



**Department of Tourism**

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: [info@keralatourism.org](mailto:info@keralatourism.org)

[marketing@keralatourism.org](mailto:marketing@keralatourism.org)

[www.keralatourism.org](http://www.keralatourism.org)

## PRESS RELEASE

### Kerala Blog Express run will inspire travelers: Minister



#### Shri Riyas flags off KBE 2023

**Thiruvananthapuram, July 13:** Holding that Kerala Blog Express (KBE) is not just a blogging trip, Tourism Minister Shri P.A. Mohamed Riyas today said it aims to inspire and invite travelers from around the world to get first-hand experience of the magic of Kerala.

Flagging off the 7<sup>th</sup> edition of KBE at the Hotel Mascot in the city, Shri Riyas said KBE is a celebration of Kerala's natural beauty and cultural heritage and warm hospitality.

KBE is a unique campaign initiated by Kerala Tourism that sets top travel bloggers from across the globe on a two-week-long road trip across the state. As they travel on a luxury bus, exploring curated destinations in Kerala over two weeks, they will create stories and other content for social media platforms.



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Around 30 renowned content creators have been chosen from a pool of talented applicants for KBE and they will record their inspiring experiences of travelling through Kerala, interacting with locals, relishing the rich and diverse cuisine and immersing themselves in Kerala's unique cultural realm.

According to him, the annual event, organized by the Department of Tourism, promises an extraordinary journey through the captivating landscapes and cultural wonders of Kerala.

"The unique trip invites influential storytellers from around the world for embarking on a two-week-long adventure showcasing the essence of God's Own Country. They will experience the state's stunning backwaters, pristine beaches, lush green hills, rich heritage and vibrant traditions," he said.

He said the customized KBE luxury coach festooned with Kerala Tourism's campaign logo and message will travel the length and breadth of Kerala, creating a perfect visual presence and it will serve as a travelling ambassador.

The Minister said Kerala Tourism has meticulously planned diverse range of activities and experiences showcasing the true essence of Kerala.

Shri Riyas also called for following the *#KeralaBlogExpress7* on social media to stay updated with the bloggers' incredible journey.

Kerala Tourism Secretary Shri K Biju said KBE is a specially curated programme in which each one of the bloggers will be travelling to different locations and taking back memories so that we interact as one community.

Kerala Tourism Director Shri P B Nooh, in his welcome address, said in the next two weeks the bloggers will come up with wonderful answers to the query why Kerala is called 'God's Own Country'?

Additional Director (General) S Premkrishnan, IAS, and KTDC Managing Director Ms Shikha Surendran and were also present.

Around 30 social media content creators from different countries are participating in the KBE 2023. They will be traveling to various destinations in the state on a luxury bus from July 13 to 26 for creating stories and other content for social media platforms.



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Two of the travel bloggers are Indians and others are from Argentina, Australia, Belgium, Brazil, Bulgaria, Chile, Italy, Romania, USA, UK, Netherlands, Canada, Kenya, South Africa, Malaysia, Indonesia, New Zealand, Turkey and Colombia.

They have already visited Kovalam and other destinations in the state capital. The itinerary of the bloggers includes Kumarakom and Alappuzha on July 14, followed by trips to Thekkady (July 15), Munnar (July 16), Athirappally (July 18), Kozhikode (July 19), Wayanad (July 20), Shornur (July 24) and Kochi (July 25).

**Ends**