



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 award-winning 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. 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 Q1 2014)

- Google PR: 4
- Alexa ranking (global): 80,000
- Monthly page views: 70,000
- Monthly unique visitors: 25,000
- Average time spent per page view: 89 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. Germany
- 9. Spain
- 10. India

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

Demographics

 Velvet Escape readers tend to be well-travelled and highlyeducated (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.



Twitter: 39,643 followers



Facebook: 5,375 Likes



Instagram: 2,343 followers



Google+: 6,123 followers



Pinterest: 1,440 followers

In 2012, Velvet Escape was selected as one of Top-15 Twitter Travel names to follow by:







Velvet Escape: social media influence

Velvet Escape is a highly-visible name in online travel, with 39,000+ followers on Twitter and 5,300+ 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.



92% of customers trust word-of-mouth recommendations (including online "mouths," like trusted bloggers) over all other forms of advertising. (source: 2012 State of Inbound Marketing; Mindjumpers, funsherpa, Four Pillars)

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





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Velvet Escape: what readers say

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

velvet escape

TRAVEL BLOG DESTINATIONS



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

MEDIA

SERVICES -

SHOP



Ten things to do in Penang

TRAVEL BLOG DESTINATIONS -

Penano is a turtle-shaped island off the west coast of Peninsular Malaysia and is connected to the mainland by the 13 kilometer long Penang Bridge. For centuries, Penang played a strategic role in trading relations between the East and West. In addition to the local Sultans, the Arabs, Chinese, British and Dutch all vied for influence over Penang. This long and colourful history has left its mark on the island in many ways; from the colonial mansions and intriguing temples of Georgetown to the island's unique cuisine which is truly worldfamous. In addition to its rich historical and cultural heritage, Penang also boasts mile after mile of sandy, casuarina-fringed beaches, a mountainous hinterland, some of Malaysia's most stunning resorts and a vibrant shopping scene.

Here are my 10 tips for things to do in Penang:

1. Stroll around the UNESCO World Heritage core of Georgetown. The most prominent landmark (and must-see) is the Cheorig Fall Tze Mansion, However, the neighbourhoods surrounding Jalan Penang (Penang Road) and Lebuh Chulia (Ch colonial and Chinese heritage buildings as well as wonderfully atmosp



restaurants located in and around these towns really steal the show. If you love fine food and wines, than this is the place to be. The Cape Winelands region offers outstanding quality and dor refinement price considerably lower than established areas in Furgoe and California's



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evelvetescape 59 Used this to plan our trip & even stumbled upon

the Rainforest Bakery! 10 things to do in Penang ow.ly/cbNkG #travel View conversation

"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 MEDIA SERVICES SHO

Source: Frommer's (http://bit.ly/wivicT)

sources more reliable."



Cruising Alaska's Inside Passage

"Good morning Wilderness Discoverers" It was the first thing I heard every morning through the speakerphone in my cabin: a friendly greeting at the start of a new day and an invitation to breakfast. The Wilderness Discoverer is a small cruise ship operated by InnerSea Discoveries on their routes in southeast Alaska. I was one of 66 guests and 24 crew on an eight-day cruise through the Inside Passage from Juneau to Ketchikan. I didn't need much motivation to jump out of bed early each morning - I was simply too excited just being in Alaska - but the friendly voice and the prospect of another sumptuous breakfast



to kick off a new day of adventure and fun were certainly enticing.

Each of my seven mornings in Alaskia started with a hearty breakfast and dreamy views of the Alaskar wilderness.





Velvet Escape: media coverage and awards

Velvet Escape and **Keith Jenkins** are frequently featured 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. Velvet Escape has also won numerous awards around the world.

Media highlights include:

- Best International Blog, Canadian Tourism GoMedia Awards (Sept. 2013)
- Interview with The New York Times (July 2013)
- Best Digital Media award at Costa Brava Girona PremisG (Dec. 2012)
- Best Luxury Travel Blog at Destinology Awards (Sept. 2012)
- 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)
- "Around the World with 40 Bloggers" Lonely Planet (May 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:

- TEDxTalk (Nov. 2012)
- 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

Interview with The New York Times 2013





Interview with BBC Travel

Feature in NG Intelligent Travel





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Contact Velvet Escape

Thank you for your kind attention. Should you be interested in working with Velvet Escape, please do not hesitate to contact me via any of the channels listed below. I look forward to hearing from you.

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