



Department of Tourism

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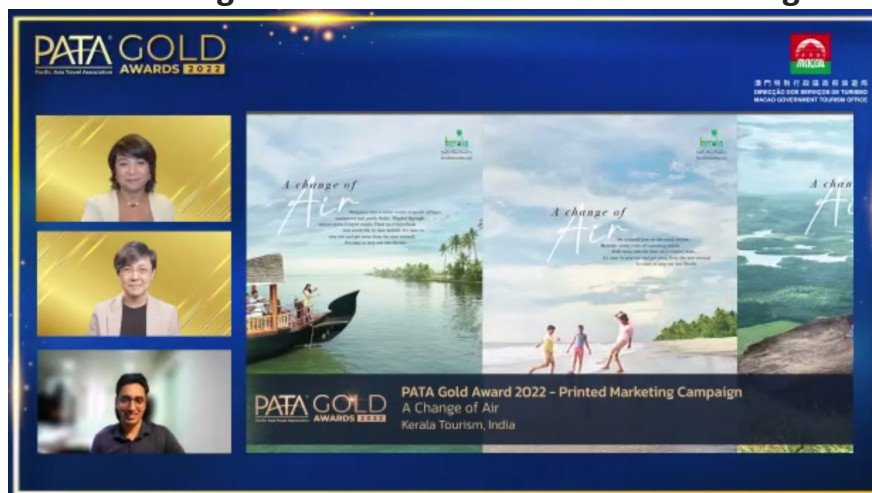
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PRESS RELEASE

Kerala Tourism bags PATA Gold Award for its marketing campaign



Thiruvananthapuram, Oct. 07: Kerala Tourism has bagged the prestigious Gold Award of Pacific Asia Travel Association (PATA) for 2022 in Printed Marketing Campaign category, in a huge recognition of the government's sustained efforts to position the state as a major global destination in the post-pandemic world.

Kerala Tourism Director Shri P B Nooh received the award from Ms. Liz Ortiguera, CEO, PATA and Ms. Maria Helena de Senna Fernandez, Director, Macao Government Tourism Office (MGTO) in a virtual ceremony.

"PATA Gold Award comes as a high honour for Kerala Tourism, which has stepped up efforts to market the state as a major global destination. It is also significant to note that this award comes shortly after Time magazine cited Kerala as one of the 50 extraordinary destinations to explore in 2022," said Tourism Minister Shri PA Mohammed Riyas.

"Our sustained marketing campaign has already started yielding results as the state has been witnessing a high footfall of both the domestic and international visitors since the turn of this year," Shri Riyas added.

"PATA Grand Award is a huge affirmation of the brilliance of our marketing campaigns at a time when Kerala Tourism is poised to scale greater heights," said Shri K S Srinivas, Principal Secretary, Tourism.

PATA Gold Awards, now in its 38th year, recognize the best in marketing, creativity and innovation tailored for the Asia Pacific region and beyond. Staying current with industry



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trends and innovation, PATA updated its PATA Gold Awards programme by introducing two new categories, Tourism Destination Resilience (Global) and Tourism Destination Resilience (Asia Pacific).

In all, 25 individual awards for specific themes were awarded. All award recipients were honoured at the virtual PATA Gold Awards Ceremony on Friday, October 7, 2022.

Kerala has been featured prominently in national and international channels, newspapers, magazines, portals and airport displays, helping the state to regain its reputation as a must-visit destination after the pandemic-triggered crisis.

Ends