

# Why work with bloggers?

Abigail King

Inside the Travel Lab

[www.insidethetravellab.com](http://www.insidethetravellab.com)



# Publishing has changed

Working with bloggers and social media has become an essential component of any professional publicity campaign.

In the last two years, established luxury travel brands such as the Shangri-La, Cathay Pacific, the Four Seasons, Mandarin Oriental, Kempinski, the Viceroy Riviera Maya, the W Retreat & Spa the Maldives, The Palm, Dubai and many more have worked with selected bloggers on the basis of coverage on their blogs and social media networks alone. Inside the Travel Lab is actively sought out by these companies, with several paying upfront for live coverage.

## But anyone can set up a blog!

Yes, they can. But not all blogs are created equal.

Most have only a handful of readers and only publish amateur content.

Very few have thousands of readers, years of experience, a luxury niche and high quality content.

Those blogs are rare and valuable. That's why luxury companies pay thousands of pounds to be able to work with them.

Inside the Travel Lab is one of those blogs.

## Why companies work with Inside the Travel Lab

- 1) Targeted audience
- 2) Trusted source
- 3) Links
- 4) Professional quality content

# Why work with Inside the Travel Lab?

## 1) Highly Targeted Audience

Magazines and newspapers still claim higher overall readership figures. But how many readers are truly interested in travel? How many skip past the travel pages to reach the sports, fashion or garden sections? And of those who read the travel sections, how many can and will actually travel?

Readers of Inside the Travel Lab read because they love to travel. They also have the means to book and pay for that travel.

85% of readers travel more than three times a year (49% more than four times a year)

98% of readers are in NSR groups ABC1 (90% in group AB)

Age 25 – 55; equal Male:Female split; 58% are childless

48% visit for ideas of where to travel to and 65% will continue to think about a destination after reading an article on Inside the Travel Lab.

Readers also include a significant number of editors and researchers for print travel publications, such as National Geographic Traveller, The Guardian, Frommer's, Lonely Planet and more.

If you want to reach affluent, influential people who travel, you want to reach people who read Inside the Travel Lab.

## A Growing Audience

While readership figures for many print publications keep falling, audience figures for blogs and social media are growing month on month, year on year.

### Social Networks – Inside the Travel Lab

Twitter > 17 000

Facebook > 2500

Google+ >2000

Pinterest > 700

Instagram > 800

Subscribers >1300

### Monthly Visitors - Inside the Travel Lab

15 000 Unique visitors

30 000 Page views

# Why work with Inside the Travel Lab

## 2) Trusted Source

According to reports, readers trust bloggers more than the mainstream press when it comes to reviews. Readers follow the blogger, not the publication, and they develop a feel for what the blogger's tastes and how closely they match their own.

A recommendation from a blogger is like a recommendation from a trusted friend.

## 3) Links

Links from a quality blog have two main advantages for your company

1) They give readers a one click, one second way to access all your information online and **to book straight away**. No need to tear out and keep or write down a number from a newspaper page somewhere.

2) They tell Google and the other search engines behind the scenes that your website – and therefore your product – can be trusted and **should rank high in the search results**.

Google's algorithm depends on links from high quality websites to determine how to rank results.

People don't always enter your company's name when searching for somewhere to book. They may just as well search for "private island in the Seychelles" as "Desroches Island," for example. You need links for both – since **78% of people research their trips online before booking**.

### What determines a quality website in Google's eyes?

Google does. You can get an approximation of the value of a website to Google by looking at Page Rank. **Inside the Travel Lab has a Page Rank of 5**, one of the highest ranks given to travel blogs.

A single link from a quality website sells for hundreds of pounds.

# Why work with Inside the Travel Lab

## 4) Professional, Quality Content

If you represent a quality brand, you need to work with a quality blogger.

Inside the Travel Lab has been described as **one of the best travel blogs in the world** by:

- 1) National Geographic Traveller
- 2) Lonely Planet
- 3) Grazia magazine
- 4) Cosmopolitan magazine

It has been nominated for a British Travel Press Award and received the CTO Photojournalism Award in 2012.

Blogger Abigail King also works as a freelance journalist and photographer and her work has appeared in National Geographic Traveler (US), the BBC, CNN, the Huffington Post and more.

She is frequently asked to give her opinion about trends in travel to mainstream outlets and is invited to speak on travel-related subjects around the globe.

### Previous Luxury Travel Partners

*The Shangri-La, Toronto	Hospes Palacio de los Patos, Spain
*Cathay Pacific – business class flights & a tour of south-east Asia	Ystad Saltsjobad, Sweden
The W Retreat & Spa, the Maldives	El Bulli (ranked the best restaurant in the world) Spain
The Sheraton Full Moon Resort & Spa, the Maldives	El Celler de Can Roca (ranked the second best restaurant in the world) Spain
The Movenpick, Amsterdam	The Transcantabrico Train, Spain
The Mandarin Oriental, Barcelona	The SHA Wellness Clinic, Spain
*Visit Jordan - The Kempinski, Four Seasons & Movenpick Hotels	Formula One VIP area & pit lane, Spain
The Viceroy Riviera Maya, Mexico	American Safari Cruises – (<20 passengers on a yacht) - Alaska
The Palm, Dubai	The Vibe Waterfront, Australia
The Club Resort & Spa, Barbados	Bequia Beach Hotel, St Vincent & The Grenadines
Leading Hotels of the World - The Alva Park Hotel, Spain	

## How to work with Inside the Travel Lab

- 1) Bespoke Projects
- 2) Advertising
- 3) Photography Packages
- 4) Press Trips
- 5) Freelance Assignments
- 6) Affiliate Sales
- 7) Speaking engagements
- 8) [iAmbassador packages](#)
- 9) Training sessions
- 10) Online courses

### Contact

Email Amy at [amy@silverfootprint.co.uk](mailto:amy@silverfootprint.co.uk)