

# Grown-up Travel Guide



## MEDIA KIT - July 2018

### About Grown-up Travel Guide

Grown-up Travel Guide caters to the post-backpacking generation; savvy travellers who crave unique experiences with a high - but appropriate - level of comfort. We provide inspiration, entertainment and information about how to enjoy affordable luxury and experiential travel. Glossy brochures and slick promotional material are no substitute for authentic and honest reviews. We tell it like it is, providing in-depth articles on destinations, accommodation, activities and services with photos and video. Favourite topics include destinations offering something unique, new experiences in familiar places, family holidays with a twist, culture, food and drink as well as responsible travel - giving back to the local community.

### Grown-up Travel Guide Readers

We have a truly international reach but the majority of our readers come from the USA, UK and Scandinavia. Most are aged 28 years and up and have a strong interest in a high quality travel experience but are less concerned about saving every penny. Grown-up Travel Guide appeals to individuals, couples and families for whom travel is a high priority; this is an affluent audience which would rather cut back on other expenses than have to miss out on trips away from home. Our expanding presence on social media is also bringing a constant flow of new followers to the site and an increasing focus on authentic video production has proved highly effective in attracting readers.

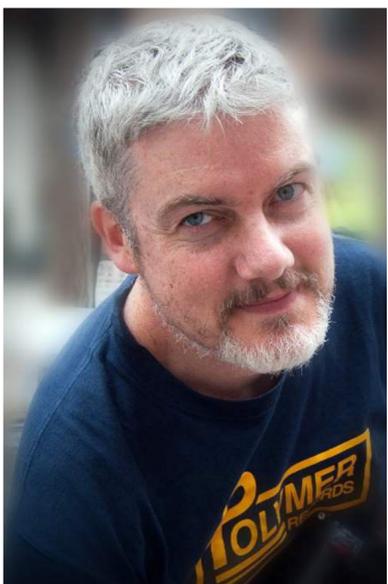
#### Some statistics:

Unique visitors per month: 22,000  
Page views per month: 35,000  
Facebook: 12,200  
Twitter: 2,370  
Instagram: 1,180  
Pinterest: 971  
Domain Auth.: 41 Page Auth.: 40

#### What can we offer you?

Representation as a brand ambassador  
Long-term collaboration and 'evergreen' online content  
Honest reviews and full disclosure that grow trust and credibility  
High value exposure at low cost

### About Andy



Grown-up Travel Guide is published by Andy Higgs, an Englishman based in Trondheim, Central Norway. He considers himself an 'unconventional Brit' as he has spent over half of his forty-something years outside the UK, speaks fluent Norwegian and is profoundly uninterested in football. Get him talking about travel, on the other hand, and you'll struggle to shut him up. He has lived in Germany and Ghana and spent several years exploring Europe and West Africa on a shoestring. These days he prefers - and can finally afford - a little more comfort. After spotting a gap in the market for information for this post-backpacking segment he started Grown-up Travel Guide to help others in a similar position. Andy also owns a translation business and understands the need for professionalism and a return on investment better than most.



# FEEDBACK



"It was a true pleasure working with Andy during the biggest blog trip in the Nordic region - Nordic Bloggers' Experience in Helsinki, Finland! From the first time I met him, I could tell he had a genuine interest in Helsinki and when I personally took him on a food tour in my home city, I felt that he was very professional and engaged in the tour. The content he created was of high quality, especially the text content, and we as a DMO felt that we were proud to share it on our social media platforms. Actually, Andy created one of the best blog posts of the entire blog trip and we are still referring to it when talking about the blog trip in question. I'm looking forward to working with him again, as I feel that I found a kindred spirit when it comes to food travel. I recommend this gentleman for all DMOs!"

**Elisabeth Heinrichs, Social Media Coordinator, Visit Helsinki**



"Andy Higgs was a pleasure to work with! He contacted our PR company to stay with us over the summer and write an article on his experience, we always welcome media / bloggers to the hotel. He is very active on social media and has a beautiful Travel Blog so this was a no brainer for us to host a few nights at the hotel. I spent an hour with him touring him through the property and explaining all of our Green/LEED initiatives as well as the design of the hotel and great architectural story of the Aqua building. Andy was very engaged during the tour, asking questions and taking pictures. What I truly appreciated the most was Andy's attention to detail, when the first draft of his blog post was completed he emailed it over to ensure that all titles, names etc were properly labeled. Many times in the past bloggers just post their story without fact checking with the property. The final product was a great, honest perspective of our property and we would welcome back Andy on his next visit to Chicago."

THE ROCKWELL

**Kelly Kroyer, Social Media & Marketing Manager, Radisson Blu Aqua Hotel, Chicago**



"Andy stayed at two of our lodges in March/April this year and got to know all about Imvelo's philosophy. From the first minute we met, Andy was very engaging and eager and it was easy to see that with his passion, interest and enthusiasm, working with him would be a dream. I was not wrong! I would definitely recommend Andy to others and would jump at the chance to work with him again!"

**Hayley Freeland, Marketing Manager, Imvelo Safari Lodges**



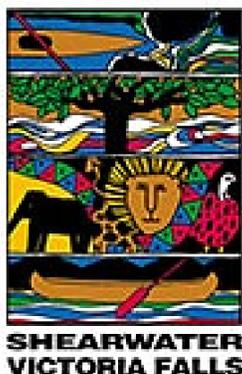
"We worked with Andy on a solo press trip to Denmark in 2014. Andy was very quick to create loads of really great content (articles, photos and videos) about the four destinations he visited on his blog and social media accounts that was professional, creative and informative. We would be delighted to work with Andy again in the future."

**Kathrine Lind Gustavussen, Press Officer, UK, Visit Denmark**



"Andy joined Expique as part of a bloggers tour of Bangkok and it was a pleasure hosting him. We were very pleased with the article he wrote and the photos and video that accompanied it. They provided a good representation of our product and we look forward to working with him again in the future."

**Simon Philipp, CEO, Expique**



"VisitAalborg worked with Andy when he visited the city on an individual press trip in August. We found him to be professional, enthusiastic and very interested in what Aalborg has to offer. After his stay Andy produced an in-depth article with high quality photographs and video which will help attract visitors who may not have known about the city. We would be happy to work with Andy in the future"

**Lars Bech, Project Manager, Leisure, Visit Aalborg**

