

Karthik Murali
Master in International Marketing,
International Business Institute, Paris,
France/India
Karthikmurali140@gmail.com

MARKETING STRATEGY OF KERALA TOURISM

Introduction

Kerala is a state on India's tropical Malabar Coast, it has nearly 600 km of Arabian Sea shoreline. It's known for its palm lined beaches and backwaters, a network for canals popular for cruises, its many upscale seaside resorts include specialists in Ayurveda treatments, inland are the Western Ghats which slopes that support the tea, coffee, spices plantations.

Case Study

One of the favorite tourist destinations for both the Nationals and International (U.K., France, USA, Germany are the some country which visited mostly. Awarded very good branded award for 101 strongest brand in India by super brand India in year 2007. Major attractions are Ayurveda, back waters, hill stations, wildlife and culture. Tourism has promoted almost 8% of total employment directly and indirectly.

Market Positioning

Kerala tourism, Ayurveda and beaches are the major attractions of Kerala. The State has a coastline of 580 km. The other aspect of Kerala is eco tourism initiative by Kerala state in the year 2007. The state is trying to brand the medical tourism because of efficient medical care in Kerala – Maldives, neighboring state like Lakshadweep. Major initiatives is the branding of traditional art forms of Kerala, Kathakali, Theyam etc.

Product	Destination
Major Beaches	Kovalam, Varkala, Kappad, Bakal, Fort Cochin
Hill Stations	Munnar, Ponmudi, Thekady , Wayanad
Art Forms	Kathakali, Koodiyattam, Kalaripayitu, Mohiniyattam
Wild Life Sanctuaries	Wayanad, Silent Valley, Neyar

SWOT ANALYSIS

Strength	Weakness
State is well known for the smooth law and order High life expectancy Excellent quality of life Eco tourism initiatives	Restrictive coastal regulation zone Lack of efficient waste management system Shortage of funds for tourism expansion

Opportunities	Threats
Accessibility of quality human resources Employment opportunity in tourism related area Good brand image of gods own country	Growth of tourism leads to pollution, ecological hazards. Over emphasis may lead to recession in the period of down turn Current communications strategy

Marketing Strategy

Event based campaigns

The event based campaigns promote the brand Kerala tourism and tagline gods own country according to 11 th planning commission government is spending us \$12 k for local event and us \$24k for the National event. Kerala travel mart , Indian international boat shows, mystics of Malabar, Nishagandi dance and music festival (on am, Christmas, Ramadan) State Themes in Dubai shopping festival, world travel mart, international road shows.

Mass media campaigns

Kerala tourism is focusing more towards mass media campaigns to build the brand. Strong media presence is there in print media and TV media to cater domestic market. TV campaigns, print campaigns, Advertising film for Kerala tourism, internet promotions (YouTube, mobilewap), partnering with private players.

Social media marketing is the latest option of Kerala tourism in the financial year 2009. Identifying the penetration of social networks and internet strategic promotions has been started since last year collaborating with jet airways. The promotion of jet 2 Kerala was done through twitter. The campaign was able to generate 15% of sales through twitter campaign itself. Another marketing strategy is to tie up Kerala tourism with private agencies to promote tourism. For example, tie up with club Mahindra is a typical example of successful promotion strategy. So, the private agencies will promote their product and services backing Kerala tourism.