



Media Kit and Opportunities

We are new media -- travel writers, travel bloggers, videographers, and photographers creating and distributing content that influences audiences worldwide. Our work is characterized by our passion for travel, industry experience and collective clout.

Our goal as Global Travel Insiders is to help you showcase your destination, accommodations, activities, events, and promotions where and how it counts the most. We listen to you, develop a plan, create the right content, and then spread your message worldwide.

www.globaltravelinsiders.com
globaltravelinsiders@pon.net



Campaigns

We create, schedule and implement campaigns that promote your destination, brand or travel experience to engage and influence a target audience.

Working closely with you, we determine the best content, media and methods for distribution across our social media platforms and within our industry networks.

Campaign updates may include live engagement during on-site travel experiences incorporating custom hashtags as the project unfolds in real-time.

Areas of Expertise

Adventure & Outdoor Travel | Arts and Culture | Boomer Travel | Couples Travel | Food/Wine | Luxury Travel
Solo Travel | Travel Gear | Urban Travel | Women's Travel

Our Strengths

Time in industry

Contacts in industry

In depth knowledge of social media and how to use it

Campaign implementation

Other Services

We are available to provide the following services:

- Personalized Content Development
- Social Media Outreach & Engagement
- On-site Experiences
- Outsourced Social Media
- Photography
- Video
- Advertising/Advertorials
- Specialty Sourcing

Our Social Media Reach



Collectively we maintain the following readership and or followers:

Facebook: 20,000+

Youtube: 670,000+ /other video: 300,000+

Twitter: 250,000+

Instagram: 10,000+

Pinterest: 15,000

Google +: 13,600+

Collective Websites

- Total Visitors/month: 108,000+

- Total Page Views/month: 240,000+

Our sphere of influence is further extended through associates in our partner network for specialized projects.

Meet the Team

Dave Thompson



Dave is an international travel writer and founder of Dave’s Travel Corner, a premier travel resource since 1996. He has traveled to over 100 countries; a pioneer in the travel blogging field, Dave has extensive contacts and wide influence in the travel and wine industries as well as a large audience of DTC readers and social media followers.

In 2006, he conceived the Napa Wine Project, a challenging endeavor to visit, taste with and write about every winery in the Napa Valley, California. He has now completed more than 740 visits and reviews of Napa producers for the project. His most recent projects include the American Express Points Program, a 10 month-long assignment as corOZpondent for Tourism Australia, and expert wine guide for Bravo Your City.

Catherine Sweeney



A travel enthusiast with a life-long passion for going places, Catherine shares the “best of Europe and North America” with the readers of her blog, Traveling with Sweeney. Catherine has many years’ experience working with clients in the technology and travel industries with a focus on providing excellent client satisfaction, enhanced social media promotion, coordination of social media campaigns, and high levels of engagement with readers and social media followers. She is also the founder of niche sites, Boomer Women Travelers and Visit San Francisco Peninsula (in development).

Recent travels and projects have included the Emilia-Romagna and Puglia regions of Italy, the Hawaiian islands of Maui and Molokai, Carmel-by-the-Sea, Mazatlan, Mexico and several projects in the Napa Valley, working with various tourism boards, luxury brands and individual sponsors.

Lisa Niver



An accomplished writer and public speaker, Lisa is the co-author of *Traveling in Sin* and founder of We Said Go Travel, her website created in 2010 to bring global awareness to the cultural experiences of travel. She is a member of the Traveler's Century Club, a unique club limited to travelers who have visited one hundred or more countries.

Lisa has contributed to the Huffington Post, Jewish Journal, National Geographic Intelligent Traveler, the Myanmar Times, the Himalayan Times, the Guardian, Gates Foundation Impatient Optimists and About.com. She was recently featured in Prevention Magazine, First For Women Magazine, and Career Day National Television. Recent Partners have included the Philippines Visitor's Association, Palau Visitor's Association, Nokia, Becca Swimwear, Nepal Tourism Board, and Regent Hotel.

Mike Shubic



Launched in early 2010, Mike's Road Trip is published by seasoned marketer, Mike Shubic. With an exuberant passion for travel, Mike enjoys discovering those hidden gems of the road and sharing them with other adventurous and discerning travelers, often with an emphasis on smaller and lesser known destinations. Followers can live vicariously or by example. Either way, Mike does the exploring, so readers and viewers can have an adventure.

Six months after launching Mike's Road Trip, GotSaga named it the best "Travel Tips" blog for 2010. Many accolades have since followed. Mike has worked with media outlets such as the Travel Channel, USA Today, Travel + Escape, Rand McNally and MyDestination. Mike has also worked with DMO/CVBs like; Visit Finland, Puerto Rico Tourism, Quebec City, Visit Niagara and a host of others.