Six microsites to promote Kerala

State plans to push tourism

S. ANIL RADHAKRISHNAN
THIRUVANANTHAPURAM

The Kerala Tourism has geared up for the post-COVID-19 era by coming up with six theme-based microsites in the official website to promote destination and tourism products and get an upper hand in the virtual marketing among brands.

With focus of Kerala turning to wellness tourism and in view of the corona pandemic, Ayurveda has been given prominence among the microsites added to the official website www.keralatourism.org.

Long-term strategy

Yoga, Kalaripayattu, an ancient martial art indigenous to the State, Temples of Kerala, Judaism in Kerala and Discovering Malabar are the other new microsites that have been featured.

The move to infuse content into the website and give a refreshing look is part of the long-term strategy to overcome the impact of COVID-19 that has taken a heavy toll on the travel and tourism industry facing job cuts and low margins.

Tourism planners and the industry are expecting an influx of domestic tourists when the pandemic ends and the microsites will come in handy for marketing the destinations. Besides, the aim is to retain an edge for the official website that ranks first in the search results since 2004.

“in the days of the lockdown and holidaying coming to a standstill globally, we have noticed that other tourism brands are doing virtual marketing. In microsites, we have taken care to provide new content and more emphasis on videos of high quality. New models have been roped in,” Kerala Tourism Director P. Bala Kiran said.

The cuisine of Malabar, Jewish diet, popular asanas, cultural and art forms of Malabar to featuring of the 100 temples district-wise make it a unique experience.