



Department of Tourism

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PRESS RELEASE

ITB Berlin: Kerala Tourism receives two international awards

- ***Silver Star for innovative marketing campaign and Excellent Award for music video “Shubha Mangalyam”***

Thiruvananthapuram, Mar 5: In a splendid global recognition, Kerala Tourism today bagged the Silver Star in the Campaign International category for the "Come Together in Kerala" marketing campaign at the Golden City Gate Awards 2025 at ITB Berlin, considered as the world's biggest travel show.

It also received the Excellent Award in the Music International category for its outstanding music video, 'Shubha Mangalyam – Weddings in Kerala'.

The awards were presented by Mr Wolfgang Jo Huschert, President of the Jury of the “Golden City Gate Award. Kerala Tourism Additional Director (General) Shri Vishnuraj P. received the award at an impressive function in Berlin, the capital city of Germany.

The 'Come Together in Kerala' campaign is designed to encourage urban families to disconnect from their hectic routines and reconnect in Kerala's serene landscapes. Utilizing a mix of print, digital, radio, and social media platforms, it effectively positions Kerala as the ideal family getaway.

The innovative campaign, which resonated deeply with audiences, features emotional storytelling through videos like *Yeh Dooriyan* and *Saath Saath*, along with vibrant print ads showcasing Kerala's diverse experiences.

An elated Tourism Minister Shri P A Mohamed Riyas said, “The prestigious awards are a solid reaffirmation of Kerala Tourism's continued efforts to launch marketing campaigns of international standards. The fact is the 'Come Together in Kerala' campaign, a signpost of creative brilliance, played a significant role in record-breaking domestic tourist arrivals in 2023, vindicating its status as a top travel destination.”

As for the award for music video 'Shubha Mangalyam – Weddings in Kerala', the minister said it will promote the awesome charm of Kerala across the globe and showcases Kerala as an ultimate Wedding Destination.

The music video is an eye-catching and melodious three-language romantic video song by renowned Indian-American singer Vidya Vox on weddings in Kerala. It garnered over a million



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views on YouTube in just two months after its launch, highlighting the state's irresistible appeal as a destination for marriage and honeymooners.

The three-and-a-half-minute 'Shubha Mangalyam' video, featuring lyrics in English, Hindi and Malayalam, portrays a non-Malayali couple celebrating their wedding in Kerala and enjoying the picturesque charm of the southern state.

Vidya Vox completed this lilting music track — a unique mash-ups of western pop with Indian classical — in collaboration with Kerala Tourism. Shot across south-central Kerala's scenic landscapes of Alappuzha backwaters, Vagamon hills and Marari beach, the video stands out for its catchy melody and spectacular visuals. It has garnered popularity across other social media platforms such as Facebook, Instagram, and Twitter.

'Shubha Mangalyam' video came just eight months after Travel + Leisure India & South Asia magazine declared Kerala as the best wedding destination.

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