



SHOWCASING RESPONSIBLE, SUSTAINABLE AND LOCAL TRAVEL

Launched in August 2010, The Travel Word – www.thetravelword.com – is one of the leading blogs focusing on mindful travel. It has been unwavering in its commitment to **inspiring conscientious and independent travelers**, especially those headed **off the beaten path** with local businesses making **responsible and sustainable decisions** about their destinations.

We believe that tourism, practiced wisely, is a **powerful force for good**. Through anecdotes, articles, profiles, opinion pieces and news, our local voices therefore aim to inform travelers about **unique and ethical ways to experience** a destination, travel responsibly and help sustain the distinctive qualities of a place.

Website Traffic

The Travel Word has been growing steadily and healthily. In 2012, we more than doubled our number of visits and unique visitors from 2011, and pageviews increased by 42%. Our averages from 2012 are:

- ◆ Visits: 18,500+ per month
- ◆ Unique visits: 16,400+ per month
- ◆ Pageviews: 27,000+ per month

We also work with content partners who republish our articles, thus amplifying their reach.

Audience location: The majority of our audience tunes in from the United States, the United Kingdom, Australia and Canada. Close second is India, the Philippines, Brazil, Germany and France.

Social Media

A healthy portion of The Travel Word's website traffic comes from its social media platforms, especially Twitter and Facebook. As of April 2013, we have:

- ◆ 5,635 [Twitter followers](#)
- ◆ 2,475 [Facebook followers](#)

We are also developing a following on Google+ and Pinterest.

Newsletter

Since August 2010, The Travel Word has sent a monthly, bimonthly or quarterly [newsletter](#) covering its areas of focus and consistently meeting or exceeding the industry average for travel and tourism email marketing. Our newsletter stats are:

- ◆ subscribers: more than 21,000
- ◆ open rate: 27% (compared to the industry average of 27%)
- ◆ click rate: 3% (compared to the industry average of 2.8%)

The Travel Word adheres to best practices regarding email marketing. Join our list of subscribers who *want* to hear from us.

Services Offered

The Travel Word came into being as the online mouthpiece of the WHL Group, which is both a global network of companies that help travelers find unique ways to experience a destination through local tourism professionals, and a technology provider to those local tourism operators.

As of January 2013, however, The Travel Word became an independent platform. Designed to showcase the best of the responsible travel, The Travel Word is now open to establishing relationships with other entities embracing the inspirational power of immersive and authentic local travel experience.

In our new guise, we offer, among many other things:

- ◆ display advertising
- ◆ newsletter (subscriber) advertising
- ◆ online sponsorships, including branded content
- ◆ tailored feature-writing services, including search-engine optimized content and full social-media support, for publication both on The Travel Word and a long list of other prominent travel sites and blogs (including [lonelyplanet.com](#), [BBC Travel](#), [Huffington Post Travel](#) and much more)
- ◆ social media marketing
- ◆ measurable results

The Core Team

Ethan Gelber – ethan@thetravelword.com

The Travel Word was founded by Ethan Gelber, a travel content creator of more than 15 years. In addition to his freelance work (including as a [Lonely Planet author](#) and [Travelllll.com staff](#)), he has been a tireless evangelist – in all parts of the industry – for responsibility and sustainability in travel. Most recently, Ethan established [Destination Accelerator](#), which provides education and networking opportunities for destination marketers, and was the chief communications officer of the [WHL Group](#), the largest local-travel company in the world, through which he worked with scores of local operators on content creation and marketing. Among many other things, he ran a Europe-based bicycle tour operator for 10 years and was publications manager of the French Government Tourist Office in NYC.

Cynthia Ord – cynthia@thetravelword.com

Cynthia has served as travel ambassador for The International Ecotourism Society, taught online classes on community-based tourism development and [contributed articles](#) to various online publications. A native of Denver, Colorado, she holds a Masters of Tourism and Environmental Economics degree from the University of the Balearic Islands in Palma de Mallorca, Spain, and currently works in marketing and travel consulting for Southwind Adventures.

Laurel Angrist – laurel@thetravelword.com

Laurel is a [writer](#) specializing in stories about tourism, culture and the environment. She holds a Master of Arts degree in Journalism from NYU.

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The Travel Word is a founding member of the [Professional Travel Bloggers Association](#).

