

TravelPast50.com



# TRAVEL STORIES & PHOTOGRAPHY

*for those who've been around*

Hi, we're Kris and Tom of Travel Past 50. By sharing firsthand travel experiences, we introduce destinations and travel businesses to a specific market of older adults primed to pack up and travel.

# INTRODUCTIONS

## **TOM BARTEL & KRISTIN HENNING**

In 2010, we left our business and home to start traveling together full time. This wasn't anything new to us; we'd been working and traveling together for nearly four decades. For thirty years, we worked together in publishing. (Those publications included City Pages, Minnesota Parent, The Rake magazine, Secrets of the City guide book, and others.) Before that, we lived in Spain and taught English. Now we exercise our writing and photography chops by sharing travel stories on Travel Past 50.

## **BRINGING TRAVELERS TO YOU**

We concentrate on destinations and experiences many in our age group desire: historic sites, arts and cultural centers, natural parks with wildlife, food and drink, active travel, and personal connections. We also contribute practical information and resources to promote an easy-going travel lifestyle. In short, we provide content geared for mature, active, and inquisitive travelers.



# ADVENTUROUS NUMBERS

Since 2010

- 2** Of us
- 72** Countries
- 6** Continents
- 900** TravelPast50 posts
- 40** Guest spots on radio/podcasts
- 163** UNESCO World Heritage Sites
- 20** U.S. National Parks
- 38** European Capitals of Culture
- 5** River cruises
- 11** Volcanoes/mountains climbed
- 1000s** Kilometers walked
- ... and counting



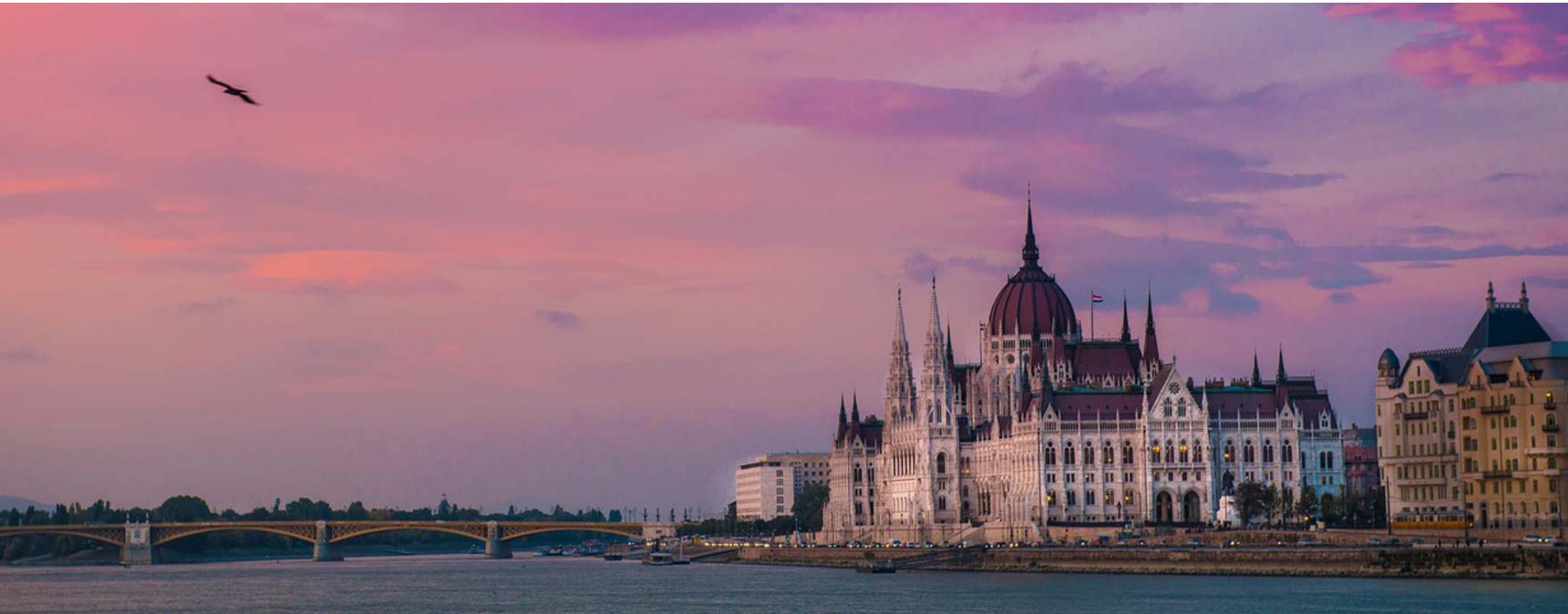


# HOW TO TALK TO BOOMERS

- Baby boomers are active social media users (averaging 3.5 hours per day on social).
- Digital is a big part of travel planning and purchasing, and opinions on social and web inspire other consumers' travel plans.
- Boomers want to see themselves in the media they consume. They prefer reading blogs, ebooks, and reviews.
- 95% of leisure travelers read at least 7 reviews before booking.
- By 2020, boomers will control 70% of disposable income in the U.S.

Source: Harris Interactive. February 2015. Eye for Travel. June 2015. Google. 2015. eMarketer. May 2015. via The Social Lights® LLC 2016

# ENGAGED TRAVEL AUDIENCE



## **INFORMED**

TravelPast50.com pageviews per month 26,000

Unique visitors per month: 15,000

eNewsletter subscribers: 1,400

**Total monthly following: 80,000**

Source: Google Analytics, February 2019

## **SOCIAL**

Facebook: 8,200 fans

Twitter: 36,000 followers

Pinterest: 6,500 followers

Instagram: 10,000 followers

# TARGETED TRAVEL AUDIENCE



## PRIMARY

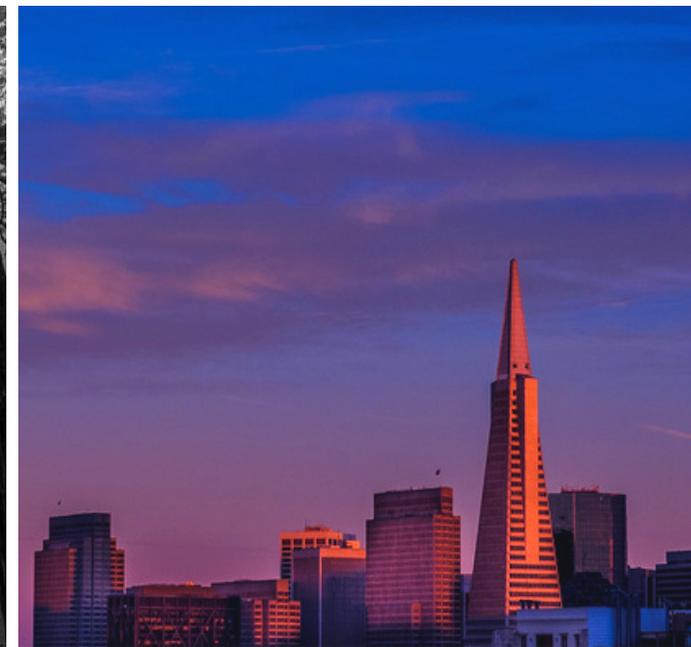
- Individuals age 45 and older who have the money and the time to travel
- 55% female and 45% male
- Enjoy photography, food, art, history, and architecture
- English speaking residents of United States, Canada, and UK (high concentrations in MN, NY and CA)

## SECONDARY

- People of all ages who enjoy photography
- People looking to make a lifestyle change e.g. job change, retirement
- People looking for travel advice for key destinations

Source: Chief Marketer. August 2015. eMarketer. September 2015. Experian. March 2015. Buzzstream and Fractl. May 2015. via The Social Lights® LLC 2016

# PROFESSIONAL PURSUITS



## **ASSOCIATIONS**

Society of American Travel Writers, North American Travel Journalists Association, Adventure Travel Trade Assoc., TravMedia, Professional Travel Bloggers Association, International Food & Wine Travel Writers

## **CONTRIBUTORS TO**

American Craft magazine, Travel Writers Radio, Minneapolis StarTribune, FWT Magazine (FoodWineTravel), Green Global Travel, TravelChannel.com, International Living, and more.

## **RECENT SPONSORING PARTNERS**

Allianz Global, BikeTours.com, Viking River Cruises, Exodus Travels, Best Western, Context Travel, Eurail, and various DMOs domestic and international



# WORK WITH US

## **BLOG POSTS, SOCIAL MEDIA, FREELANCE WRITING, LICENSED PHOTOGRAPHY**

We combine our professional background in journalism and marketing with our firsthand travel experience to bring our partners original, multi-platform media packages. We're enthusiastic about providing custom stories for Travel Past 50 and other print and online publications, and building reach and engagement through social media.

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