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## Press Release

### **Gold Rush for Kerala Tourism at Pacific Asia Travel Association awards**

***Tourism Director collects two golds at annual gala for state's innovative marketing campaigns***

**Thiruvananthapuram, September 9:** Kerala Tourism received the prestigious Pacific Asia Travel Association (PATA) Gold Awards for its marketing campaigns- 'Visit Kerala' television commercial campaign and for the Kerala Tourism e-newsletter at a glittering luncheon function today in Jakarta.

The awards were presented to Kerala Tourism Director Shri U.V. Jose by Mr. Mario Hardy (PATA CEO) and Ms. Maria Helena (Director, Macao Tourism Office) at the Indonesia Convention Centre on the last day of the annual PATA Travel Mart, which started on September 7. The presentation ceremony hosted more than 800 global industry delegates.

"Kerala Tourism campaigns have always attracted international attention and admiration. The latest batch of PATA awards will once again turn the spotlight on the diverse attractions our state offers: from beaches, to heritage, wildlife and wellness," said Tourism Minister Shri A.C. Moideen.

Kerala Tourism also participated at the exclusive travel mart, along with tour operator Spiceland Holidays, Kuruppath Heritage homestay and the Kumarakom Lake Resort.

The PATA awards are tightly contested with this year's competition attracting 212 entries from 71 organisations worldwide.

"The two PATA gold awards are further testimony to the effective and interest-evoking marketing strategies the state enjoys. They are also an endorsement both of our unique brand and products as well as the backroom engagement efforts that go into promoting them," said Principal Secretary (Tourism) Dr Venu V.

Lauding the collective work that went into the campaigns, Shri Jose said it was a matter of pride to pick up the awards on behalf of Kerala Tourism. "Our many award-winning campaigns and initiatives showcase the state as a destination for families to relax, rejuvenate and reconnect. The award shows our strategies have gotten through to their target audiences," he said.

The Visit Kerala commercials, aimed at the domestic tourist, were conceptualised and scripted by Stark Communications, Kerala Tourism's creative and brand management agency. The Kerala Tourism e-newsletter is designed by Invis Multimedia.

Other winners on the night were Hong Kong Tourism Board, which received the PATA Grand award for Marketing; Ministry of Tourism, Republic of Indonesia, for Primary Government Destination Marketing and New South Wales, Australia, for Secondary Government Destination



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Marketing. Under the Marketing Media category, Korea Tourism Organisation received an award for Travel Advertisement Print Media and Hong Kong Tourism Board, for Social Media.

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