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Press release

Kerala Tourism wins three PATA Gold awards

Thiruvananthapuram, July 15 : Women empowerment Initiative of the Responsible Tourism Mission, especially its Ethnic Food Restaurant at Kumarakom, received international recognition with the Pacific Asia Travel Association (PATA) conferring its prestigious Gold Awards on the Kerala Tourism, which also bagged two other awards.

The advertisement campaign of the Kerala Tourism - Come Out and Play - and the Kerala Tourism Website -www.keralatourism.org also bagged PATA Gold awards in their respective categories. While the ad campaign was run by the Stark Communications, the Kerala Tourism website has been designed and maintained by Invis Multimedia.

Out of the 15,500 Responsible Tourism Mission initiatives, 13,500 units are led by women. The awards were announced at Bangkok today. Founded in 1951, PATA is a not-for-profit membership association that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region.