

# Conversant Traveller

Media Kit  
2019

Adventure by Day,  
Quirky Luxury by Night

WINNERS of  
Audley Travel  
writing  
competition  
2018



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

# Who are we?

Hi, we're Heather and Peter, a UK couple approaching our 40's who fit day jobs around frequent [luxury adventure travel](#).

We're not 'influencers' or 'instagrammers'.

Much better than that - we're [passionate storytellers](#) and [travel bloggers](#) with a wicked sense of humour and our four feet firmly on the ground.

And people seem to like what we do.

Our blog *Conversant Traveller* is all about:

[Adventure by Day](#)

[Luxury by Night](#)

**We don't write reviews. We tell stories.**



## Some of our partners:



classic cottages



Culture Unlimited.

Visit York



visitTOTNES

oneALDWYCH  
LONDON



## As seen in:



# Conversant Traveller - the numbers bit

Monthly page views:	31,000
Monthly unique visitors:	21,000
Newsletter subscribers:	1600

140,000



monthly unique views

8,300



followers

5,100



followers

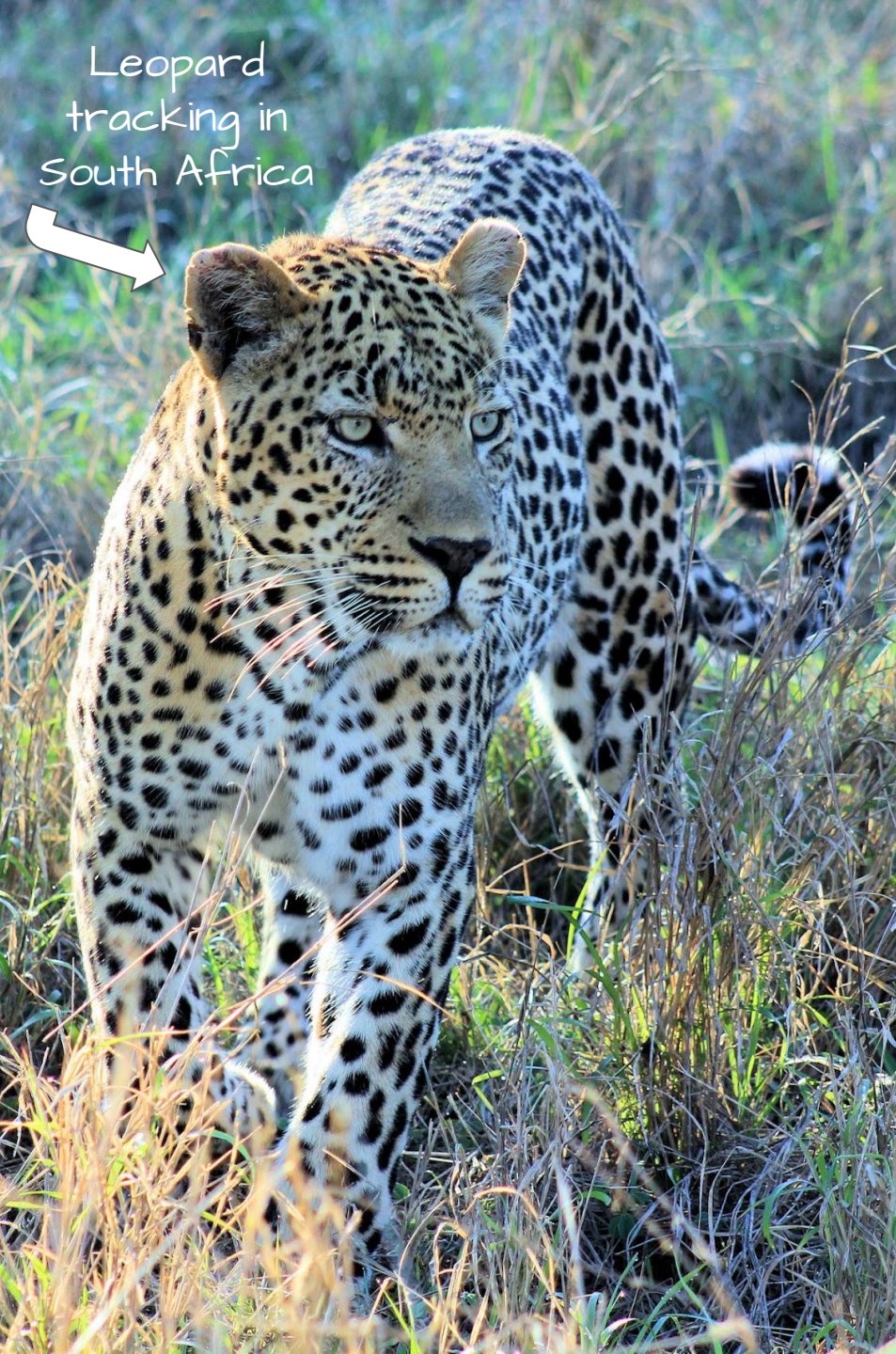
2,900



followers



Leopard  
tracking in  
South Africa



# How you can benefit

Travel blog marketing offers **real** results through **real** experience and **real**-time promotion. Use Conversant Traveller to showcase your brand to a loyal audience.

**Experience** - Heather has years of writing experience, as well as a career in Content Management in the luxury travel industry. She has been published in [Wanderlust Magazine](#) and won the [Audley Travel writing competition](#) in 2018. She was also a judge for the Audley Travel photography competition that year.

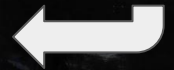
**Quality** - we take pride in producing high quality written and photographic content to beautifully promote your brand.

**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 searches. Readers often plan their travel after learning about it on the blog.



Sunset  
bagging in  
Scotland



## What we offer - a solution to fit your budget and campaign goals

**Destination Marketing** - Showcase your destination (country, region, city) or brand (hotel, tour, activity, restaurant) to thousands of luxury travellers keen for new holiday ideas.

**Social Promotion** - Place your campaign in front of our thousands of relevant followers on Facebook, Twitter, Instagram and Pinterest. We can also take over your channels with our text and images.

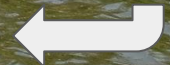
**Photography** - Licence our quality images on your website and in promotional material by arrangement.

**Product Reviews & Giveaways** - Expose your travel-related product with an in-depth review, and combine with a giveaway for maximum effect.

**Copywriting** - Need engaging travel content for your own site or blog? We do that too.



Hunting for  
piranha in  
the Amazon



## 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*

“Heather cleverly infuses her articles with wit and enthusiasm, and I was impressed at the quick turnaround time. She is a real professional who was a pleasure to work with, and we’ve received several bookings as a result”. **Emily Burrows, Wild Morocco**

“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**

# Partner Testimonials





Piloting speed  
boats in Brazil



## Our Audience

Most Conversant Traveller readers are from the **UK (40%)** and the **US (22%)**, closely followed by Canada, Australia and Morocco, with the majority being females aged between **25 and 45** years. Our most engaged demographic tend to be in their 40s - 60s.

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

# 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 bookings**
- Several blog posts including: [On tour with Wild Morocco](#), [Is it safe to travel to Morocco](#), and [Tizi n Test Road Trip](#)

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

# 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 (after 3 months)

- 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***

# Reader Testimonials



"I've just spent several hours on your blog...I was feeling overwhelmed trying to plan our trip until finding your site! After a lot of looking I feel like I can say yours is the best bank of information about Morocco out there, thanks so much."

*"We went to Saruni Samburu after reading your blog, and also Ol Seki. So can't wait to read your latest safari posts!"*

"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](https://www.facebook.com/theconversanttraveller)

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

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

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