



GOVERNMENT OF KERALA

Abstract

Tourism Department- Departmental Working Group on Plan Schemes(2025-2026)- Proposal for International Online and Social Media Campaign (Europe & UK) -Administrative Sanction Accorded- Orders issued.

TOURISM(B) DEPARTMENT

G.O.(Rt)No.104/2026/TSM Dated,Thiruvananthapuram, 17-02-2026

Read 1 G.O.(Ms) No.3/2019/TOUR dated 30.05.2019

2 Letter No.DOT/189/2026-M3 dated 17.01.2026 from the Director of Tourism.

3 Minutes of the Departmental Working Group meeting on Plan Schemes 2025-26 held on 19.01.2026

ORDER

The Director of Tourism as per letter read above had submitted a proposal before the Departmental Working Group for sanctioning an amount of ₹3,80,42,291/- (Rupees Three Crores, Eighty lakhs, Forty Two Thousand Two Hundred and Ninety One Only) including GST for the proposal "International Online and Social Media Campaign (Europe & UK)", by meeting the expenditure in this regard from the H/A 3452-80-104-98-00-34-03-PV-Marketing.

2. The Departmental Working Group on Plan Schemes 2025-26 that met on 19.01.2026 examined the proposal in detail and approved the proposal as detailed below:

Sl.No.	Publisher/Platform	Geo Target	Key Placements/Ad Units	Estimated Impressions	Total Cost (INR)
1	Telegraph.co.uk	UK	High Impact (Skylight, Full Banner), Billboard	6,40,000	₹ 25,80,000
2	Welt.de	Germany	Sitebar + MREC	10,00,000	₹ 26,35,000

3	Les Echos + Le Parisien + Paris Match	France	Display Ads (various sizes) + Skin Ads	12,81,253	₹ 28,81,363
4	LeMonde.fr	France	High Impact Display, Interstitial, Outstream Video	25,33,637	₹ 24,79,617
5	National Geographic.com	UK Germany, France, Spain ,Italy, Sweden	RON Display (various sizes)	10,00,000	₹ 29,10,000
6	CNN.com	Travel audiences	Display (300x600, 970x250, etc.)	5,70,231	₹ 18,53,250
				Total	₹1,53,39,230
				GST	₹ 27,61,061
				Total incl. GST	₹1,81,00,291

ACTIVITY	DELIVERABLES & PLATFORMS	BUDGET in INR (excl. GST)
CONTENT PRODUCTION	Cost for producing reels and developing videos using existing footage, including translation, subtitling, and adaptation for social media creatives.	30,00,000
PAID PROMOTION IN EUROPE(Germany, France, Italy, Spain)	FACEBOOK	30,00,000
	INSTAGRAM	35,00,000
	GOOGLE ADS	12,00,000
TOTAL BUDGET		1,07,00,000
LOCATION	CAMPAIGN	BUDGET in INR (excl. GST)
PAID PROMOTION IN UK	FACEBOOK	20,00,000
	INSTAGRAM	32,00,000
	GOOGLE ADS	10,00,000
TOTAL BUDGET		62,00,000
Grand Total (excluding GST)		1,69,00,000

Social media Budget	
Total	Rs. 1,69,00,000
GST	Rs. 30,42,000

Total incl. GST	Rs. 1,99,42,000
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Total Budget Summary (Online + Social Media Ads)

Sl.No.	Platform	Cost (incl. GST)
1	Online Ads	Rs.1,81,00,291
2	Social Media campaign	Rs. 1,99,42,000
	Total	Rs. 3,80,42,291 <i>{rounded off to ₹3,80,42,400/-}</i>

3. Government have examined the matter in detail and are pleased to accord administrative sanction to the Director of Tourism to expend an amount of **₹3,80,42,400/-** (Rupees Three Crores, Eighty lakhs, Forty Two Thousand and Four Hundred Only) including GST for the project "International Online and Social Media Campaign (Europe & UK)", by meeting the expenditure from the funds available under the ***H/A 3452-80-104-98-00-34-03- PV- Marketing*** in the financial year 2025-26, limiting the expenditure to this year's budget provision, and subject to the following conditions:-

- (i) *The Director, Tourism shall ensure that unique, innovative and high- quality videos are developed and properly documented.*
- (ii) *The Director, Tourism shall verify and ascertain that payment to the agency shall be made in accordance with the bills/invoices received from the respective online and social media firms.*

4. The Director of Tourism shall also ensure that all the procedural and codal formalities and the conditions stipulated in the Government Order read above shall strictly be adhered to.

(By order of the Governor)
JAGADEES D
ADDITIONAL SECRETARY

To:

The Director of Tourism, Tourism Directorate, Park view, Thiruvananthapuram

The Principal Accountant General(Audit), Kerala, Thiruvananthapuram.

The Accountant General (Economic & Revenue Sector Audit), Kerala, Thiruvananthapuram.

The Finance Department.

Tourism (A) Department.

The Planning & Economic Affairs Department.

The Chief (I&I) Division, State Planning Board, Pattom,
Thiruvananthapuram.

The Sub Treasury Officer, Sub Treasury, Vellayambalam,
Thiruvananthapuram.

The Information & Public Relations Department (for uploading in
the website)

Stock file / Office copy

Forwarded /By order

Section Officer

Copy to :

PS to Minister, Tourism.

CA to Secretary, Tourism.

CA to Additional Secretary, Tourism