Kerala Tourism wins the best tourism website award

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Press Release Author: **Invis Multimedia**

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Press Release Summary: Kerala Tourism website has won Net4 PC World Web Award 2008 in the 'Tourism' category.

Press Release Body: **Kerala Tourism's official website, www.keralatourism.org has won the Net4 PC World Web Award 2008** instituted by the technology magazine PC World, for the best tourism website in India. In its second year, the **PC World Web Awards** chose www.keralatourism.org from among 57 websites across 31 popular categories.

www.keralatourism.org was launched in 1998 and currently receives around 1,50,000 visitors and 6,00,000 page views per month. The site offers thousands of pages on Kerala, indexed in all major search engines. Designed and maintained by **Invis Multimedia**, the website was judged as the most visually appealing and won accolades from the judges for being a clean and well-structured site. The website's use of technology and good search option were also said to be way ahead of others.

On the criteria of evaluation, **PC World** said, *"Our experts rated sites on two levels – design and usability. Design included colours,*

typography, visual appeal and consistency. Usability took into account interactivity and customisation in India."

S**ecretary for Kerala Tourism, Dr. Venu V**., said he was thrilled by the award. *"This award is a great recognition of how we use the internet to communicate with users. We are constantly upgrading our website to make it more user friendly and interactive"*

The website has won several other acclaims including the **Award of Excellence from the Government of India** for the **'Most Innovative Use of Information Technology and Best Tourism Website / Portal'** and the **2005 Pacific Asia Travel Association (PATA) Gold Award** for the best travel E-Newsletter, pointed out Mr. M. Sivasankar, Director, Kerala Tourism.

Web Site: http://www.keralatourism.org

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