Pvt Ltd	Hotel Management Consultants	A-39
44	Citrus Hotels & Resorts	Hotel	B-35
45	Classic Regency	Hotel	A-27
46	Cliff Valley Properties Pvt. Ltd	Resort	D-53
47	Clouds Valley Leisure Hotel	Hotel	B-45
48	Club Mahindra Thekkady	Resort	C-53
49	Coastline Holidays (P) Ltd	Tour Operator	C-17
50	Coconut Lagoon, a CGH Earth Experience	Resort	B-69
51	Concord Exotic Voyages (India) Pvt. Ltd.	Tour Operator	E-35
52	Cosima Travel and Trade Links Pvt Ltd	Tour Operator	D-81
53	Cranganor History Cafe & Riverside Chateau	Homestay	D-7
54	Creative Travel Pvt Ltd	Tour Operator	D-67
55	Crowne Plaza Kochi	Hotel	D-73
56	Crystal Kuruva Nature Resort And Spa	Resort	D-60
57	Crystals cove	Hotel	D-52
58	Deshadan Resorts & Hotels	Resort	A-34
59	Dewalokam Farm Retreat	Homestay	B-5
60	Dhanagiri Home stay	Serviced Villas	E-21
61	Discover Kerala Holidays	Tour operator	C-29
62	Distinct Destinations Private Limited	Tour Operator	A-44
63	Distrikt-9 Hotels and Resorts	Hotel	B-27
64	Dr. Jacob's Omega Dental Clinic (Implant & Cosmetic Dentistry)	Speciality Hospital	C-27
65	Dravidian Trails Holidays Pvt Ltd	Tour Operator	A-16
66	Earthen Experiences LLP	Destination management company	B-63



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67	East Bound Tours and Travels Pvt Ltd	Tour Operator	E-64
68	Eastend Hotels & Resorts	Resort	D-85
69	Ebenezer Holiday Pvt Ltd	Tour Operator	B-1
70	Eco Gardens Resorts, Cheruthuruthy	Resort	B-18
71	Elephant Passage A Mountain Resort, Munnar	Resort	E-12
72	Eletaria Resort	Resort	A-3
73	Elixir Hills	Resort	A-33
74	Elysium Garden Hill Resorts	Resort	B-36
75	Emerald Wild West Resort	Resort	A-24
76	Emerald Isle	Homestay	A-11
77	Emperor Tours and Travels	Tour Operator	C-33
78	Estate Bungalow	Homestay	B-15
79	Estuary Sarovar Portico, Poovar Island	Hotel	E-29
80	Evergreen Tours	Houseboat	E-14
81	Evolve Hospitality	Hotel Management Consultants	E-26
82	Executive Events	Event Managers(Tourism)	B-48
83	F M Media Technologies (P) Ltd	Travel media	D-3
84	Favourite Kerala Ayurveda and Spa	Ayurveda Centre	B-56
85	Flora Hotels & Resorts India (P) Ltd	Hotel	C-64
86	FlyCreative Online Pvt Ltd	Tour Operator	D-82
87	Flywell Tours and Travels Pvt Ltd	Travel Agent	A-1
88	Flyzone Venture Private Limited	Tour Operator	E-7
89	Fragrant Nature Munnar (Wonderland Resort Pvt Ltd)	Resort	D-80
90	Gateway Malabar Holidays (Pvt) Ltd	Tour Operator	B-58
91	Gogo Land Resort And Adventurous Sports	Resort	D-56
92	Gokul Cruise - Luxury cruise	Cruise operators	C-25
93	Gokulam Grand Turtle On The Beach Kovalam	Resort	D-77
94	Goldensands Beach Resort	Resort	E-8
95	GramPro Business Services Pvt Ltd	Corporate mice travel	A-36c
96	Grand Hyatt Kochi Bolgatty	Hotel	D-46
97	Grass Hopper Hospitality	Hotel Management Consultants	B-53
98	Great Escapes	Tour Operator	C-48
99	GReaT Trails Wayanad Resort by GRT Hotels	Resort	B-60
100	Green Gates Hotel	Hotel	D-24
101	Green Palace Health Resort	Resort	C-13
102	Green Routes Hospitality	Hotel Management Consultants	A-43
103	Green Tsavorite Farm	Farm Stay	C-24



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104	Green Valley Vista	Resort	D-27
105	Greenland Travels	Tourist Transport Operator	C-3
106	Hawk Hospitality (a Unit of Raymi Production & Marketing (India) Pvt Ltd	Hotel Management Consultants	D-38
107	Hills & Hues	Resort	D-65
108	Hillview Munnar	Hotel	E-58
109	Hindustan Beach Retreat	Resort	C-52
110	Holiday Inn Cochin	Hotel	D-74
111	Holiday Vista	Hotel	B-24
112	Holy Lama Wellness Pvt Ltd (Lhasa Ayurveda and Wellness Resort)	Ayurveda Centre	E-60
113	Hotel Bonanza	Hotel	A-9
114	Hotel Coral Isle	Hotel	E-39
115	Hotel Grand Thekkady	Hotel	C-50
116	Hotel Hill Palace	Hotel	D-37
117	Hotel Issacs Regency	Hotel	C-5
118	Hotel Marine Palace	Hotel	B-9
119	Hotel Mintflower	Hotel	A-42
120	Hotel Prasanth(A Unit of Prasad Hotels (P) Ltd)	Hotel	E-9
121	Hotel Presidency	Hotel	B-26
122	Hotel Sandra Palace	Hotel	C-12
123	Hotel Yuvarani Residency	Hotel	B-38
124	HYCINTH Hotels	Hotel	B-21
125	Indian Hotels Company Ltd	Hotel	C-71
126	Indian Railway Catering And Tourism Corporation Ltd	Tour Operator	E-43
127	Indian Summer House	Resort	B-6
128	Indimate Experiences Private Limited	Destination management company	A-25
129	Indriya Beach Resort & Spa	Resort	E-44
130	Intersight Tours & Travels Pvt. Ltd.	Tour Operator	A-19
131	Isola Di Cocco Ayurvedic Resort	Resort	D-61
132	Jai Maruti Holidays Tours & Travels	Tour Operator	C-46
133	JCT Houseboats	Houseboat	A-15a
134	John's Farm and Home	Homestay	E-20
135	Johns Resorts & Properties Pvt. Ltd.	Resort	E-23
136	Justa Rangers	Hotel	B-50
137	Kadappuram Beach Resort	Ayurvedic Resort	C-38
138	Kairali Ayurvedic Health Resort (P) Ltd	Ayurveda Centre	B-55



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139	Kalathil Lake Resorts	Resort	C-35
140	Kallada Travel Desk	Tour Operator	B-30
141	Kallanchery Retreat	Homestay	D-9
142	Kallat British Resort	Resort	C-19
143	Kalypso Adventures Pvt Ltd	Adventure Tour Operator	B-39
144	Karapuzha Village Resort	Resort	C-4
145	Kayal Island Retreat	Serviced Villas	C-28
146	Kerala Arts and Craft Village Kovalam	Cultural Art Centre	D-20
147	Kerala Ayurveda Hospital	Ayurveda Centre	E-36
148	Kerala Destinations (P) Ltd (KDPL)	Tour Operator	B-17
149	Kerala Kalamandalam	Cultural Art Centre	A-36a
150	Kerala Mantra Hospitality	Tour Operator	E-33
151	Kestrel Adventures & Holidays Pvt. Ltd.	Adventure Tour Operator	E-41
152	Keys Select Hotel Kochi	Hotel	B-32
153	Klov Resort & Spa (Spice Valley Resorts Pvt Ltd)	Resort	C-22
154	Kondody Hotels & Resorts India Pvt Ltd	Resort	C-61
155	Kovalam beach Hotel	Hotel	A-36
156	Krishnatheeram Ayur Holy Beach Resort Pvt Ltd	Resort	C-42
157	KTDC Hotels & Resorts Ltd	Hotel	C-60 KTDC
158	Kumarakom Heritage Resort & Spa	Hotel	D-29
159	Kurialacherry House	Homestay	C-8
160	Lake Rose Wayanad Resort LLP	Resort	C-1
161	Lakes & Lagoons	Houseboat	B-29
162	Le Meridien Kochi	Hotel	B-64
163	Le Montfort Resort	Resort	E-24
164	Le Passage to India Tours & Travels Pvt. Ltd.	Tour Operator	B-68
165	Lotus DMC	Tour Operator	A-10
166	Luminar A Unit Of Elite Tourist Home	Hotel	E-10
167	MAAT Hotels & Resorts	Hotel Management Consultants	D-33
168	Maharani Trails Pvt Ltd	Tour Operator	A-35
169	Makayiram Retreat (A unit of Makayiram Plantations Private Limited)	Resort	B-4
170	Malabar Heritage	Hotel	D-18
171	Malabar Ocean Front Resort and Spa	Resort	C-18
172	Malabar Palace	Hotel	A-7
173	Maliekal Heritance Cherai	Serviced Villas	D-41
174	Mannaas Veedu	Homestay	D-31
175	Maple Ash Resort	Resort	A-15b
176	Marg Hospitality Pvt Ltd	Hotel Management Consultants	E-61



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177	Marine Inn Hotel	Hotel	A-15e
178	Marmma Yogi	Ayurveda Centre	E-51
179	Marvel Tours Pvt. Ltd.	Tour Operator	C-70
180	Mathew Voyages Pvt Ltd	Tour Operator	D-1
181	Maurya Rajadhani	Hotel	D-28
182	Maximunnar T&U Leisure Hotel	Hotel	E-5
183	Mesta Hotel	Hotel	C-2
184	Misty Morning Resort	Hotel	B-11
185	Misty Mountain Resort, Munnar	Resort	D-22
186	Moksha Stories Pvt Ltd	Tour Operator	E-57
187	Monsoon Empress	Hotel	B-54
188	Mount Xanadu Resort	Resort	B-33
189	Mountain Club Resort	Resort	B-62
190	Mountain Shadows Resort Pvt Ltd	Resort	D-34
191	Muddyboots Vacations India LLPAdventure	Tour Operator	B-7
192	The Mudhouse Marayoor	Homestay	C-23
193	Munnar Catering Colleg (A Division of Thachankary Foundation)	Tourism Institution	C-51
194	Munnar Holidays	Tour Operator	B-14
195	Mystery Maze Resort	Resort	D-58
196	Nattika Beach Ayurveda Resort	Resort	D-79
197	Nature Sanctuary	Serviced Villas	A-2
198	Nazarani Experiences	Homestay	E-19
199	Nb4 Holidays (Never Before Holidays)	Tour Operator	E-47
200	Neelakurunji Luxury Plantation Bungalow	Serviced Villas	D-35
201	Neelambari Eco Tourism	Resort	D-10
202	Neeleshwar Hermitage	Resort	E-31
203	Neo Classic Cruise & Tours (P) Ltd.	Tour Operator	E-25
204	Nexkare Hospitality LLP	Hotel Management Consultants	D-48
205	Nikki's Nest	Ayurveda Centre	E-22
206	Niraamaya Retreats	Resort	D-32
207	Niramayam Heritage Ayurveda Hospital	Ayurveda Centre	E-4
208	O by Tamara	Caterers, Convention Center, Hotel Tourism	A-36e
209	Olive Hotels	Hotel	A-28
210	Opulent Hotels	Hotel Consultants	D-59
211	Oshin Resorts & Hotels	Hotel	B-65
212	Oyster Opera	Resort	D-11
213	Paddle Houseboats	House boat	E-13
214	Pagoda Resort	Resort	C-39



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215	Palm Leaves Ayurveda Beach Resort	Ayurveda Resort	B-40
216	Paloma Backwater Resorts	Resort	B-43
217	Paradise Resort	Resort	D-26
218	Pattom Royal Hotel	Hotel	E-30
219	Pepper Trail	Homestay	A-20
220	Periyar River Lodge	Resort	E-32
221	Petals Resort Wayanad	Resort	D-50
222	PETRICHOR by The Blue Yonder	Tour Operator	C-59
223	Pioneer Personalized Holidays Pvt. Ltd.	Tour Operator	C-36
224	Pleasant Hill Resort	Resort	B-2
225	Poovar Ayurveda Centre and hotels Pvt Ltd	Ayurveda Resort	D-43
226	Poovar Island Resort	Resort	D-55
227	Pranavam Resorts	Resort	B-61
228	Princy World Travel Pvt. Ltd.	Tour Operator	D-15
229	Pugmarks Jungle Lodge	Resort	C-7
230	Pulickattil Houseboat Builders & Operators	Houseboat	E-15
231	Punnamada Backwater Resort	Resort	B-51
232	Radisson Blu Kochi	Hotel	E-40
233	Rainwood Hotels	Hotel	A-37
234	Ramada Lake Resort & Spa	Resort	D-84
235	Ramada, Alleppey	Hotel	C-32
236	Rani Travels	Tourist Transport Operator	E-3
237	Raveendra Hospitality (P) Ltd	Tour Operator	A-29
238	Raviz Hotels and Resorts	Resort	A-41
239	Red Sparrow Hotels and Resorts	Hotel	B-8
240	Reen Resorts LLP	Serviced Villas	B-42
241	Relax in Kerala	Houseboat	D-17
242	Rhythm Kumarakom	Resort	B-28
243	River Whisper Ruby Villa	Hotel	A-4
244	Riverine Suites	Resort	B-10
245	Rosegardens Homestay	Homestay	D-8
246	Route 49 Adventures & Offbeat Experiences	Tour operator	D-2
247	Royal Mist	Homestay	E-17
248	Royale Regency Hotel & Convention Centre	Hotel	D-47
249	Rudra Leisure Services Pvt Ltd	Hotel Management Consultants	B-31
250	Sagara Beach Resort	Resort	D-4
251	Sandal Casa Resort	Resort	E-42
252	Santos King Tours & Travels Pvt Ltd	Adventure Tour Operator	C-45
253	Sanyog Gupta Voyages (SG Voyages)	Tour Operator	C-30



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254	Saptha Resort & Spa	Resort	C-15
255	Sargaalaya Kerala Arts & Crafts Village	Cultural Art Centre	C-56
256	Scenic Holidays	Tour Operator	D-30
257	Seagot Banasura Resorts	Resort	D-25
258	Sealand Holidayz	Tour Operator	A-6
259	Serviette Hotels	Hotel Management Consultants	D-71
260	Shalimar Spice Garden Resort	Resort	B-70
261	SITA (Travel Corpn. India Pvt. Ltd)	Tour Operator	D-51
262	Sitaram Beach Retreat	Ayurveda Centre	D-36
263	Somatheeram Ayurvedic Hospital & Yoga Centre Pvt Ltd	Ayurveda Centre	D-57
264	Somatheeram Research Institute and Ayurveda Hospital Pvt Ltd	Ayurveda Centre	C-65
265	South Tourism	Tour Operator	C-47
266	Southern Odyssey Private Limited	Tour Operator	D-66
267	SOUTHERN PANORAMA	Houseboat	D-76
268	Spice Country Resort	Resort	A-22
269	Spice Routes- Luxury Cruises	Houseboat	A-23
270	Spicegrove Hotels & Resorts Pvt Ltd	Hotel	B-49
271	Spiceland Holidays & Entertainments Private Limited	Tour Operator	D-63
272	Spicetree	Resort	C-68
273	Sree Chithra Ayur Home	Ayurveda Centre	B-57
274	Star Emirates Luxury Resort & Spa	Hotel	C-26
275	Starlit Suites LLP	Apartment Hotel	C-54
276	Sterling Holiday Resorts Ltd	Resort	D-68
277	Stride Hotels Pvt Ltd	Hotel Management Consultants	A-32
278	Sugar Aryabhangy Business Hotel	Hotel	C-20
279	Swagath Holiday Resorts (P) Ltd.	Resort	D-21
280	Talayar Valley Bungalow	Hotel	E-28
281	Tamarind Global Services Pvt Ltd	Tour Operator	D-75
282	TBi (Trail Blazer Tours India Pvt Ltd)	Tour Operator	B-67
283	Tea Bungalow	Hotel	B-13
284	Tea Castle	Hotel	C-16
285	Tea Harvester	Resort	A-18
286	Tea Valley Resort	Resort	A-26
287	Thanima Farm Life	Farm tourism	B-66
288	Tharavad	Homestay	E-59
289	The Boat Company	Houseboat	D-45



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290	The Elephant Court	Resort	D-49
291	The Fog Resorts & Spa	Resort	B-47
292	The Great India Tour Company Pvt. Ltd.	Tour Operator	E-62
293	The Lalit Resort & Spa, Bekal	Resort	A-15d
294	The Malabar House Fort Cochin	Hotel	D-13
295	The Neelakanta	Hotel	E-53
296	The Paul Resorts & Hotels Kumarakom Lake Resort	Resort	A-17
297	The Pgs Vedanta Business Hotel	Hotel	D-23
298	The Postcard Mandalay Hall	Resort	E-46
299	The Quilon Beach Hotel & Convention Centre	Hotel	D-5
300	The Renai Cochin	Hotel	C-69
301	The River Retreat	Resort	B-25
302	The Siena Village	Resort	C-57
303	The Silver Tips, Munnar	Hotel	C-55
304	The Travancore Heritage	Hotel	E-63
305	The Travel Planners	Tour Operator	A-40
306	The Wilderrest	Hotel	C-9
307	The Windflower Resort & Spa	Resort	B-22
308	The Woods Resorts	Ayurvedic Resort	B-3
309	The World Backwaters (A unit of Ilona Hospitalities Pvt Ltd)	Resort	D-40
310	The Zuri Kumarakom, Kerala, Resort & Spa (Unit of The Zuri Hotels & Resorts)	Resort	C-31
311	Thekkady Destination Promotion Council	Association	C-14
312	Thy Grace International's Coco Kerala	Tour Operator	D-42
313	Travancore Court	Hotel	C-10
314	Travel Trails (India) Pvt Ltd	Tour Operator	D-64
315	Travelcart India Pvt. Ltd.	Tour Operator	A-31
316	Travio Holidays	Tour Operator	B-34
317	Trident, Cochin	Hotel	E-52
318	Trium Houseboats	Houseboat	E-49
319	Tuskers Hill (Unit of Poppys Hotel Private Ltd)	Resort	E-45
320	Tvtripnstay Holidays Private Limited	Travel Agent	C-37
321	Uday Backwater Resort	Resort	C-6
322	Uday Samudra Leisure Beach Hotel & Spa	Hotel	C-66
323	Vacation Kerala	Tour Operator	D-72
324	Vaidya Health Care Ayurveda	Ayurveda Centre	C-21
325	Vakkom Palazzo	Hotel	A-14
326	Vanilla County	Homestay	D-16
327	Varkala Fit By Ashoka	Ayurveda Resort	E-16



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328	Vayal Veedu	Serviced Villas	E-1
329	Venice Iva Residency	Hotel	C-34
330	Vibe Munnar Resorts and Spa	Resort	D-70
331	Vistara Resort	Resort	C-11
332	Voyages Kerala	Tour Operator	D-19
333	Vyna Hillock Resort	Resort	C-49
334	Vythiri Mist Resort Wayanad	Resort	E-11
335	Vythiri Resort	Resort	E-34
336	Vythiri Village	Resort	D-69
337	Wayanad Silver Green Holiday Enclaves	Resort	B-52
338	Wayanad Tourism Organisation	Association	D-39
339	West Wynn L.L.P	Resort	E-38
340	Westwood Hotels, Munnar	Hotel	A-12
341	Wild Planet	Resort	A-30
342	Windermere Estate	Resort	C-44
343	Winter Vale Green Stay	Resort	E-54
344	Wolkenburg Resort & Spa, Munnar	Resort	A-15f
345	Xandari Pearl Beach Resorts Pvt Ltd	Resort	B-59
346	Make MyTrip (India) PVT LTD	Travel technology	A-15g
347	Broad Bean Hotel	Hotel	E-21a

Annexure - 4

KTM 2024 - Govt Stalls & Sponsor Stalls

Sl.No. Name

TOURISM STALLS

- 01 Kerala Tourism
- 02 India Tourism
- 03 Karnataka Tourism
- 04` Tamil Nadu Tourism
- 05 Responsible Tourism Mission

SPONSORSHIP STALLS

- 01 Make My Trip
- 02 Vaidyaratnam PS Varier's Arya Vaisdya Sala Kottakkal
- 03 Unimoni
- 04 VPS Lakeshore Hospital
- 05 Kerala Nri Club Services
- 06 Indigo Airlines
- 07 Metro Mart
- 08 Medical Trust Hospital



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GOVT STALLS

- 01 Kerala State Inland Navigation Corporation
- 02 Kannur International Airport
- 03 Kerala Forest Development Corporation
- 04 Jatayu Earth Centre
- 05 Eco Tourism
- 06 Kerala Institute of Tourism & Travel Studies (KITTS)
- 07 DTPC Wayanad
- 08 Cochin Port Authority
- 09 Kerala Adventure Tourism Promotion Society (KATPS)



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Jose Pradeep
President

S Swaminathan
Hon. Secretary

Jibran Asif
Hon. Treasurer



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