

THE HINDU

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Date : 25.9.2020 | Edition : Trivandrum | Page : 3 | Clip size (cm) : W: 9 H:

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'Human by Nature' corners glory

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Kerala Tourism's internationally acclaimed 'Human by Nature' campaign has bagged the prestigious PATA Grand Award 2020 for marketing.

The award, one of the three PATA grand awards, will give a stimulus to the tourism industry in the State that has been in a crisis for over six months due to the COVID-19 pandemic. The awards were announced at a virtual presentation ceremony in Beijing on Thursday.

The event was attended by Minister for Tourism Kadakampally Surendran; Secretary, Tourism, Rani George; Tourism Director P. Bala Kiran; PATA Chief Executive Officer Mario Hardy; and Macao Government Tourism Office Director Maria Helena de Senna Fernandes.

'Human by Nature' was a marketing strategy to revive tourism that was hit by the 2018 floods and the Nipah outbreak. Showcasing cul-



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ture and daily life of the people, it was conceptualised and scripted by Stark Communications.

Growth in arrivals

The campaign had helped Kerala Tourism achieve record growth of 17.2% in tourism arrivals in 2019, the highest in 24 years.

The PATA Gold Awards 2020 attracted 121 entries from 62 organisations and individuals worldwide.