



# I have already booked two stalls for the KTF 2007!

**T**hat the people of Kerala would take to this Tourism Festival so enthusiastically, we had never imagined.

Apart from that, the enormous business boost that we were able to generate after the KTF 2006 was something that we had never imagined in the wildest of our dreams.

It is indeed with enormous pride that we can say for certain that we were able to sell an increased number of rooms just because of KTF 2006.

We have now made our choice absolutely clear. We have already booked two stalls for the KTF 2007 knowing fully well, the enormous business that we are going to generate after this mega event.

— Dr PE Abraham, MD,  
Sangamam Group of Resorts  
[SangamamResorts.in](http://SangamamResorts.in)

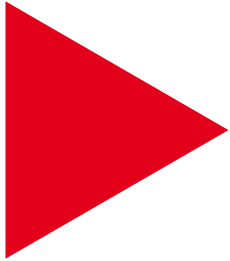
Dr PE Abraham, the MD, Sangamam Group of Resorts and the Chief Consultant Director, International Holistic Health & Healing Centre is credited with pioneering the simple, innocuous and wholesome healing system known the world over as "The Holistic system of Medicine"

The continued patronage and the ever increasing demand for this form of treatment from every corner of the globe has goaded him to establish a string of premium resorts in various parts of Kerala known as the "Sangamam Group of Resorts". — Sangamam Health Resort Kottayam, Puzhayoram Heritage Resort, Kumaranalloor, Aymanam Village Backwater Resort, Aymanam, Urumbi Hill Plantation Heritage Resort, Mundakkayam etc, are all a tribute to the wisdom, dedication and farsightedness of this great visionary.



# **K** **2007** **Kerala.com** **TF** **Tourism Festival**

Vacation & Outbound Tourism



at TDM Hall (AC), Ernakulam  
on **March 31, April 1 and 2**  
(Saturday, Sunday and Monday)  
from **10 AM to 8 PM**

**K**TF 2007 promises to be a new experience altogether. The highlight of this mega show will be the active enthusiastic participation by over 100 Resorts / Hotels and others related to tourism

industry. Leading Event Management Professionals will enthrall you with a wide array of cultural and variety entertainment programmes, aptly called for each day: Malabar Night, Cochin Night and Travancore Night at the Durbar Hall Ground. And, to add to

this extravaganza, various competitions for children and hourly lucky dip for visitors will all form a major part of this mega show. A photo exhibition will also be arranged at DH Art Gallery.

**Free** Over 100 winners of the hourly lucky dip will get free stay with family in selected Resorts or Hotels in major tourist destinations.

**Cultural Nights at DH Ground**

<b>March 31</b>	—	<b>Malabar Night</b>
<b>April 01</b>	—	<b>Cochin Night</b>
<b>April 02</b>	—	<b>Travancore Night</b>



### **Free Agent Management (FAM)**

All arrangements have been made for the Travel Agents hailing from outside Kerala to visit the various accommodation options available in God's own Kerala in connection with KTF 2007.

## **Kerala.com** **PHOTO EXHIBITION**

**March 31, April 01 and 02**  
at DH Art Gallery





# Reserve Your Stall NOW



## A short cut to prosperity

- KTF 2007 provides an unique opportunity to showcase the immense business potential inherent in the Travel, Tourism, Hospitality, Leisure , Medical Tourism and other related industries.
- It offers a chance to interact face to face with end customers and those with the requisite Purchasing Power.
- KTF 2007, besides, offers an ideal venue for the masses to measure the immense scope and tourism opportunities offered by the Tourism Industry and your very specific role in meeting the ever increasing demands of the customers.
- It will give an immense boost to your existing business apart from bringing in new customers
- KTF 2007 will give you that rare chance to meet, interact, discuss and strike deals with people who conduct the same type of business as you do. It will widen your business out reach and help build healthy business competition. Leading Travel and Tourism companies from various parts of India are expected to participate in this mega event.

## Participants for this mega event

Participants for this mega event will comprise of those from National Tourism Organizations, State Tourism Promotion Boards, Hotels and Resorts, Time Share Resorts, Houseboats, Corporate Clubs, Convention Centres, Wild Life Resorts, Eco Tourism, Health Spas, Ayurvedic Centres, Technology Providers, Online Travel Portals, Reservation Networks, Travel Agencies, Tour Operators, Charter Service Providers, Car Rental, Airlines, Shipping, Cruise Lines, Trade Associations, Financial Institutions, Handicrafts, Travel Accessories, Banks, Photography Equipments, Healthcare and Insurance Companies, Educational Institutions, Adventure Sports etc.

## High voltage media coverage

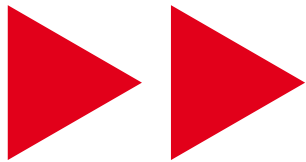
You are assured of a high turn out of visitors on all the days. This will be achieved through a well orchestrated campaign comprising of high voltage media coverage, press releases, institutional promotions and aggressive publicity including direct mailers to discerning consumers. Massive outdoor publicity before and during the event will also be conducted.

## Improvement over the previous year

KTF 2007 will definitely be a shade better than KTF 2006. KTF 2007 will come with double the number of stalls and will be extended for three full days. Highly entertaining cultural programmes conducted by professional event managers will catch the attention of one and all and will pull in large crowds on each of these days.

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Organised by

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**KeralaTourismFestival.com**

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