A perfect holiday at the right destination is every man’s dream. Making this dream come true is the task of the tourism industry. Destination branding is seen as a crucial marketing concept adopted by the tourism industry to popularize their attractions among consumers. In this highly competitive environment, only those destinations which have clear marketing strategies and positions will remain afresh in customer minds when they plan their holidays. Marketing agencies are trying hard to create a favourable brand image for their destinations. Unless a destination brand is adopted, supported and given life by stakeholders and promoters, it will amount to nothing more than a mark on a piece of paper.

Tourism in Kerala has emerged as a major revenue spinner and has been playing a lead role in accelerating economic growth. Kerala’s tourism brand is listed among the top 100 brands of India and has been accorded the highly coveted ‘Super Brand’ status. This study on the successful story of Kerala Tourism wishes to probe into how sustained brand promotion by a state, on similar lines of country branding adopted by some countries, can make a significant impact on the overall welfare of the state.

The study has analysed the perceptions of tourists, tour operators and accommodation providers with a view to understand the effectiveness of Tourism Brand Promotion measures and the approach and strategies adopted for the significant development of tourism. A study of this nature will, definitely, be of immense policy application at the government level. It will pave the way for the growth of non-governmental agencies like tour operators, property owners and travel agents and aid them in formulating promotional strategies. The study provides useful basic data that can guide research students and supervise academics interested in tourism destination marketing.