

LUXURY

*Suitcase Stories*

LUXURY TRAVEL BLOG



**MEDIA KIT**

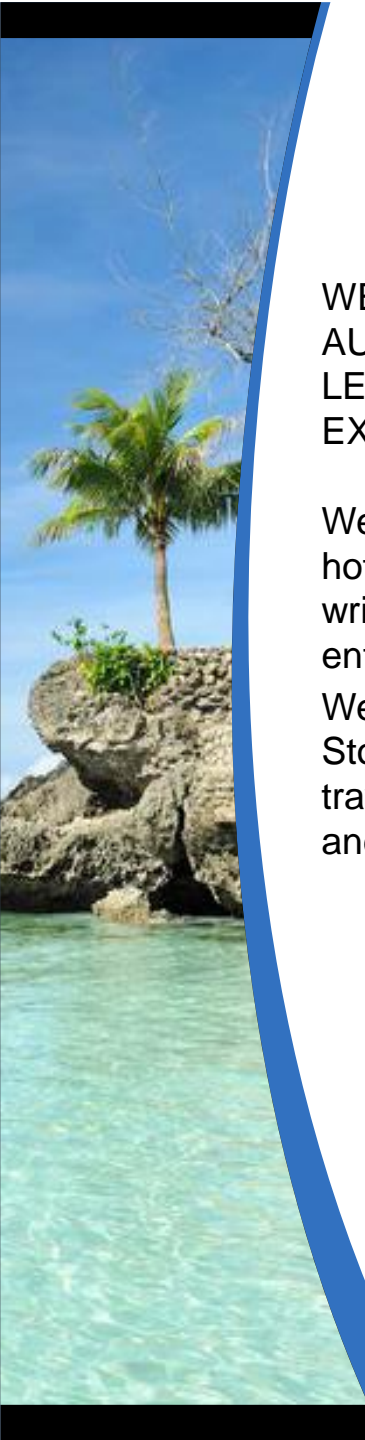


# BEHIND SUITCASE STORIES

WE ARE NICOLE AND MICHAEL; AN AUSTRALIAN COUPLE WHO IN MARCH 2012 LEFT BEHIND THEIR ORDINARY LIFE FOR AN EXTRAORDINARY LIFE OF TRAVEL.

We are perpetual luxury travelers, destination and hotel marketers, brand ambassadors, travel writers, social media consultants, and entrepreneurs.

We are also the founders of Suitcase Stories; a luxury travel blog providing travel tips, reviews, destination guides and stories to inspire others to travel.



# ABOUT NICOLE & MICHAEL

## NICOLE CONNOLLY

Before embracing the full time travel lifestyle, Nicole was an entrepreneur and ran a successful award winning day spa for 14 years.

Now, she is the lead writer for Suitcase Stories as well as a freelance writer for several other publications including The Hotel Guide, Wild Junket, Destinations Travel Magazine and Hotels Combined.

Her passion for travel started at a very young age and is she now living her dream lifestyle of perpetual travel.

## MICHAEL WRIGHT

Michael is a civil engineer by trade and worked as a Project Manager in Brisbane until leaving Australia in March 2012.

Michael is the lead photographer and website designer for Suitcase Stories, as well as taking care of the social media accounts for Suitcase Stories. He also dabbles in content creation.

When he is not busy working on the website or cutting a video, you can find Michael playing a round of golf on the nearest greens.

# WHAT IS A TRAVEL BLOGGER?

**“Travel bloggers are writers first. But they are also editors and publishers. Further, they are often marketing managers, sales representatives, publicists, spokespeople, bookkeepers, website developers and chief executive officers.” – Oliver Gradwell (Travel Bloggers Unite)**

Travel bloggers are passionate and experienced travelers. They have a connection with their readers you can't get from traditional media; they interact with their readers. They understand what a traveler wants because they are travelers themselves.

## **Why online media?**

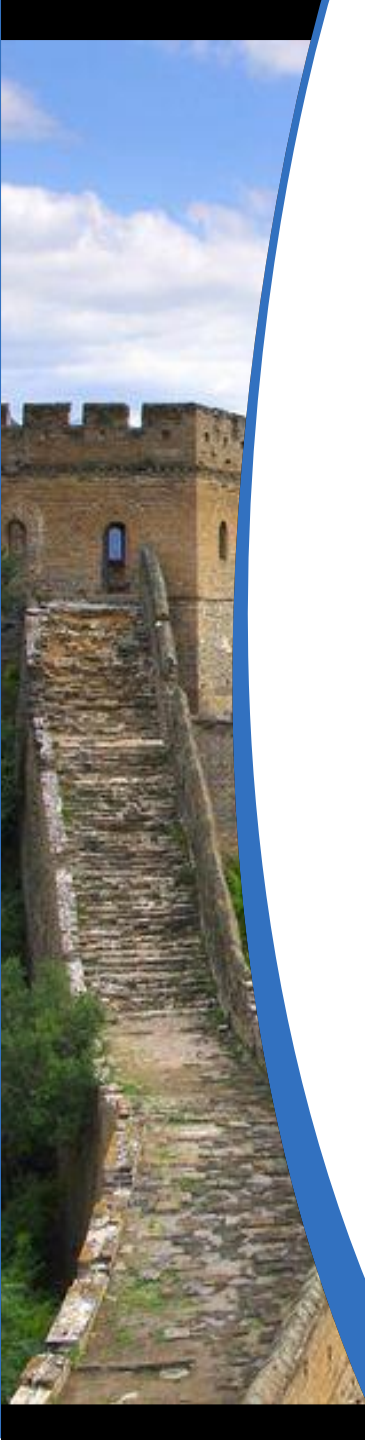
Did you know more people book their vacations online than any other method? Social media is one of the top influencers for online purchases. More so, travel blogs are now seen as leaders in the travel industry with a high influence on travel decisions.

Social media is playing a huge role in the travel industry. More than half of travelers have changed plans after re-searching trips on social media sites, and 50 percent of travel companies agreed that direct booking have been generated from social media. When it comes to planning, 62 percent of travelers used the Internet to research their trip, 43 percent read reviews from other travelers, and 24 percent read travel-related blogs. (Source; Sprout Insights)

## **Why a travel blogger?**

Travel bloggers are a trusted source of information; They are storytellers; They are influencers; They are avid travelers. Travel bloggers are experts in their niche. Furthermore, as a community, travel bloggers often work together to create a much larger scope of brand awareness. Travel bloggers offer a much larger ROI than traditional media.

A travel blogger has multiple ways to reach your target market - travelers - through their stories, reviews on their blog and social media; a multi-faceted approach which ensures a greater reach to a targeted market.



# SUITCASE STORIES STATISTICS

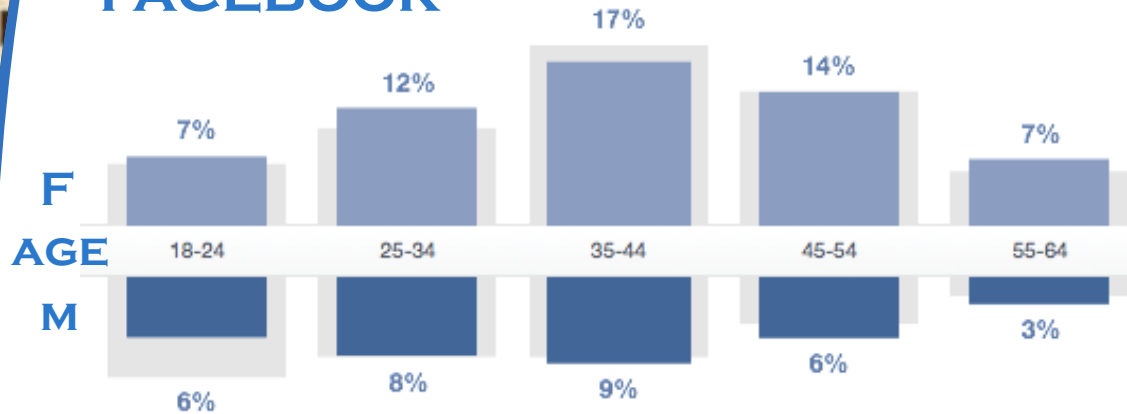
Aside from the network statistics, Suitcase Stories has an impressive loyal readership and social media following. Our direct interaction with our followers is very high and we are often emailed or messaged by travelers asking for our recommendations when they are planning their travels.

<b>MONTHLY PAGE VIEWS</b>	<b>130,000+</b>
<b>FACEBOOK FOLLOWERS</b>	<b>11,300+</b>
<b>TWITTER FOLLOWERS</b>	<b>33,600+</b>
<b>PINTEREST FOLLOWERS</b>	<b>20,400+</b>
<b>INSTAGRAM FOLLOWERS</b>	<b>22,900+</b>

“Travel bloggers tend to be independent-minded and passionate about their areas of interest. The best of them also tend to be on the cutting edge of the travel world, making them a valuable resource for readers frustrated with out-of-date guidebooks and what is often a morass of user reviews on sites like TripAdvisor. - NY Times”

# WHO ARE OUR FOLLOWERS?

## FACEBOOK

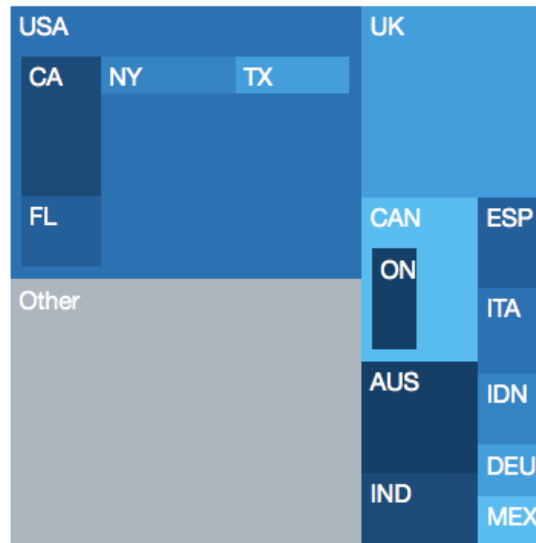


## TWITTER

### Interests

Most unique interests

57% Luxury travel



### Country

United States of America

United Kingdom

Canada

Australia

Philippines

Turkey

New Zealand

India

Sweden

Mexico

# WHO ARE OUR READERS?

## Audience Overview

Mar 1, 2015 - Mar 31, 2015

Email Export Add to Dashboard Shortcut

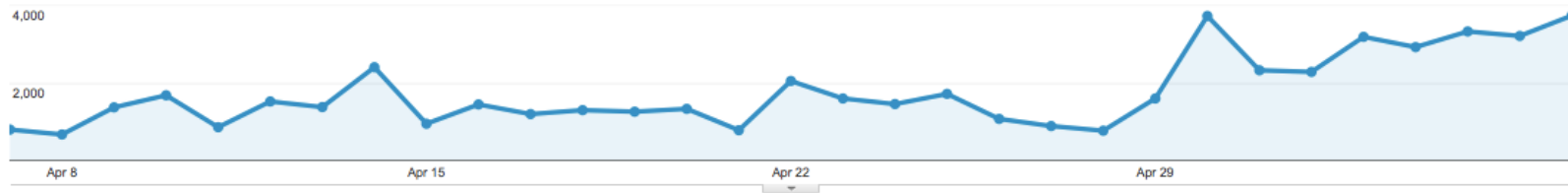
All Sessions  
100.00%

### Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions



Sessions  
54,858

Users  
45,118

Pageviews  
149,450

Pages / Session  
2.72

Avg. Session Duration  
00:06:35

Bounce Rate  
65.01%

% New Sessions  
80.54%

1. United States
2. United Kingdom
3. Australia
4. Canada
5. India
6. Philippines
7. Netherlands
8. Singapore
9. Germany
10. Mexico

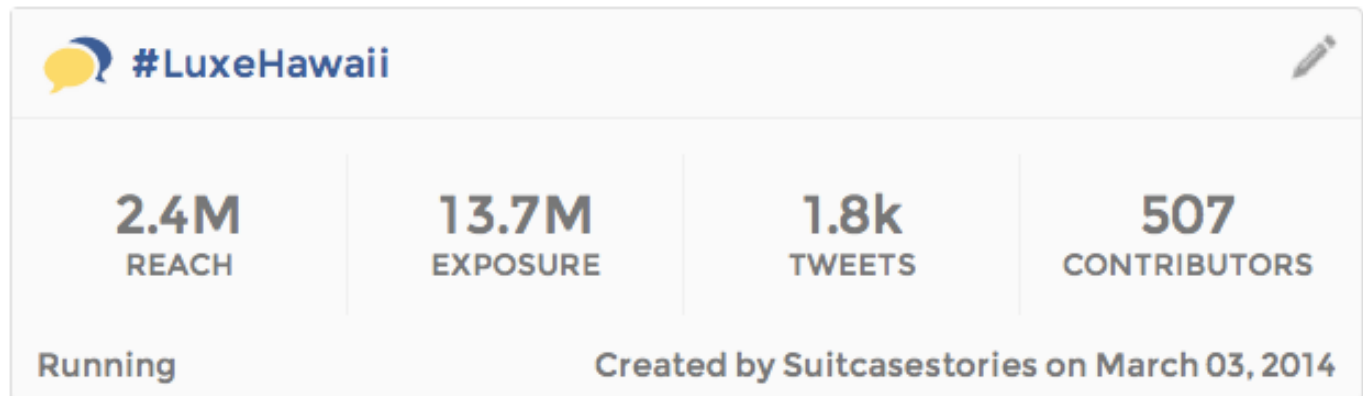
# CASE STUDY - DESTINATION

One of our many destination campaigns was #LuxeHawaii. This campaign included multiple clients (several hotels, tours, restaurants and activities) and ran over a 2 week period in March 2014.

The results were some of the best we have seen to date and subsequently set the standard for all future destination campaigns.

<b>FEATURE ARTICLES ON SUITCASE STORIES</b>	<b>15</b>
<b>FEATURE ARTICLES ON OTHER PUBLICATIONS</b>	<b>4</b>
<b>FACEBOOK UPDATES / SHARES</b>	<b>32</b>

## TWITTER STATISTICS:





# CASE STUDY - HOTEL

Our hotel campaign statistics are also much higher than you would expect from a blogger. This is due to our network members who share our content with their own followers.

Our client, Mövenpick Bangtao Beach, saw over 1 million impressions and those numbers are still growing – And that is just the Twitter reach.

FEATURE ARTICLES ON SUITCASE STORIES	1
FEATURE ARTICLES ON OTHER PUBLICATIONS	1
FACEBOOK UPDATES	2

## TWITTER STATISTICS:

### Finding Time to Relax at Mövenpick Bangtao Beach Thailand

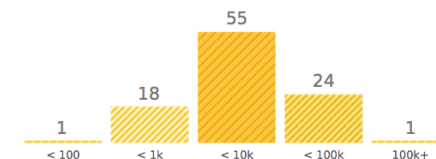
estimated reach 

**800,455**

accounts reached

exposure 

**1,031,247** impressions



Bars show number of tweets sent by users with that many followers

# HOW WE CAN WORK WITH YOU

THERE ARE A NUMBER OF WAYS SUITCASE STORIES CAN PARTNER WITH YOU FOR BRAND EXPOSURE:

- Hotel Marketing
- Destination Marketing
- Solo Trips / Group Trips
- Content Creation
- Contest Giveaways
- Social Media Consulting



We are happy to discuss other ways we can help promote your brand.

THERE ARE MANY WAYS SUITCASE STORIES CAN HELP ADVERTISE YOUR BRAND:

## **Exposure**

We can expose your brand to thousands or even millions of travelers via social media.

## **Influence**

A Klout score of 69 shows we have wide spread interaction with our followers on social media.

## **Quality Content**

We take pride in providing quality content for our readers to ensure they return time and time again.

## **Google Power**

We are often ranked on page one of a Google search for travel related search keywords.

# CONTACT US

**WEBSITE** [www.suitcasestories.com](http://www.suitcasestories.com)

**TWITTER** [www.twitter.com/Suitcases2](http://www.twitter.com/Suitcases2)

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**FACEBOOK** [www.facebook.com/suitcasestories](http://www.facebook.com/suitcasestories)

