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Press Release

Kerala Tourism Strikes Gold at PATA awards

State's innovative marketing campaigns fetch two golds at the prominent annual awards

Thiruvananthapuram, July 21: Adding to its impressive portfolio of commendations, Kerala Tourism has secured two Gold Awards at the prestigious Pacific Asia Travel Association (PATA) awards in recognition of its trendsetting marketing initiatives, which have boosted the state's profile as a must-visit destination.

The two gold gongs for 'Marketing Media' are in the categories of 'Travel Advertisement Broadcast Media' and 'E-Newsletter', which were clinched by the successful 'Visit Kerala' television commercial campaign and the popular Kerala Tourism E-Newsletter, respectively.

"Winning two awards at the highly influential PATA awards is a tremendous feat. It reflects the success Kerala Tourism's cutting-edge marketing techniques have had in elevating the state into the top-tier of coveted destinations for the inbound tourism market," Minister for Tourism Shri A.C. Moideen said.

The awards will be presented at the PATA Gold Awards Luncheon and Presentation on September 9 in Jakarta, Indonesia – an integral part of the PATA Travel Mart. This year's awards attracted 212 entries from 71 organisations and individuals worldwide.

"Since our marketing campaigns are created and executed from a keen understanding of the unique appeal that 'God's Own Country' holds for tourists, they will undoubtedly have a positive impact and bring the state more such honours," said Principal Secretary (Tourism) Dr Venu V.

The latest recognitions continue a run of success for Kerala Tourism at the PATA awards, with the state having been conferred the PATA CEO Challenge 2015 award for the top emerging destination in the world. Last year, Kerala Tourism was also awarded the PATA Gold in the Heritage and Culture category for the Muziris Heritage Project.

"That such honours are regularly conferred upon Kerala is a testament to the successful branding of the state. With today's travellers always seeking out new experiences, these awards will only help augment Kerala's destination pull," said Kerala Tourism Director Shri U.V. Jose.

The Visit Kerala commercials – developed in keeping with the Visit Kerala campaign's aim to promote domestic tourism – 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.