

PRESS RELEASE - LONELY PLANET “BEST GROUP AUTHORED TRAVEL BLOG” AWARD GOES TO NETWORK OF LOCAL CITYBLOGGERS

Amsterdam, Netherlands - March 27, 2009 – City travelers are increasingly looking to experience their chosen destination like locals do. Voters and jury in the Lonely Planet Travel blog awards have acknowledged this, by awarding www.SpottedbyLocals.com, a network of cityblog, the first prize in category “Best Group Authored Travel Blog”.

On the cityblogs, handpicked bloggers in 20 European cities share their love for the city they live in by writing about their favorite spots. All potential bloggers are selected after a face to face interview in the city they love. Only locals that are truly motivated by the desire to show the “real” city they live in, are selected.

More and more travelers are looking for the “local experience”

The success of the Couchsurfing project (where visitors can stay with locals instead of in hotels) is one of the examples that shows city travelers are interested to learn more about the local culture of their destination. More and more visitors of a city do not only want to “do a city” by visiting standard highlights.

Travel guide authors are often travelers themselves, and as such cannot offer the local perspective readers are looking for.

Searching on the internet for travel tips by locals is getting more popular. However, it is often difficult or plain impossible to see who is behind the “local” travel tips. Is it really a bona fide native or actually a traveler who has only visited the spot once? Perhaps it is even the proprietor of the spot with motivations of self-interest?

A network of local bloggers in 20 cities

On the Spotted by Locals cityblogs, locals (“Spotters”) write about the places they regularly frequent or enjoy visiting. All Spotters are presented prominently on the site with their real names, a picture and a detailed personal profile.

Spotted by Locals sees that the key to guaranteeing high quality, up-to-date and authentic content is a face-to-face interview with the potential Spotter. After establishing if they meet the required criteria, are really passionate about their city and speak the local language, they are selected to become a Spotter and share their personal secrets on one of the cityblogs.

About Spotted by Locals

Spotted by Locals was started in 2008 by avid travelers (and married couple) Sanne & Bart van Poll. It is the first cityblog-network with handpicked bloggers who write about spots and pass on travel tips from a personal and local perspective, in the English language. It has recently launched 20 European city blogs, and currently has 98 Spotters.

In October 2008 Spotted by Locals won the Mashable Open Web Award for best Travel website.

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For more information or to schedule an interview, please contact:

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