

INSIDE^{the}TravelLab

BRING THE WORLD CLOSER

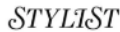


WWW.INSIDETHETRAVELLAB.COM



AT A GLANCE

"ONE OF THE BEST BLOGS IN THE
WORLD" LONELY PLANET



Inside the Travel Lab is one of the most influential travel blogs in the world. It focuses on thoughtful luxury travel from the first person viewpoint of Abigail King, a writer and photographer who swapped a career as a doctor for a life on the road.

PUBLISHING SINCE 2009

Founded in 2009, it has an excellent record as one of the most respected blogs in the industry, recommended by National Geographic Traveller, Stylist, The Independent and more.

LATEST AWARDS

Best Independent Luxury Travel Blog UK -
Vuelio. Best Travel Blog Visit USA 2019.

FACEBOOK @insidethetravellab 6900+

TWITTER @insidetravellab 19,500+

PINTEREST @insidetravellab 321K+ Views

INSTAGRAM @insidetravellab 12600+

READ ON FOR MORE DETAILS...



"Abigail brings a writerly and stylish voice to her travel pieces for me. Her pieces are well-researched and nicely detailed. She makes my job easy as an editor!" – Amy Alipio, Associate Editor, National Geographic Traveler.

20 000+ UNIQUE MONTHLY VISITORS
25 000+ PAGE VIEWS
1100 SUBSCRIBERS
MOZ RANK 5.89 DA 53



ABOUT

THOUGHTFUL LUXURY AND RESPONSIBLE TRAVEL

Abigail King is an award-winning journalist, broadcaster, speaker and photographer whose work has appeared in National Geographic Traveller, Lonely Planet, the BBC and more.

British based, she loves Blackadder, mango chutney and marmite toast, buttered just right.

Eco-travel doesn't need to be miserably bare. Luxury travel doesn't need to be soulless.

Inside the Travel Lab focuses on quality and not only helps readers to plan their travels but also aims to inspire them, make them think and make them smile.



WHAT SETS US APART

QUALITY, LONGEVITY, CREATIVITY, RESULTS

We bring a professional approach to reach fellow professionals: educated, affluent, frequent travellers in the UK, US and beyond.

* Accolades from the top names in publishing.

* Partnerships with household names and working relationships that last year after year.

* Over 10 years experience, outstanding in the digital sphere.

*Multimedia: hired by top companies for articles, images, videos and live broadcasts.

* Spokesperson on industry-leading panels and primetime radio.

AWARDS

HIGHLIGHTS

Visit USA Blogger/Vlogger of the Year - 2019

Metrics: Top 10 UK Luxury Travel Blog

- Vuelio 2019, 2018, 2017, 2016, 2015.

Previous Years: Vuelio Best Travel Blog 2016, National
Geographic Traveller Best Travel Blog Finalist 2016, LATA
Best Blog 2018, World Travel Market Best Digital
Influencer Finalist 2018.



PIONEER

"A PIONEER IN THE BLOGGER AND TRAVEL
INFLUENCER SPHERE, DEMONSTRATING
BEST PRACTICES AND IMPECCABLE
PROFESSIONALISM."

EMMA SPARKS, DEPUTY EDITOR
LONELYPLANET.COM

Inside the Travel Lab has been named as one of Lonely Planet's Trailblazers. Only seven travel blogs in the world have earned this position.





ACCOLADES

WHAT OTHERS SAY

"Abigail's clever insights and inspiring Instagram shots will make you want to ditch the day job for a jaunt to the coast of Costa Rica." **STYLIST**

"Why we love her: She makes us feel a little bit more intelligent just by reading her posts." **COSMOPOLITAN**

"ESSENTIAL READING: Abigail King has an uncanny knack for showing a location from a new perspective."
NATIONAL GEOGRAPHIC TRAVELLER



BRANDS AND PARTNERS

HAPPY READERS, HAPPY CLIENTS

We believe that partnerships only succeed when the interests of clients and readers align.

We pride ourselves on maintaining an authentic voice and retaining editorial control and are happy to see clients return to us time and time again.

Clients come from relevant travel, lifestyle, tech and finance backgrounds.



"Abigail was very professional, clear and easy to work with and we will happily work with her again."

Kirsty, Joanne & Marine
UK & Ireland Representative Office
New Orleans Convention & Visitors Bureau
Louisiana Office of Tourism



VALUE

WHAT CLIENTS SAY

“Abi is very talented, a true professional and has been a great partner. She showcased New Orleans to her loyal followers of Inside the Travel Lab and brought additional opportunities to reach the audiences of Lonely Planet, The Independent and others with this project.

Her story angle of family travel, with a young child, is particularly important to us to help overcome any misperceptions and showcase New Orleans as a wonderful place for families to visit. We could never afford to pay for the exposure she has brought us and we are very grateful.”

LAUREN CASON

DIRECTOR MARKETING & COMMUNICATIONS

New Orleans & Company

ABOUT OUR AUDIENCE

AFFLUENT, WELL EDUCATED,
FREQUENT TRAVELLERS

53% female, aged 35 plus, well-educated.

Travel more than four times a year.

UK and US top traffic sources.

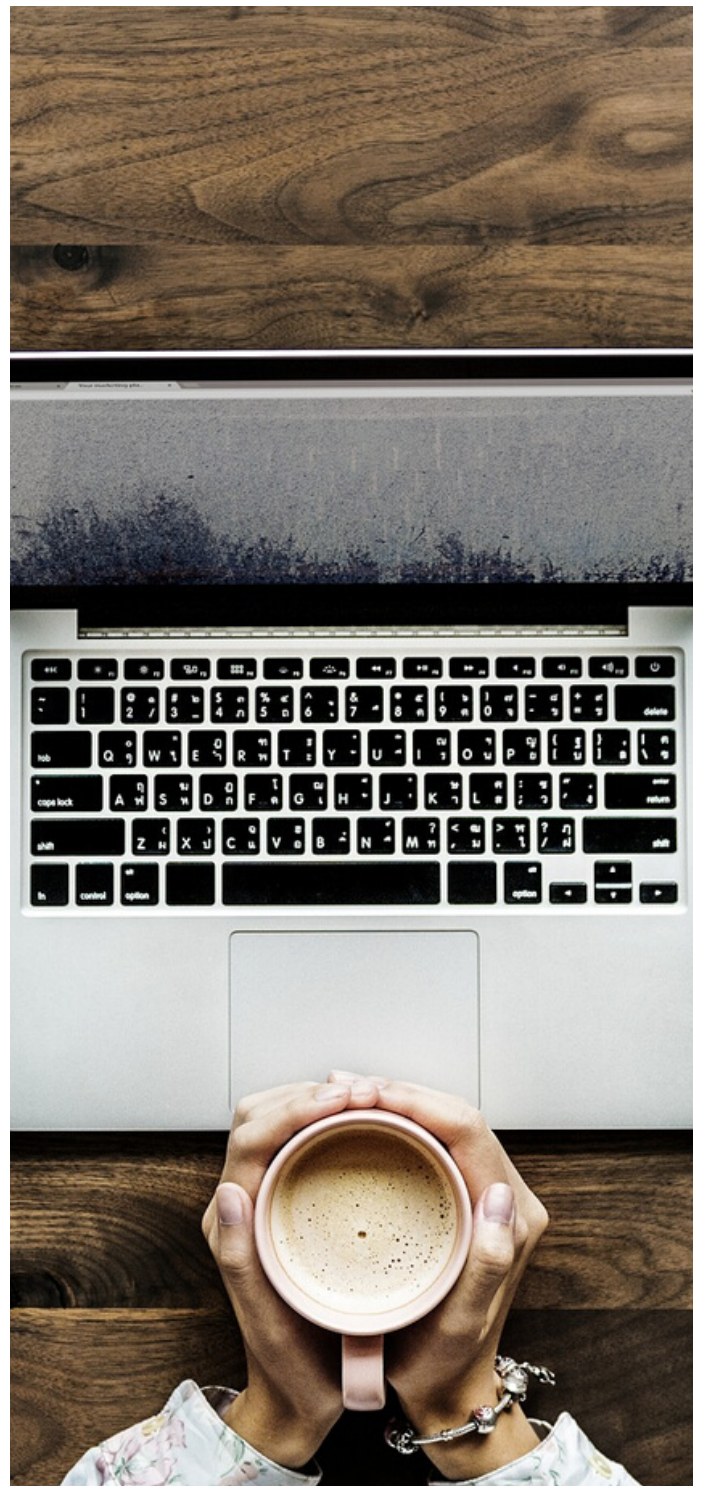
Our audience consume travel content voraciously but they are often reluctant to add their voice to the mix. We attract professions such as medics, civil servants, military officers and so on whose employers may insist that they do not post personally identifiable information.

For this reason, we avoid projects involving user generated content or public voting contests.

WHY READERS RETURN

"It's the quirky stuff you don't see elsewhere that most appeals."

"I really enjoy your writing, and the often different slant you have on things, and the fact that what you write is obviously properly researched, and thought out."



"After a divorce, I lost my travel companion. In missing my adventurous me, I'm looking to open myself back up to the rest of the world that surrounds me."
Reader's comment.

"Great to read an alternate, thought provoking view but not too heavy!"



ACTION

WHAT READERS SAY

"A visit with the Orangs of Borneo and Sumatra has been at the very top of my travel bucket list for many years. Your post has served to make me want to go even sooner as one never knows what tomorrow will bring. Have a wonderful time amongst some of the most fascinating (to me) members of the animal kingdom. I have seen plenty of Orangs in various zoos over the years. I would truly love to see them in a more natural setting, preferably in the wild."

Sam, posted on www.insidethetravellab.com

A tropical beach scene with a palm tree, turquoise water, and lounge chairs.

BOOKING

WHAT READERS SAY

"Jen had to do a last minute trip to HK from Toronto last week and, given the choice between Air Canada and Cathay, she turned to the internet to find the best business seat and service - and the first review she came to was yours - very helpful.

She was only in HK for 30 hours, and the flight from here is 15 hours each way, so made a huge difference.

Thanks!"

Jez, sent by DM



INFLUENCE

FROM READERS TO CUSTOMERS

Inside the Travel Lab reaches customers throughout the purchase funnel.

From high-level inspiration through to making a direct purchase, we influence hotel, business class, and tour operator bookings. We also inspire readers to visit a featured region or purchase a featured product.

"The coverage on social media and through blog posts was fantastic and the engagement with customers was incredible. The campaign was a real success, promoting our holidays to a whole new audience, and the content produced was of a very high standard."

Suzanne Agnew, Headwater Holidays



WIDER REACH

PROMINENT WITHIN THE TRAVEL SPHERE

As one of only seven Lonely Planet trailblazers in the world, Abigail King frequently works and engages with the Lonely Planet brand and its social media channels:

Twitter: 6.23 million followers

Instagram: 1.7 million followers

Facebook: 1.8 million likes

As a founding member of industry leading elite digital influencer companies iAmbassador and Captivate, Inside the Travel Lab regularly interacts with other world-leading influencers both online and off.

These relationships enhance the exposure and reach of our partnership for your brand.



BEHIND THE NUMBERS

METRICS IN DEPTH

It's important to look behind the headline figures that influencers report. Sadly, many "game" the algorithms rather than attracting real readers.

We take pride in building up engaged audiences and genuine readers and our metrics reflect that.

WEBSITE FIGURES

20 000 Unique Visitors Per Month

25 000 Page Views

SUBSCRIBERS

Subscribers are our most loyal readers yet are often overlooked by traditional campaigns.

Every single article on the site is sent by email to our 1100 subscribers.

Our email open rate is above the industry standard at 34% with a click through rate of 3.9%.





WHO TRAVELS?

SOLO, FAMILY, FRIENDS, COUPLES

Inside the Travel Lab covers solo, family, friends and couples travel because in our experience, that's how people live their lives!

We also cover business travel, leisure travel and a hybrid of the two as that fits our readers' lifestyles.

What always stays the same is the focus on high quality, thoughtful, luxury travel with a responsible, sustainable approach.

Talk to us about which style of travel best fits your needs and we can tailor make a project for you.



insidetravellab To the untrained eye, these may look like sugar coated who-cares-they're-sugary-treats but in actual fact they're a crucial part of cultural research.

These are beignets, the iconic New Orleans treat. Served with coffee and chicory (scooped out of an endive,) you can find them across the Crescent City, but there's one place in particular that stands out from the crowd: Cafe du Monde.

This green and white striped cafe has been serving hot coffee and crisp doughnut beignets since 1862, which quite long enough to make them a legend in my book.

Off the beaten track, this is not. Tasty?

Ohhhhh yes.



207 likes

JUNE 18, 2017

CASE STUDY

LOUISIANA, 2017

TWO WEEK FLY DRIVE WITH BABY

Sponsors: Hertz, Flight Centre & New Orleans and Louisiana CVB.

RESULTS SO FAR

Over 150K views of a combined 10 Facebook Live broadcasts on Lonely Planet's channels.

Five in depth articles on Inside the Travel Lab, with over 2500 page views and counting and an impressive 6.4 minutes time on page.

Over 150 updates, images and video shared across the Inside the Travel Lab networks reaching more than 80 000 people.

Listed as a "best place to visit in 2018" for Business Insider & featured article on Hertz UK.





LONGEVITY

RESULTS THAT GROW YEAR ON YEAR

In 2014, British Airways sponsored a trip to Antigua. The subsequent business class review has now been read more than 75 000 times and continues to receive around 2000 page views per month.

In 2011, we published a review of a cooking school in Tuscany. In the first year it received more than 2000 page views. It now attracts over 45 000 page views per year.

Working with Inside the Travel Lab now will boost your profile for years to come.



HOW TO WORK WITH US

SIMPLE PACKAGES OR TAILOR MADE SOLUTIONS

* EDITORIAL REVIEW

Let us provide a completely tailor-made solution that meets your needs.

* ADVERTISING

* TAILOR-MADE PROJECTS

We can create innovative projects to boost a single launch or provide a partnership that lasts for several years. Fees start at £250.

A golden archway sculpture, possibly a part of a larger monument, is shown against a clear blue sky. The archway is made of a textured, golden material and has a circular opening in the center. The background is a solid blue sky.

CONTACT

LET'S GET STARTED

With an audience of over 80 000, we can bring the heart
and soul of your brand to an audience that cares.

Email: contact@silverfootprint.co.uk