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Press Release

Kerala Blog Express Enters Season 3

30 leading bloggers from 25 countries to travel for 2 weeks on Kerala Blog Express

Thiruvananthapuram, Feb 15: Bloggers from Brazil to Belgium and Spain to South Africa took part in the Kerala Blog Express Season 3 that began today.

Kerala Tourism Minister Shri A P Anilkumar flagged off this year's edition at the Mascot Hotel, which witnessed the participation of 30 leading bloggers from 25 countries.

Launched in 2014, Kerala Blog Express is a two-week long road trip that targets the most influential bloggers in the global travelling community, who will share their experiences with readers, recommend destinations and also act as travel agents.

"After two hugely successful editions, the response to the third season of Kerala Blog Express has been remarkable," said Shri Anilkumar.

"I hope that this year will be even more successful and will further help in promoting tourism," the Minister said.

He also expressed his gratitude to the Kerala Blog Express partners such as Silk Air, Airtel and other hospitality groups.

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, reaped benefits of the impact that the first edition created and sustained the momentum in the tourism sector.

This year, the participant registrations hit a new high with more than 1,000 bloggers from 66 countries registering for the event. The selection of participants is made by travelling enthusiasts themselves online by voting for their favourite bloggers. Those who get the highest votes are chosen.

The 30 participants of Season 3 were selected on the basis of factors such as nationality, number of votes they received, social media reach and quality of the blog.

The participants this year include Carla Boechat and Patricia Schussel Gomes from Brazil, Rebecca Coutant and Brittany Kulick (United States), Els Mahieu (Belgium), Javier De La Cruz Valdemoro (Spain), Verushka Ramasami (South Africa), Matthias Derhake (Germany), Céline Simon (France), Brittany Hemming (Canada) and Aleksandra Swistow (Poland).

"The presence of Keralites are felt across the globe, likewise we want the world to come to Kerala for exploring the beauty of the state," said Kerala Tourism Secretary Shri Jyothishil.



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"Kerala, one of the top ten biodiversity hotspots in the world is a land Ayurveda, Yoga, martial arts. We suggest every travel to come to our land for Ayurvedic treatment that will rejuvenate your mind and soul" Shri Jyothilal added.

"The bloggers through this trip will get to know the Kerala products like Kathakali, Sadya, and Village experience" said Kerala Tourism Director Smt TV Anupama while introducing the bloggers at the flagging-off ceremony.

"The two-week travel plan that ends on February 28 covers major tourist destinations from Thiruvananthapuram to Wayanad," she added.

The bloggers shared their joy and excitement on being the part of the Blog Express. Nidhi Thakur from Himachal Pradesh, the only Indian Blogger said that she is very eager to explore Kerala that was familiar to her only through movies with the picturisation of songs with dance sequences.

Mirela Surghie, from Romania said that Kerala is known for its Ashrams in her country. "Seventy-five percent of my travel blog readers are women. Travelling helps women to live their dreams and enjoy themselves, which I am doing now," she said.

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