

Kerala Tourism offers 500 tour packages online



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Press Release Summary: Kerala Tourism offers more than 500 tourism packages at its website www.keralatourism.org for the monsoon season.

Press Release Body: Kerala Tourism website www.keralatourism.org presents more than 500 tour packages online as part of its dream season campaign. Kerala, one of the most sought after destinations of India, is all set to offer value for money packages during the Monsoon Season.

Great value packages ranging from backwater houseboat cruises to hill station holidays and ayurvedic rejuvenation packages to monsoon honeymoon trips are being offered by hotels, resorts, homestays, houseboats, ayurveda centres and tour operators of Kerala, in response to the Dream Season Campaign, organized by Department of Tourism, Government of Kerala.. More than 230 leading organisations of Kerala tourism industry came forward with packages. Packages start from Rs. 4444, approximately US\$111. All packages are grouped under the 'Dream Season in God's Own Country' banner.

The campaign is designed to transform the tourist lean season in Kerala into a regular travel period. The main thrust of the campaign is to position the State as a value for money destination.

"This is a tactical campaign combining monsoon and the lean period from May to September. The attractive deals on offer will help dispel the notion that Kerala is an expensive destination," says **Dr. Venu V., Secretary, Kerala Tourism.**

According to **Mr. M. Sivasankar, Director for Kerala Tourism,** *"Dream Season will be a key initiative in transforming Kerala into an all season, 365 day destination".*

An exclusive micro-site, www.keralatourism.org/dreamseason features details of the packages being offered. Travellers can browse through and take their pick and make bookings directly.

Web Site: <http://www.keralatourism.org>

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