



Karnataka Tourism amplifies its “Year of the wild” campaign with the Indian Railway

- Collaborates with Vyoma technologies to intensify its 2017 campaign across 279 railway stations in 7 states engaging with 10 Crore people every month

25 May 2017, Bengaluru: From showcasing eco-trekking along the scenic Western Ghats, to the celebration of the iconic Golden Chariot, Karnataka Tourism will look to intensify its 2017 campaign with its creative collaboration with India’s fastest growing digital outdoor media company, Vyoma Technologies. The association falls strategically in-line with the elevated impact and increased awareness Karnataka Tourism is looking to create across highly dynamic, engaging and measurable mediums in the country.

As new age medium gains thrust and enables overall campaign effectiveness, Vyoma technology’s collaboration with Karnataka Tourism is extremely befitting and imperative as the dynamic technology reaches a diverse, and large number of daily commuters and travellers. With the 2017 campaign titled ‘Year of the Wild’, looking to appeal to audiences across demographics, geographies and age groups, Vyoma’s intelligent displays, which is powered by curated audience engagement, will enable a reach of over 10 crore people a month. The campaign is currently running across 7 states including Maharashtra, Telangana, Bihar, Gujarat, Andhra Pradesh, Rajasthan and Karnataka.

The Ministry of Tourism numbers point to a record 15.5 per cent growth in domestic tourism in 2016. This registered a clear shift in traveller’s behaviour and upcoming holiday trend. While earlier seasoned travellers or travel enthusiasts used to visit, or look at International destinations, now ultra- modern travellers are inclined towards exploring vast list of unexplored locations across India. The demand for experiential travel, focused on authentic, local and unique locations has immense potential to boost domestic tourism further. The Indian Railways’ recent policy change also reflect the objective to promote tourism by connecting tourist spots across the country through railways.

Vyoma technologies with its intelligent digital display network across the country has progressively strived to integrate technology and creativity to turn brand awareness into contextual engagement and customer adoption. Speaking on the potential of the medium and creative approach of Karnataka Tourism, **Shriranga K. Sudhakara, MD, Vyoma** said, “Karnataka Tourism has been at the forefront of adopting innovative mediums, and we are very excited to partner with them and provide the massive reach of Indian Railway on a digital tech platform that offers both measurability and engagement.”

As Karnataka Tourism works towards cementing its position as one of India’s foremost destinations for outdoor and historical pursuits with a complex combination of cultures, flavours and picturesque locales, the association with Vyoma technologies is well placed to enhance customer targetability and inspire the ever evolving travellers

Karnataka tourism has been leveraging on major mass transportation touch points like the Metro, Airport, Bus terminals and now the massive Indian railway reach is there to amplify this campaign.