

Summer's Bid Adieu? #DoTheNew

Uttarakhand Tourism to launch promotional campaign for Monsoon Season

Regular travelers flock the hills of Uttarakhand either in summers or in winters. But this Monsoon, in a bid to offer the tourists something new, Uttarakhand Tourism Development Board (UTDB) is all set to launch an enticing campaign titled #DoTheNew.

Brimming with several heavenly destinations covered in clouds and mist, Uttarakhand is a perfect place to enjoy the magic of monsoon. The season is also considered to be the best for Ayurvedic treatment and Uttarakhand being the wellness capital of India also invites travelers for rejuvenating experiences clubbed with recharging sessions of Ayurveda.

As the name suggests, the campaign makes a clarion call to do something unconventional; to do something new and enjoy the rainy season away from the city, in the cradle of nature. It asks for connecting with nature, gazing sky filled with clouds, getting wet, playing in the dew, dip the feet in the water and surrender yourself to the magic of monsoon.

Keeping the demographics of the state in consideration, as a part of the campaign, UTDB has strategically identified 6 destinations to be promoted, namely Ranikhet, Mussoorie, Dhanaulti, and Kausani. These heavenly destinations are as loud as they are quiet; they balance out a person's sense of adventure by subtly inducing tranquillity. The harmonic rainfall, the essence of raincoats, the excitement for some luscious local cuisine, the freshness of the environment, all in all, the perfect enthrals.

"Hill Stations have always been known to be a popular tourist destination in the summers; with this campaign we intend to change that primary perspective and make people realize, that the hills of Uttarakhand are not only for escaping the heat, but also to enjoy monsoon season at its best.", said Shri Satpal Maharaj, Hon'ble Tourism Minister of Uttarakhand, commenting on the potential of the #DoTheNew campaign.

According to Shri Dilip Jawalkar, IAS, Secretary, Tourism, *"Seeing the engagement of our target audiences including the travellers making decisions online, we will first break the campaign on digital and social media. On the lines of the #DoTheNew theme, we will have other campaigns coming over where the idea is to change the perception of the way this diverse State has been perceived till now. We want to give the people, new experiences and Uttarakhand has a lot of new things to offer in a lot of ways than what you might imagine."*

So this monsoon, pack your bags and head to do something new; with **Rains. Uttarakhand. And You!**