

# Velvet Escape: introduction

The **Velvet Escape** (VE) blog is widely recognised as one of the top independent luxury travel blogs in the world. Velvet Escape provides travel inspiration for the discerning traveller through a combination of well-written content from a personal perspective and lavish photography. The Velvet Escape travel blog is read in more than 150 countries every month and is regularly featured by a number of big names in travel including Lonely Planet and National Geographic Intelligent Traveler.



Hi! I'm Keith.

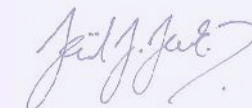
'Velvet' is the context I've chosen for my travels: when you run your hand over velvet you know there is a certain depth and richness to it. There's a sense of adventure; you know you are alive.



Velvet Escape is about getting away from our daily routines & exploring, being adventurous, reflecting & doing it in style.

I launched the Velvet Escape travel blog in December 2008 after a successful career in corporate and investment banking spanning ten years. Since then, I've gained a wealth of experience in creating travel content that reflect the experience, and utilising social media channels for marketing and networking purposes. Currently, Velvet Escape is recognised as one of the most influential names in online travel with an extensive Twitter Reach.

I look forward to hearing from you.



# Velvet Escape: statistics

The **Velvet Escape** (VE) blog is read in 150+ countries every month. In the first nine months of 2011, the number of unique visits grew almost four-fold. Traffic to the blog continues to grow, especially in Asia. In addition, Velvet Escape ranks highly for chosen keywords in Google search results. As social media ‘shares’ and ‘likes’ become more important in the determination of search result rankings, Velvet Escape, with its broad and highly-engaged social networks, is well-placed to benefit greatly.

### Velvet Escape stats (monthly average Q2 2012)

- Google PR: 4
- Alexa ranking (global): 70,000
- Monthly page views: 120,000
- Monthly unique visitors: 32,000
- Average time spent per page view: 67 seconds
- Average time on site: 8 minutes

(source: Google Analytics and Alexa)

### Audience

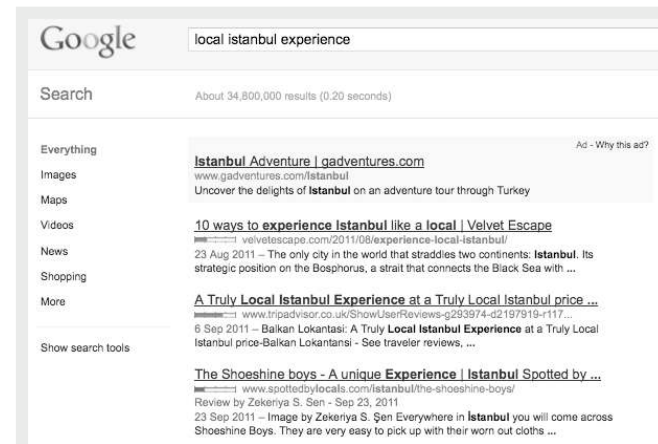
Velvet Escape is read in 150+ countries. The top-10 are:

1. U.S.A.
2. U.K.
3. Canada
4. Australia
5. Malaysia
6. Netherlands
7. Singapore
8. Spain
9. India
10. Germany

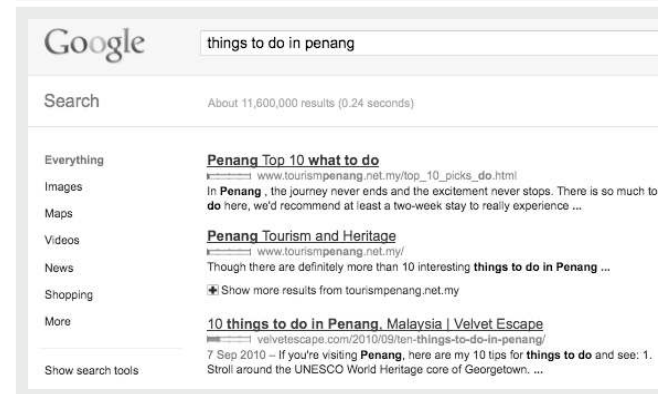
The top-10 above contribute 75% of total readers.

### Demographics

- Velvet Escape readers tend to be well-travelled and highly-educated (post-graduate level), 25-45 year age group & belong to the middle to upper-income groups (household incomes > \$80,000). 60% of readers are female.



#1 of 34.8m results for this search phrase



#3 of 11.6m results for this search phrase

# Velvet Escape: social media influence

**Velvet Escape** is a highly-visible name in online travel, with 16,000+ followers on Twitter and 3,600+ fans on facebook. VE's followers consist of individuals (with interests in travel, luxury, cuisine and photography), as well as a multitude of tourism boards, travel organisations, PR, hotels, travel agencies, travel bloggers and social media enthusiasts. VE enjoys high influence scores on Klout, Peer Index and Kred.ly due to a great degree of shares, mentions and discussions that are generated from social media interaction.



Source: klout.com

### TweetReach for velvetescape

Reached **221,846 people** via **50 tweets**

Searching a maximum of 50 tweets

**Tweet Types**



**Exposure: 435,709 Impressions**



Each pie slice shows how many people saw how many tweets

Velvet Escape Twitter Reach Nov. 2011. For the latest data, see: <http://tweetreach.com/reach?q=velvetescape>

“54% of British holidaymakers used social media platforms in the run up to their trip abroad to gain personal recommendations and reviews beforehand.” (source: sunshine.co.uk June 2011)

Velvet Escape has a proven track record of **influencing decision-making** by providing tips and recommendations via social media.

# Velvet Escape: what readers say


**Velvet Escape** receives many queries from travellers searching for travel information, recommendations and tips. Here is a handful of comments readers have made in the past.

 **MaxineSheppard @velvetescape** following your recommended Cape Winelands driving route today :) Perfect weather.



"It had so much more detail than the vendor site. And the broad travel sites don't get into all that," Ozaki said of the postings he read on Velvet Escape. "In this day and age, I find some of those sources more reliable."  
Source: Frommer's (<http://bit.ly/wivicT>)



 **Jaqi Lewis @DameArsenal** @velvetescape 60 The faces of Pompeii su.pr/2RsfWP #travel #TT <<Lovely article Keith. It's on my list for next visit to Italy :)





## Velvet Escape in the media

**Velvet Escape** and **Keith Jenkins** have been featured on numerous occasions in print and online media around the world. In addition to interviews, Keith also speaks regularly at tourism and travel blogging conferences about a variety of social media and blogging topics.

### Mentions in the Media include:

- Mashable's Top-15 Travel Twitter Accounts to Follow (Aug. 2012)
- Interview with Cape Talk, Cape Town (Aug. 2012)
- Featured in La Repubblica newspaper, Italy (July 2012)
- Top-12 Twitter Personalities to Follow in 2012 by Elliott.org (Nov. 2011)
- Interview with BBC Travel (Sept. 2011)
- Feature in National Geographic Intelligent Travel (Oct. 2011)
- "How to use Travel Blogs to Plan Your Trip" Frommer's (Aug. 2011)
- 100 Best Travel Blogs by Washington Flyer (July 2011)
- Interview on Catalan TV3 & newspaper feature (May 2011)
- "Around the World with 40 Bloggers" Lonely Planet (May 2011)
- Feature in La Nazione newspaper, Italy (March 2011)
- Feature in Travel Trade Gazette UK (Nov. 2010)
- Interview with Red FM Malaysia (Oct. 2010)
- Feature in Globe & Mail newspaper Canada (Jan. 2010)

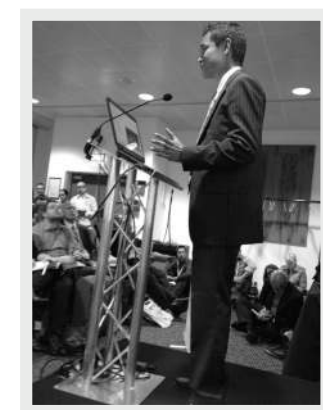
See <http://velvetescape.com/media> for the full list.

### Speaking engagements include:

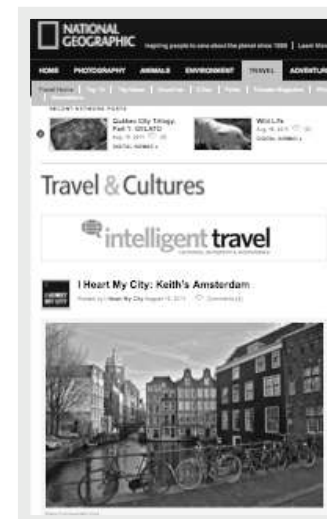
- Keynote at Getaway Conference, Cape Town, S.A. (Aug. 2012)
- Keynote at Emerce Etravel, Bussum, Netherlands (June 2012)
- Foz International Tourism, Brazil (June 2012)
- Keynote at ITB, Berlin, Germany (March 2012)
- World Travel Market, London, UK (Nov. 2011)
- GoMedia, Edmonton, Canada (Sept. 2011)



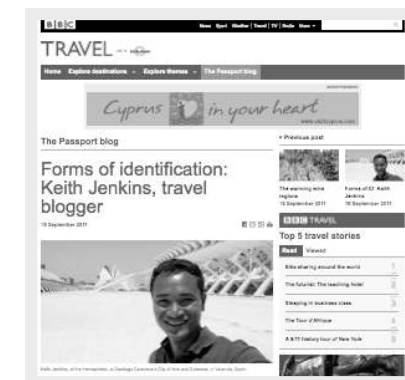
Keynote at ITB Berlin 2012



Speaking at World Travel Market, London 2011



Feature in NG Intelligent Travel



Interview with BBC Travel

# Velvet Escape: advertising options

The **Velvet Escape** audience and online influence continue to grow, making Velvet Escape an excellent advertising opportunity for travel-related businesses.



velvet escape

## Advertise on Velvet Escape

- **Banners** – banner advertising is offered both site-wide as well as in individual pages
- **Sponsoring** – become a sponsor of any upcoming VE post
- **Guest posts** – sponsored guest posts are accepted subject to VE editorial guidelines
- **Product reviews** – sponsored product reviews are accepted subject to VE editorial conditions

Please inquire for my rates by sending an email to: [keith@velvetescape.com](mailto:keith@velvetescape.com).

**“More than a third** of travelers said the Internet had prompted them to book their travel plans, up from about 25% last year.”

**“About two-thirds** reported having used the Internet to research a trip during the past six months.”

Source: Google survey (Sept. 2010)

Velvet Escape can **position your brand** in front of the increasing number of travelers that base their decision-making on internet research.

# Velvet Escape Sponsorship options

**Sponsoring Velvet Escape (VE) entitles you to a variety of online and offline marketing options:**

**Dedicated page:** A dedicated page can be customised for the sponsor. The page can contain a description of the sponsor, a banner, up to 3 links, news and special offers. The content and layout of the page can be refreshed on a monthly basis.

**VE Features:** VE Features highlight VE content on a specific destination or activity. Relevant posts from the archive are featured in the home page slider. Links to the sponsor's site are included in the Featured posts.

**Online/Offline promotion:** Regular tweets/facebook posts that include sponsor messages, URLs, Twitter/facebook names. It is also possible to choose for product placements in photos/videos. Other offline options include speaking at trade shows and word-of-mouth marketing. *VE is perfectly placed to be your brand ambassador!*

**Sponsored posts:** These are posts written by VE or provided by the sponsor and remain permanently in the VE archive. Sponsored posts include a link back to the sponsor's site.

**Banners:** Banners can be placed on the VE home page, sidebar and dedicated Partners page (this page contains descriptions of Partner services).

**Sponsor Dedicated Page**



**Partner: Cathay Pacific**

**CATHAY PACIFIC**

Cathay Pacific Airways is one of the world's premier airlines. Based in Hong Kong, Cathay Pacific flies to destinations around the globe with one of the newest fleets in the world. Cathay Pacific is recognised as being one of the world's best airlines, earning a Five Star status from Skytrax.

**Premium Economy Class**

Cathay Pacific introduces a new Premium Economy Class on its major routes – offering more comfort, space and personal attention throughout your entire journey. On the ground, you'll appreciate the dedicated check-in counters, additional baggage allowance, and priority boarding. In the air, you'll enjoy a comfortable seat, enhanced catering, better entertainment, and even more of our renowned personal service – all in a spacious and cosy cabin that features from 26 to 34 seats. It's the

**VE Features on home page slider**



**Heaven = El Celler de Can Roca**

Velvet Escape Features brought to you by \*sponsor\*

## Velvet Escape Sponsorship packages

### Velvet Escape 'Inspire' package

#### Velvet Escape 'Inspire' package

- dedicated Sponsor Page
- sidebar banner
- VE Features once/month. Includes links in 5 posts.
- offline promotion and product placement
- four sponsored posts/month
- promotional messages via Twitter/facebook
- banner on Partners page (with description)



### Velvet Escape 'Experience' package

#### Velvet Escape 'Experience' package

- sidebar banner
- VE Features once/month. Includes links in 3 posts.
- two sponsored posts/month
- promotional messages/week via Twitter/facebook
- banner on Partners page (with description)



### Velvet Escape 'Explore' package

#### Velvet Escape 'Explore' package

- one sponsored post/month
- promotional messages via Twitter/facebook
- banner on Partners page (with description)

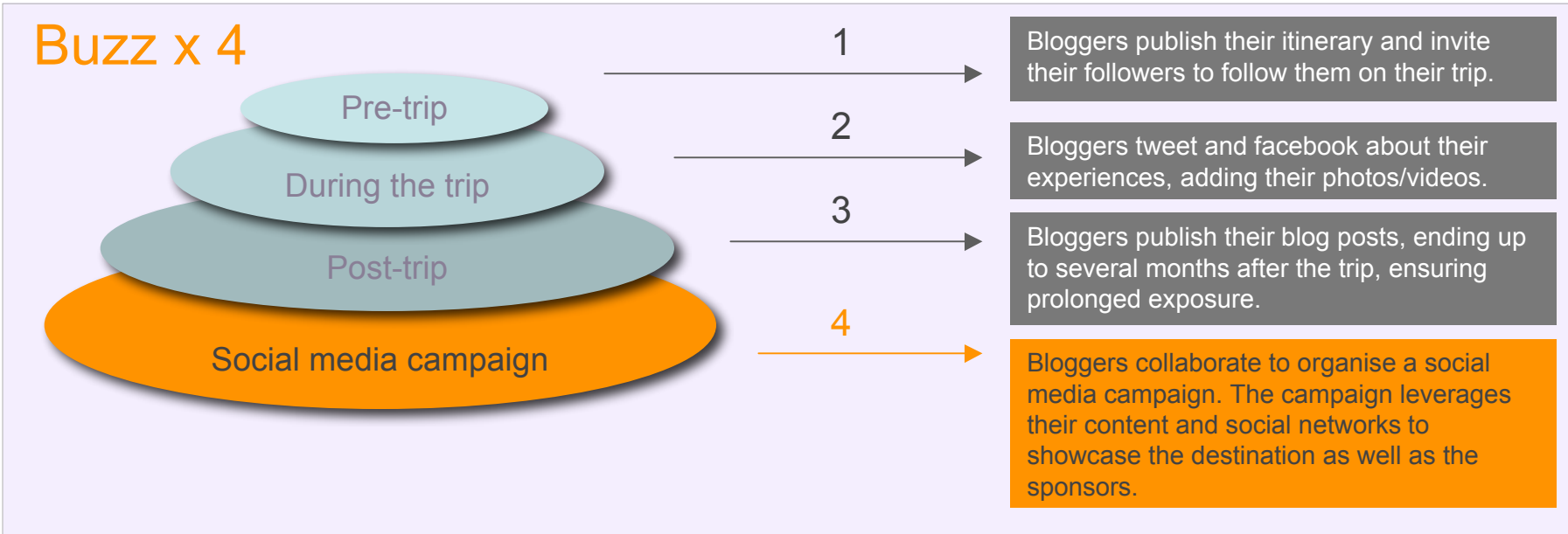




## An innovative marketing model

Blog trips are an excellent means to generate online exposure for a destination. By hosting a select group of travel bloggers, a tourism organisation/company can benefit greatly from the writing and photography skills of bloggers as well as from their online social networks. Blog trips can help to create an online buzz not once but three times! Velvet Escape helps tourism boards and travel companies by providing advisory services and participating in blog trips, and via the iambassador post-trip model.

### The iambassador model adds a fourth round of buzz!



## Client references

**iambassador** is an innovative marketing concept that has successfully been implemented for clients such as Visit Jordan and Cape Town Tourism. Here's what they have to say:

*"The 2011 social media outreach campaign, including #GoJordan, was immensely successful, leading to Jordan being on travelers' minds and on many top travel lists, including Condé Nast Traveler, New York Times Travel, Virtuoso, and National Geographic, among many others. We could not be more delighted with the success of iambassador and are proud to have been the first to pursue this venture with Keith. The campaign surpassed any expectations we may have had, with many travelers expressing their excitement about booking a trip to Jordan after learning so much about it from the campaign. We hope to continue working with innovative bloggers, such as Keith, in the future."* - Jordan Tourism Board.



*"Keith's conceptualisation of iambassador – using travel bloggers and online publishers as partners in destination marketing campaigns – is ground-breaking. He understood Cape Town Tourism's brief of destination storytelling through social media and online content instantly and has been an invaluable partner to us in what we consider to be our most successful social media campaign to date. He not only coordinated the campaign but interacted with the international partner bloggers, the tourism products in Cape Town, his readers and followers and ourselves in a passionate and engaging manner."* – Cape Town Tourism





As seen in:



## Contact Velvet Escape

Thank you for your kind attention. Should you be interested in any of these sponsorship or advertising options, please do not hesitate to contact me via any of the channels listed below. I'm more than happy to discuss variations and/or different combinations of the services offered and tailor these to your needs. I look forward to hearing from you.

**Keith Jenkins**  
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Velvet Escape  
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