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Kerala

International Ayurveda Ambassadors' Tour to promote traditional Ayurveda kick-starts in Kerala

October 27, 2019, 8:49 am By By : [Tourism News live](#)



Ayurveda Promotion Society (APS), in association with Kerala Tourism and India Tourism, has launched maiden International Ayurveda Ambassadors' Tour and B2B Meet on October 25, Dhanwanthari Day. The 45 Ambassadors comprising International Ayurveda operators, agents, bloggers and media personnel from 30 countries around the world, will stay in Kerala for 12 days and discover the possibilities for Ayurveda tourism and discuss the unique health culture and Ayurvedic treatment in Kerala.

Six B2B meetings will be held at Bekal, Kozhikode, Cheruthurthy, Thrissur, Ernakulam, Kollam, Kumarakom and Kovalam during the 12-day road trip across Kerala, for the visitors for direct interaction with service providers.



The 'Ambassadors of Kerala Ayurveda' from the non-English speaking countries will visit key Ayurveda properties and service providers during the 12-day trip across the state.



“This is the first venture in the country for promoting a specialised product and for attracting the holidayers for experiencing Ayurveda. The initiative has been launched at a time when Ayurveda is facing stiff competition from nearby Sri Lanka and Maldives. The tour and the B2B meet would enlighten the visitors to know more about traditional Ayurveda,” said Kadakampally Surendran, Minister for Tourism, Govt of Kerala.



The Ayurveda Ambassadors touring Kerala are from Russia, Ukarain, Denmark, Hungary, Poland, Spain, Israel, Thailand, South Korea, Taiwan, Malaysia, France, Switzerland, Solovakia, USA, South Africa, Japan, Germany, Bangladesh, Indonesia, Lebanon, Netherlands, Romania, Sweden, Bulgaria, Italy, Australia, China, Saudi Arabia and United Arab Emirates.

The tour, started from Bekal, will conclude at Kovalam on November 4.

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