Tourism, Powering Inland Waterway Development in Kerala

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Kerala Tourism, Today

• India’s only Tourism Superbrand
• Fastest growing destination in India
• Worldwide media attention
• Key driver of Kerala’s economy; Total earnings of Rs. 13,130 crores in 2008
Kerala’s Attractions...Beaches

• 580 km long coastline...
Kerala’s Attractions...Hillstations

High ranges of Kerala is one of the biggest producers of spices
Kerala’s Attractions...Ayurveda

• Mecca of Ayurveda - Geo Saison
Kerala’s Attractions...Culture

• Kathakali, regarded as the most complete art form
Kerala’s Attractions...Wildlife

- Nearly one-fourth of Kerala is forested and has 15 Wildlife Sanctuaries and 4 National Parks
Backwaters, Kerala’s Unique Tourism Product

- 900 km long network of canals, lagoons and estuaries
- Kerala’s most popular tourism attraction
- Houseboats and backwater resorts have rode on this popularity
- Widely written about in international media
National Geographic Adventure

“One of the 25 Best New Adventure Trips”
In search of tranquillity, beauty and spice
“Very close to real life”
NGT ranked the backwaters of Kerala above the Taj Mahal in its Survey of Destination Stewardship
National Geographic Traveler, after surveying 133 iconic destinations of the world, has ranked the backwaters of Kerala above the Taj Mahal in its Survey of Destination Stewardship. Coming in the wake of another year filled with awards and acclaims, this is undoubtedly heady. At this moment, on behalf of the Government of Kerala and our tourism fraternity, we would like to thank you, dear traveller, for seeking the Kerala experience. And tell you that rankings apart, deep down inside, we know as well as you do, that the Taj Mahal, India’s incredible monument of love, will continue forever to be a beacon to the world.

We have reason to believe that the world loves Kerala a shade more than Shahjahan loved Mumtaz.
Kerala, Backwater Tourism Circuits

- Thiruvallam
- Kollam - Alappuzha
- Alappuzha - Kumarakom
- Alappuzha - Cochin
- Valiyaparamba
Houseboats, Leveraging Kerala’s Backwaters

- Houseboats have opened up Kerala’s backwaters to the world
- There are around 560 houseboats in the backwaters of Kerala
- 35% of the guests stay two nights or more in a houseboat
Backwater Resorts, Growing Popularity

• A number of backwater resorts have come up in the last decade; shift from beach resorts to backwater resorts
• Some of them can only be accessed by boat
• Popular activities for the residents include canoeing, cruising, fishing, by-the-shore village visits..
Inland Waterways Vs. Ocean Cruising

• Feasibility study done for ocean cruising between Vizhinjam and Mangalore
• Inland waterways provide increased accessibility for more places
• Ocean cruising constrained by choppy waters and sea sickness
• No sight seeing opportunities as it is far away from the shore
Inland Waterways, Tourism Advantage

• Enchanting Journeys - even travel becomes a product in itself
• More backwater destinations and circuits across the state
• Dispersion of activities from highly popular destinations like Kumarakom, Alappuzha...
• Opportunities for more travel and cruising options - yachts, sail boats..
The Opportunity, Inland Waterways System

• An Inland Waterways System that link the state from north to south and the leading destinations
• Alternate transportation system; helps in avoiding traffic congestion and vehicle population
• More access for remote and quaint places
• More activities and economic opportunities for residents/locals
Backwater Tourism, Developmental Issues

- Geographic Concentration; Only a few backwater stretches have been utilised
- Products are still largely restricted to houseboats; yachts, sail boats yet to become popular
- Limited connectivity between leading destinations in the state
Hop-on, Hop-off Tours - Amsterdam
Heritage Boat Tour in Kerala, Muziris Circuit

• Linking heritage spots in Kodungaloor
• Hop-on, hop-off trips
• Boat jetties at all major destination points
• Boat to be operated every 30 minutes
Muziris, Proposed Hop-on Hop-off Jetties

- Pattanam
- Paravur North
- Kottayil Kovilakom
- Krishna Temple Paliam
- Gothuruthu Cheria Palli
- Kottapuram Fort
- Kottapuram Market
- Thiruvenchikulam Temple
- Kodungallur VK Rajan
- Pallipuram Fort
- Sahodaran Ayyappan
- Cherai Karupan Mash
- Kottoi Kovilakom Kodungallur
- Proposed Reception, Kodungallur
Thank You