



Department of Tourism
Park View Thiruvananthapuram 695 033
Kerala India Fax: +91-471-2322279
Tel: +91-471-2326579 2321132
Email: info@keralatourism.org
marketing@keralatourism.org
www.keralatourism.org

Press Release

God's Own Country's Responsible Tourism a winner at ITB-Berlin

Kerala Tourism campaign wins Golden City Gate Award

Thiruvananthapuram, March 11: Kerala Tourism's new campaign on responsible tourism has bagged the prestigious Golden City Gate Award at the world's leading travel trade show, ITB in the German capital of Berlin.

Titled 'New Worlds', the multimedia campaign containing three short films directed by reputed Malayalam filmmaker Anwar Rasheed won the silver prize of this year's Das Golden Stadttor or Golden City Gate, dubbed the Oscar of Tourism communication, at the Internationale Tourismus-Börse Berlin (ITB-Berlin) 2016.

Wolfgang Jo Huschert, President of the Jury of the "Golden City Gate Award presented the award to Abraham George, President, Kerala Travel Mart.

Conceived and scripted by Stark Communications, Kerala Tourism's creative and brand management agency, the films tell heart-warming stories from one of the world's successfully implemented Responsible Tourism campaigns.

Kerala Tourism had earlier won the Ulysses Prize of the United Nations World Tourism Organisation (UNWTO) for its contribution as a global leader to sustainable tourism.

The 'New Worlds' campaign was launched internationally by UNWTO Secretary General Taleb Rifai at the World Travel Mart in London.

The award is a significant achievement for Kerala, which has committed itself to practicing global tourism in a responsible manner with the interests of the local people and the planet in mind. Tourism policies in Kerala, tempered by an understanding of the uniqueness of the destination, have created a positive impact on the larger interests of the people, on the destinations natural treasures and on the vibrant culture of the state.

'New Worlds' portray the importance of such Responsible Tourism initiatives, which have led to several life-changing stories that have become the heart of the campaign – an affirmation of what Responsible Tourism can do for the traveller, the local community, traditions and nature.

Real people have been cast instead of actors and models in the films, and the stories are set in the same locations in Kerala that they actually took place. The films, which show tourists visiting local communities, sharing in home-made meals, and watching and engaging in cultural performances, demonstrate the vision that when the world comes to Kerala, new worlds open up.



Department of Tourism

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: info@keralatourism.org

marketing@keralatourism.org

www.keralatourism.org

This is as true for local communities, for whom jobs are being created and whose traditional ways of living are being preserved, as for travellers.

The films attempt to present in a real, authentic environment, a set of true stories of transformation and preservation involving tourism and the local communities, inspiring travellers, destinations and tourism organisations to travel further on the road to sustainability.

ITB Berlin, which began on March 9, will conclude on Sunday.

END