

# Kuoni inspires with the new Kuoni Travel Blog



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November 20, 2012, 11:00 am -- /[EPR NETWORK](#)/ -- Kuoni Travel UK has launched the new Kuoni Travel Blog, packed full of celebrity interviews, travel features, travel tips and competition news. The new blog also allows Kuoni customers and the public to become travel writers, with the ability to upload travel features and travel photos.

Kuoni's travel experts from around the company share their own experiences and recommendations, as well as keep the blog up-to-date with some of the latest travel news, top tips and competitions.

Original celebrity interviews include TV presenter and explorer Simon Reeve, who describes his recent adventures around the Indian Ocean for the BBC; renowned fashion designer Dato Professor Jimmy Choo, OBE, who talks about growing up in Malaysia and the best places to eat and shop; and TV presenter, Fern Britton, who is saddling up for a charity cycle ride through Sri Lanka.

Laura Daniel, Editor of the Kuoni Travel Blog, said: "This travel blog is a social hub where customers and Kuoni's experts can share travel experiences and inspire others who are planning a holiday. You can upload your best travel photos, write your own features and share your work with family and friends. You can also chat to our authors using the comment buttons, sharing your thoughts and experiences on each blog post."

During World Travel Market (WTM) this November, Kuoni won a prestigious World Travel Market Global Award in recognition of its innovation over the past 12 months and the travel blog is another example of this.

Mark Fleming, who manages SEO, Social Media & Affiliates, said: "We are enjoying the social evolution and growing our online Kuoni communities. We hope that the blog will not just be Kuoni focussed but a place for us to have dialogue with the online world about travel. We are lucky enough to be able to interview celebs which hold great interest for readers and we have staff going to amazing destinations who colourfully describe their travels. However it is the UGC (user generated content) that we are really excited about and hope that our followers will love uploading their travel photos and writing their own blog posts to share incredible experiences and travel adventures with us and others."

Over the last 12 months Kuoni has launched a range of new products including adventure programme, 'Discover' and sustainable tourism product, 'Ananea'. They have also expanded their retail stores to 21. Most recently Kuoni launched a new partnership with John Lewis, opening four brand new concessions in their department stores across October and November 2012. This included the John Lewis flagship on Oxford Street, Southampton, Reading and Cardiff.

The new Kuoni Travel Blog can be found at [www.kuoni.co.uk/blog](http://www.kuoni.co.uk/blog).

### **About Kuoni**

Kuoni was established in 1906 in Switzerland by Alfred Kuoni, a visionary adventurer and explorer of his time who opened some of Europe's first travel agencies. Today, Kuoni has branch operations in over 40 countries. For 106 years' Kuoni has been creating holidays with a spirit of adventure, including [Cuba holidays](#), [St. Lucia holidays](#), [Dubai holidays](#) and [Barbados holidays](#), as well as ideas for [weddings abroad](#). Kuoni has come top of a Which? Recommended Provider survey, due to the company's reliability and 'excellent

customer care'; been voted World's Leading Tour Operator for 11 years in a row at the World Travel Awards; Britain's Favourite Tour Operator as voted by the readers of Ultra Travel and the Daily Mail; and been voted Britain's Best Longhaul Tour Operator by travel agents for the past 29 years.

Kuoni recently opened 21 new stylish travel stores across the UK offering a new experience in travel retail with stylish décor, complimentary champagne, impeccable service and the expert knowledge of Personal travel Experts.

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