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Press Release

Kerala Blog Express 2.0 sets off to explore God's own Country

Thiruvananthapuram, March 3: Kerala Blog Express 2.0, the second edition of the campaign hosted by the Kerala Tourism to enable some of world's foremost online travel writers to explore the state, was flagged off by Minister for Health, Family Welfare and Devaswom, Shri V S Sivakumar from the capital city today.

Kerala Blog Express takes selected, ace bloggers from around the world on a two-week road trip across God's Own Country to discover the beauty of the region and experience its unique culture.

First organised in the financial year 2013- 2014, the campaign was a huge success and drew very positive response from the participants, Kerala Tourism Additional Director (General), Smt Anupama T V told reporters following the flag off.

Kerala Tourism, known for its innovative and creative projects, is the first tourism board in India to organise an event of this kind with the aim of reaching out to a wide international audience.

Thirty travel bloggers/photographers/writers are taking part in the second edition of the Kerala Blog Express. The selection was carried out using an online voting scheme, from which the campaign management team shortlisted the participants.

"Numerous promotional schemes like Google ads, Face book ads and blogger outreach activities were employed for reaching out to the travel blogger community," said Smt Anupama.

She also added that the winners were selected based on their profile, reach and number of votes.

While the first season in 2014 had 664 entries during the voting period, the second season saw 702 entries. As many as 30 participants from 21 countries were selected this year, compared to 27 from 14 countries in the previous year.

Among this year's participants which included two Indians, three were from Spain and Italy, two each from United States, Poland, United Kingdom, Philippines and a participant each from Brazil, Slovakia, Hungary, Finland, Uruguay, Mexico, Czech Republic, Greece, Israel, France, Indonesia, South Africa, New Zealand and Bulgaria.

In the course of the maiden Kerala Blog Express, the campaign micro site (<http://keralablogexpress.com/>) recorded 2.5 lakh page views from all over the world. On Twitter, the 27 participants tweeted more than 8,000 times using the hashtag #KeralaBlogExpress.

Their pictures, descriptions and experience of God's own Country were seen by more than two million people and more than 250 blog posts have been written. The details of the Kerala Blog Express 2.0 are also being shared on the official microsite. More than 2.2 lakh page views were recorded during this year's registration and voting period.



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Kerala Tourism is partnering the best hotels in the state so that the participants and crew can receive the best-in-class accommodation during the trip.

The Kerala Blog Express 1.0 was a great success due to its accurate planning and well designed execution. It created a significant buzz worldwide about Kerala as a tourist destination. The second season, with added attractions, is expected to help reap benefits of the impact that the first edition created and sustain the momentum in the tourism sector.

A video, showing the bloggers of Kerala Blog Express 1.0 sharing their travel experiences was screened at the press conference. Also, the thirty participants introduced themselves, shared their happiness in being part of the journey and thanked the tourism department for providing them the opportunity.

Other dignitaries who participated in the conference were Kerala Tourism Additional Secretary, Shri Shaju P K, Planning Officer Shri A Udayakumar, and Deputy Director Shri Zacharia D Ayyaneth.

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