

PRESS RELEASE

Sikkim has gained an immense popularity in the tourism sector. It is now placed prominently in the World Tourism Map. The Department of Tourism is in the process of selecting an appropriate brand name for Sikkim in order to market the State in a smarter way. A brand name competition was announced in August 2009. There was a good response from the public as well as students from schools, and tourists who visited the State. A meeting was organized to shortlist the suggestions received. Out of 204 suggestions 62 have been shortlisted. This is placed for the public for suggestions and modification. The final selection will be done in the 1st week of March. All are requested to participate actively

Shortlisted BRAND NAMES for Sikkim Tourism

Sl no	Brand Name
1	Paradise in Disguise
2	Ever Enchanting State
3	Kingdom of Lord
4	Glory of Himalayas
5	Paradise on Earth
6	Himalayan Cradle
7	Sukhim, a Cradle of Khanchendzonga
8	Truly Earth
9	Miracle of God
10	Jewel in Heaven
11	Naturalists' Paradise
12	Unforgettable State
13	Simply Enchanting
14	A Synonym for Peace
15	The Paradise of Friendship
16	A Stairway to Heaven
17	Ambassador of Nature
18	Nature's Own Place
19	The Land Beyond Your Imagination
20	Heaven not too Far away
21	Jewel of Himalaya
22	Land of COlourful Tradition
23	Land of Peaceful Essence
24	Refreshingly Mind Blowing
25	A Pristine Pocket of Paradise
26	The Dawn of Paradise
25	Silkway to Hills
26	Land of Cultural & Spiritual Ecstasy
27	The Pride of India
28	God's Masterpiece
29	Gateway to Shangrilla

30	Two Steps Behind Heaven
31	Abode of the Deities
32	Land of Peace & Harmony
33	The Evergreen Destination
34	Paradise to its Extreme
35	Gateway of Peace & Happiness
36	Nature's Hidden Bounty
37	Nature's Bounty
38	Your Home in the Himalayas
39	A Spark of Elegance
40	The Land of Mystique Beauty
41	Wonder of Nature
42	Second Heaven
43	Truly Delightful
44	Land of Smiling Buddha
45	Blooming Beauty
46	The Land of Smiling Face
47	The Land of Hills and Snows
48	The Hidden Treasure
49	Mystical Mountain...The Undiscovered Treasure
50	What a Beauty!!
51	Sikkim, Experience the Magic
52	Nature's Wonder
53	Come without thinking
54	Crown of India
55	Eden State
56	See Sikkim- Search your soul in the Land of Peace & Tranquility
57	Nature's Signature
58	Say YES to Sikkim, Destination Unlimited
59	Picture Perfect Dream Destination
60	Serene Sikkim
61	Sikkim – the Divine Beauty
62	Sikkim – The Travellers' Joy