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Press Release

Kerala steps up marketing drive to promote wedding tourism

Tourism Department gives nod for Rs.2.86 -crore projects

Thiruvananthapuram, Jan. 04: Kerala Tourism Department has given financial sanction for three projects involving a total outlay of Rs 2.86 crore to mount digital and airport-based marketing campaigns to promote the state as an ideal wedding destination, highlighting its huge potential in this highly promising segment.

The three projects -- 'Destination Wedding Campaign - Airports Translites' (Rs 1,39,24,000), 'Destination Wedding Campaign - Social media, Google search & Display ads' (Rs 39,33,334) and 'Promotion of Destination Wedding Microsite' (Rs 30,09,000) -- will focus on the state's inherent strengths that make it a global wedding destination.

These campaigns will be carried out before the current financial year draws to a close.

"Kerala has huge potential to emerge as an ideal Wedding Destination and it is going to be a major segment of our tourism. This is why the State Tourism Department is going ahead with a massive marketing campaign to position the state as an ideal Wedding Destination", said Tourism Minister Shri P A Mohamed Riyas.

Under the 'Destination Wedding Campaign - Airports Translites' project, attractive digital display screens highlighting the state's attractions will be installed at the country's five major airports – Delhi, Mumbai, Bengaluru, Hyderabad, and Ahmedabad, showcasing Kerala's strengths as a charming wedding destination before global travellers.

Under the 'Destination Wedding Microsite' project, E-brochures will be prepared with eye-catching pictures of ideal wedding destinations and content in both English and Hindi. Also, online promotion of e-brochures and web pages will be done via google ads.

'Destination Wedding Campaign - Social media, Google Search and display ads' project seeks to give greater visibility through digital media to the unique ambience that Kerala offers as a wedding destination and make them easily accessible for searchers.

The campaigns will highlight Kerala's enchanting natural beauty, rollicking beaches, serene backwaters, perfect weather and exquisite cuisine that make the state the best destination in the country for tying the knot.

The state was recently voted as the Best Wedding Destination by readers of *Travel+Leisure* India and South Asia magazine.

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