



PATA Gold Award 2019

The Ministry of Tourism's campaign, "**Find the Incredible you**" has been declared the winner of PATA (**Pacific Asia Travel Association**) **Gold Award 2019**.

- It received an award in the "Marketing - Primary Government Destination" category.
- The campaign is a part of its promotional initiatives that are released under the 'Incredible India' brand-line in the Television, Print, Digital and Social Media, in key and potential source markets overseas.
- The campaign focuses on digital and social media and the promotion of **Niche Tourism** products of the country.

Niche Tourism

- A 'niche' tourism strategy is one that appeals to a small number of people who are especially interested in something. Another way to describe 'niche' tourism is 'specialised' tourism.
- Examples of niche tourism: Eco & Wildlife Tourism, MICE Tourism, Sustainable Tourism, Cruise Tourism, Golf Tourism, Polo Tourism, Medical Tourism, Wellness Tourism etc..
 - The term "MICE" in the context of travel is an acronym for meetings, incentives, conferences, and exhibitions. The MICE market refers to a specialized niche of group tourism dedicated to planning, booking, and facilitating conferences, seminars, and other events, which is a big moneymaker in the travel industry.

About PATA

- It was founded in 1951, its headquarters is in Bangkok, Thailand.
- PATA is a **not-for-profit membership association** that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region.
- The Association provides aligned advocacy, insightful research and innovative events to its more than 800 member organisations, including 95 government, state and city tourism bodies, 20 international airlines and airports, 102 hospitality organisations and 70 educational institutions, as well as over a hundred young tourism professional (YTP) members across the world.