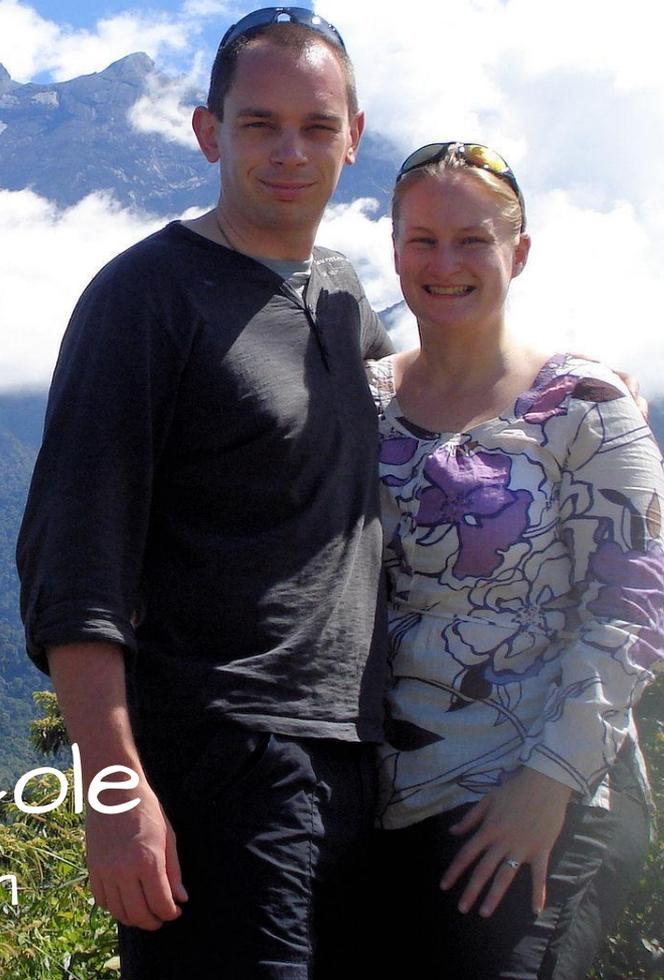




# Conversant Traveller

Media Kit  
2018

Adventure by Day,  
Quirky Luxury by Night



Heather & Peter Cole  
[www.conversanttraveller.com](http://www.conversanttraveller.com)

# Who are we?

We are Heather and Peter, a UK couple who fit our day jobs around frequent luxury adventure travel.

We're passionate real-time storytellers who combine **personal experience**, **quality photography** and **observational humour** to offer persuasive inspiration to travellers seeking to discover new and exciting worldwide destinations for themselves.

Conversant Traveller is a popular and entertaining blog focussing on:

**Quirky luxurious accommodation**

**Adventurous outdoor exploration**

Heather writes the words and Peter takes the pictures.





# How you can benefit

Travel blog marketing offers **real** results through **real** experience and **real**-time promotion. Use our engaged and growing blog and social media platforms to showcase your brand to a loyal audience.

**Quality** - we take pride in producing high quality written and photographic content to beautifully promote your brand.

**Value** - we approach all campaigns with professionalism, enthusiasm and honesty to inform and inspire our readers.

**Influence** - Conversant Traveller articles regularly appear on the first page of Google for targeted keyword/image searches. Readers often plan their travel after learning about it on the blog.

**Experience** - Heather has years of writing experience, as well as a career in travel and outdoor education marketing. Her writing has been published in Wanderlust Magazine and she has written a book on local history.



# What we're looking for

**Brand Partnerships** - working together to promote brands and destinations

**Media trips** - invitations to review accommodation, tours, activities, restaurants, and products

**Brand Ambassadorships** - long term promotional campaigns and brand loyalty

**Sponsored articles** - approved paid content with links featured on the blog

*All partnerships must share the core values of the blog - adventure by day and luxury by night*



# What we can offer

**Targeted blog articles** - honest and personal reviews of destinations, accommodation, tours, activities

**Real-time social media coverage** - reaching an engaged audience on Facebook, Twitter and Instagram

**Banner advertisements** - showcase your brand on our website

**Assistance with your social media marketing** - targeted posts and tweets tailored to your campaign

**Photography** - use of our quality images on your website and promotional material by arrangement

**Product giveaways** - we run monthly giveaways to promote travel related products to a new audience



## Our Audience

Most Conversant Traveller readers are from the **UK and the US**, closely followed by Canada and Morocco, with the majority being females aged between **25 and 45** years.

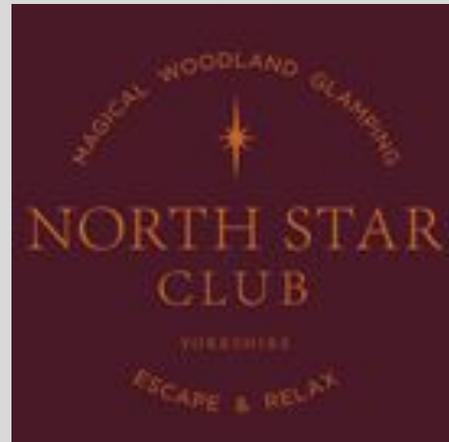
Most are **couples** who, like us, prefer a certain level of privacy and independence whilst also appreciating the benefits of local expertise.

Some of our partners:

visit**TOTNES**



Culture Unlimited.





Our writing featured in:



# Case Studies

Collaborations & Partnerships



# Wild Morocco



## OBJECTIVES

- To showcase and promote the bespoke tours of Wild Morocco
- To increase awareness of the little visited Anti Atlas Mountains and western coast regions
- To promote Morocco as a safe country to visit

## CAMPAIGN

- A bespoke campaign to produce multiple blog posts, and images for their website
- A week long circular tour beginning in Marrakech and visiting Tizi n Test, Taroudant, Tafraoute, Ameln Valley, Ait Mansour, Mirleft and Essaouira

## RESULTS

- 77k pageviews and multiple booking enquiries
- Several blog posts including: [On tour with Wild Morocco](#), [Is it safe to travel to Morocco](#), and [Tizi n Test Road Trip](#)

# Villa Aqua Dunhinda and SriLanka-Villa.com



## OBJECTIVES

- To promote the villa in Sri Lanka to a UK audience and assist with marketing strategies
- To increase awareness of Kandy as a destination
- To create content that can be shared by Villa Aqua Dunhinda and SriLanka-Villa.com

## CAMPAIGN

- A bespoke campaign combining blog posts and social media promotion
- A multi-night press trip staying at Villa Aqua Dunhinda and visiting the cultural city of Kandy

## RESULTS

- 54.5k social impressions      2.9k engagement      3.5k pageviews
- Blog Posts: [A Luxury Sri Lanka Villa](#) and [Visiting the Temple of the Tooth in Kandy](#)
- Video: [A Luxury Sri Lanka Villa near Kandy](#)

***Both blog posts appear on page 1 of Google for related search terms***

A woman in a dark blue top and black pants stands between two large, fluted ancient stone columns. The columns are part of a larger structure that has been mostly destroyed, with only the bases and some upper sections remaining. The background shows a clear blue sky with light clouds and other ruins in the distance.

# Conversant Traveller Statistics

**Monthly page views:** 21,000+  
**Annual page views:** 240,000+  
**Monthly unique visitors:** 14,000+

**Facebook fans:** 8,000+  
**Twitter followers:** 4,500+  
**Instagram followers:** 2,500+

**Newsletter subscribers:** 1600+

**Blog comments:** 3,000+

“Wow! I am very impressed...lots of thought and consideration has gone into this...I have worked with quite a few bloggers and journalists over the years but none have put as much care into what they do as you guys.”

**Alex Wilson, Host Unusual**

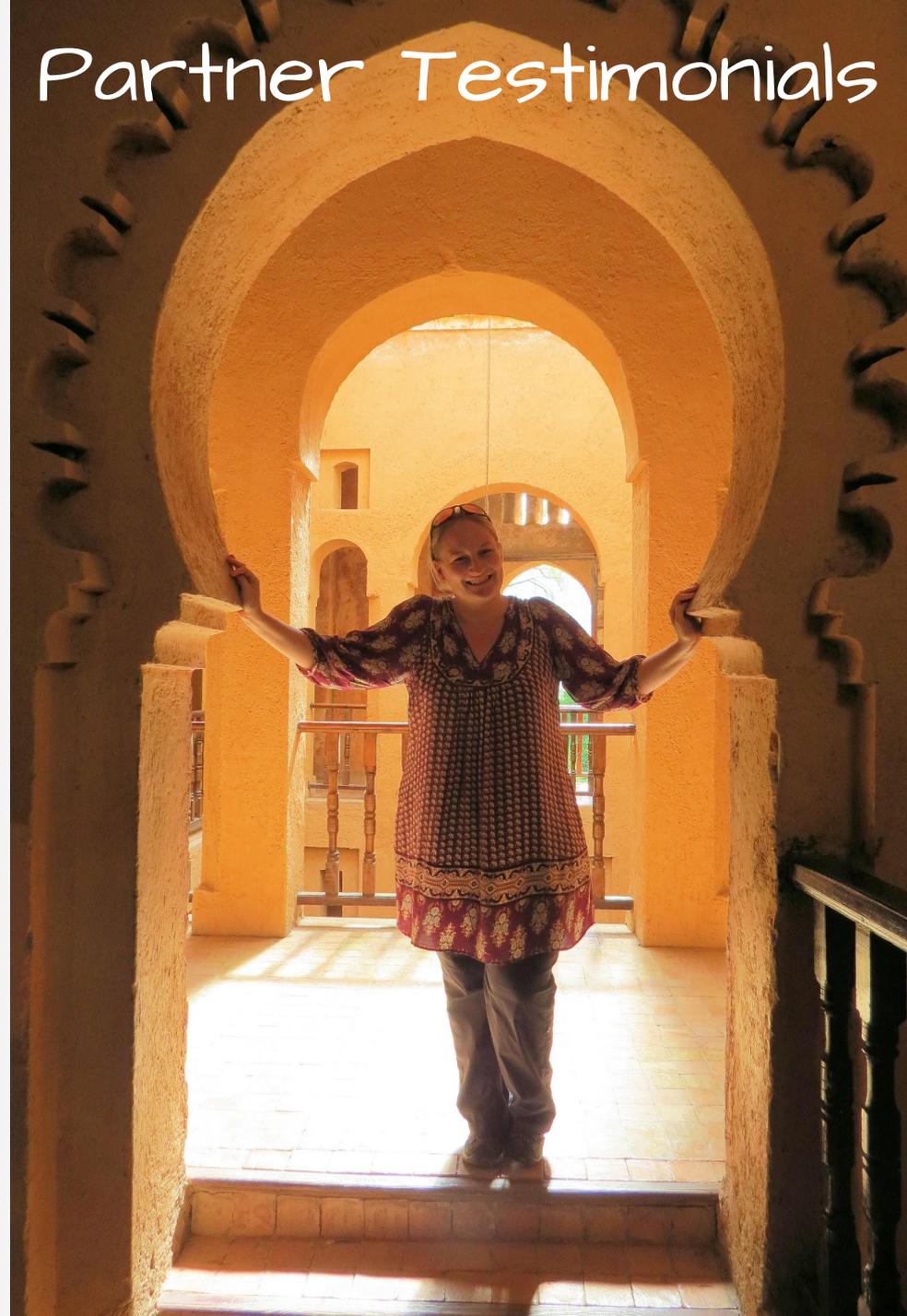
“What can I say other than a huge THANK YOU. The article is just fantastic, such a pleasure to read, and illustrated with such great photos! I’m sure we will be working together again in the future; I certainly hope so.” **José Abete, La Maison Arabe**

“You guys are geniuses! We love your blog and video, thank you so much for doing such a wonderful job. You really have captured The Warwick Knight and surrounding area.”

**Ali Parker, Glamping Orchard**

“Heather cleverly infuses her articles with wit and enthusiasm, and the images were excellent. I was impressed at the quick turnaround time. Heather is a real professional who was a pleasure to work with”. **Emily Burrows, Wild Morocco**

# Partner Testimonials





## Reader Testimonials

“Thank you Heather, you’re fantastic. I have always been an independent traveller too but I thought a tour this time around, for all the reasons you suggest, would be just right. I so appreciate your help and am certainly feeling less anxious about my Morocco adventure with my son owing to your expertise.”

*“Thank you again for all your help and advice for our first wild camping trip to the Lake District. It was a lovely trip and will remain forever in our memory.”*

“Our trip was absolutely amazing. We had the most marvelous time, stayed in wonderful locations, ate amazing food, and totally fell in love with the country. Your recommendations were spot on helping us plan the most amazing trip.”

*“Great article on Chebbi v Chigaga, it was exactly what I was looking for and the only true side by side comparison I could find - it helped us make the decision to go to Chigaga. Thank you again for all your subsequent help and advice, it made planning our Morocco trip far less daunting.”*



Want to work with us?

Send us an email: [heather@conversanttraveller.com](mailto:heather@conversanttraveller.com)

Connect with us on Facebook: [www.facebook.com/theconversanttraveller](http://www.facebook.com/theconversanttraveller)

Visit us on Twitter: [@conv\\_traveller](https://twitter.com/conv_traveller)

Check out our Instagram: [www.instagram.com/conversant\\_traveller/](http://www.instagram.com/conversant_traveller/)

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