



Department of Tourism

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Press Release

Kerala Tourism launches 'Travel Now, Post Later' digital campaign to promote 'mindful travel'

The campaign aligns with the global shift to lived experiences.

Thiruvananthapuram, Feb 14: Kerala Tourism launches an international digital campaign titled 'Travel Now, Post Later', encouraging travelers to experience moments fully before sharing them online.

The campaign aims to promote mindful travel by urging travelers to prioritize presence over performance and emotional connection over instant digital validation.

In an age of constant sharing, travel is increasingly shaped by digital validation, often distancing travelers from genuine experiences. Across the world, growing digital fatigue is reshaping how people experience travel. Constant documentation often replaces lived moments, leaving little space for travelers to fully absorb places, people, and experiences.

At the same time, a clear shift in traveler behaviour is emerging, with travelers increasingly seeking more meaningful, wellness-led, and emotionally engaging journeys.

Responding to this shift, Kerala Tourism introduces "Travel Now, Post Later", a mindful travel movement that encourages deeper connection and intentional travel, beyond borders and destinations.

'Travel Now, Post Later' will be rolled out across Kerala Tourism's official digital platforms and will be supported by a dedicated microsite, <https://travelnowpostlater.com/>, which brings together the campaign philosophy, curated content, and tools designed to encourage more conscious ways of travelling.

Through this initiative, Kerala Tourism seeks to position itself as a thought leader by initiating a wider conversation on how the world travels, reframing travel as an act of presence that fosters awareness, reflection, and genuine connection with people and places.

The key messaging of the campaign focuses on presence-led journeys, deeper emotional engagement, alignment with wellness, slow living and mindful exploration, and respect for local cultures, communities, and natural environments.



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“As a trendsetter, Kerala Tourism has adopted the concept of Mindful Travel to align the future journeys through the state with the global shift in tourism, where travelers are looking for immersive experiences and strike emotional connect with communities they come across,” Tourism Minister Shri P A Mohamed Riyas said.

The 'Travel Now, Post Later' campaign is designed as a movement that speaks to travelers everywhere, beyond destinations and borders, the Minister added.

The dedicated microsite brings together the campaign philosophy, tips and destinations in Kerala, to encourage more conscious ways of travelling.

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