

# THE HINDU

## Blog Express starts its journey across State

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### Blog Express starts its journey across State

'My First Trip' aims at augmenting tourist footfall, giving a boost to COVID-hit industry

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Ten popular domestic bloggers from across the country started blogging about God's Own Country from Thursday as part of Kerala Tourism's maiden Domestic Kerala Blog Express named 'My First Trip' in an endeavour to augment tourist footfall during the post-COVID period.

The bloggers, including a medical practitioner and an actor from Mumbai, are producing digital content about their first-hand experience of the land, its destinations, cuisine, and culture. The images, videos and literature generated will be shared on social media platforms as #MyFirstTrip.

After the flag-off by Principal Secretary,

Tourism, Rani George in the presence of Tourism Director V.R. Krishna Teja from the Hotel Mascot premises here, the first of the five-day road trip of Indian online influencers aboard 10 vehicles went on a whirlwind tour of the capital.

Many of the bloggers are first timers to the State. Kritika Sharma, an actor from Mumbai, said that Keralites were "a wonderful people" and that she was looking forward to great memories of her maiden trip here.

#### Passion for travel

Deepanshu Sangwan from Haryana, who is in the State for the second time, said Kerala has instilled in him a passion for travel. Vishaka Dhanraj from Mumbai, who



Tourism Secretary Rani George flags off 'My First Trip' organised by Kerala Tourism as part of the Domestic Kerala Blog Express in Thiruvananthapuram on Thursday. #S. MAHINSHA

had explored the State on motorcycles, said she looked forward to the road trip, this time without a bike.

"These bloggers can also spread the word to the world that Kerala is a safe place to explore and that

they can come down here for holidaying," said Rani George.

#### Destinations

Five itineraries have been prepared for the bloggers. The destinations include the

Jatayu Earth Centre at Chadayamangalam, Thumboormuzhi Garden, near Chalakudy, Vazhachal, Athirappilly waterfalls and the Malakkapara hill station.

The travellers will also experience village life on Munroe Island and nature walk along the bird sanctuary in Kumarakom and a houseboat cruise there, besides visits to the Muziris heritage project sites and a town walk through coastal Alappuzha.

Other highlights are visits to the Punnamada lake, Mararikulam beach, boating in Periyar Lake, Tea Museum in Idukki, dams at Kundala and Mattupetti and water sports at Cherai.

'My First Trip' will conclude at the KTDc's Bolgatty Palace in Kochi on March 29.