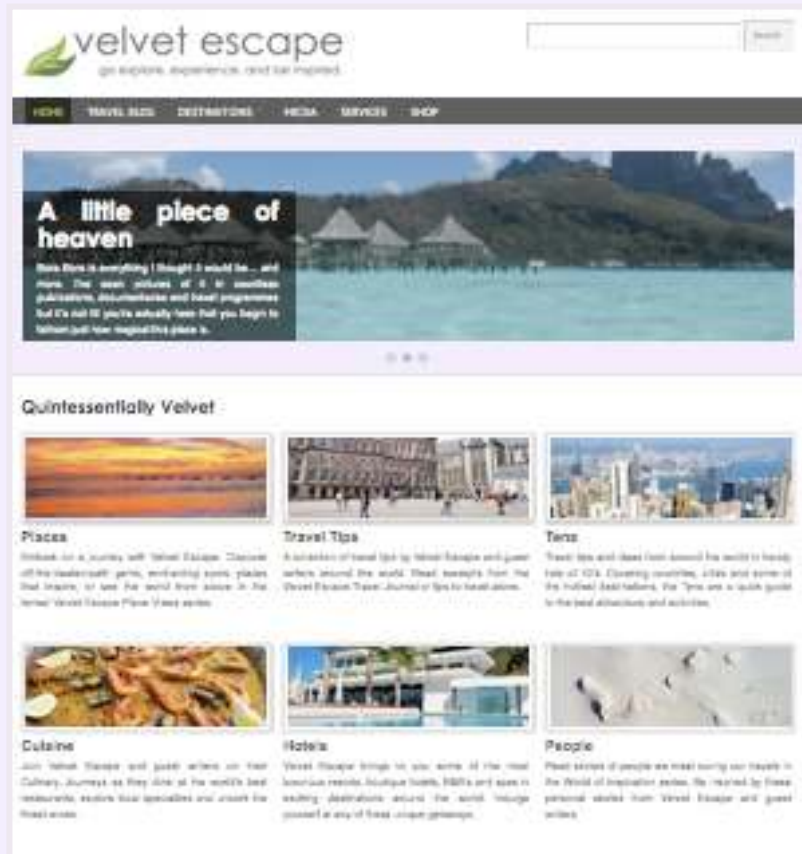


Velvet Escape: introduction

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.

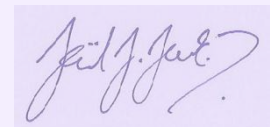
'Velvet' is the context I've chosen for my travels: when you run your hand over velvet you know there is a certain depth and richness to it. There's a sense of adventure; you know you are alive.



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 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.



Twitter: 39,643 followers



Facebook: 5,375 Likes



Instagram: 2,343 followers



Google+: 6,123 followers



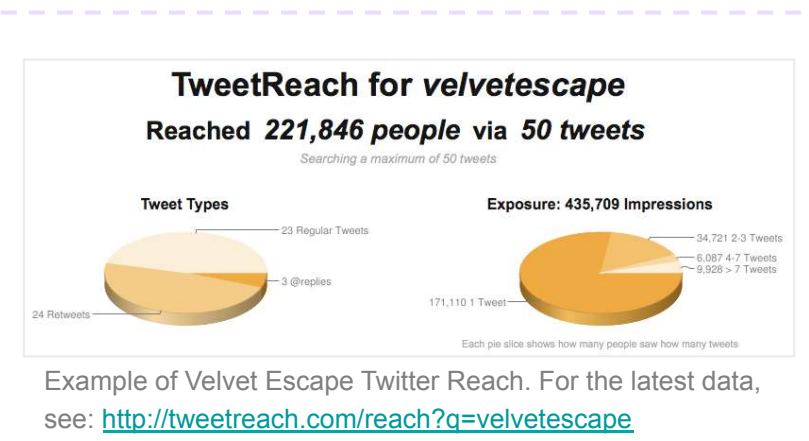
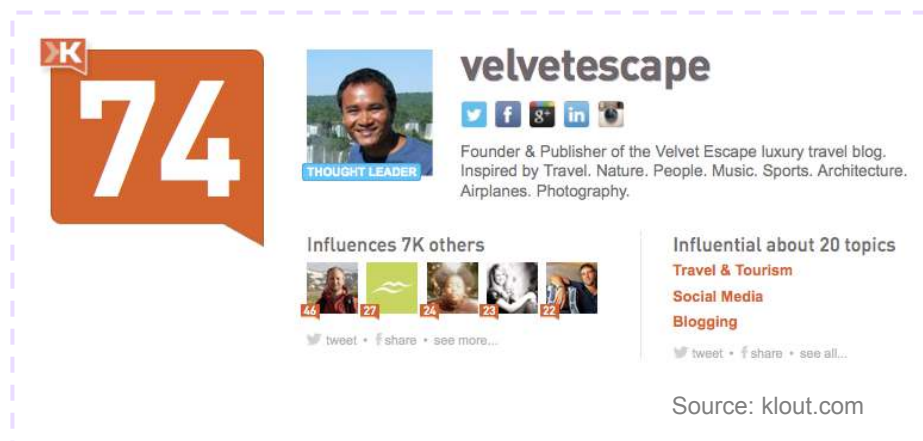
Pinterest: 1,440 followers

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.

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>)



Ashley Bruckbauer @ashleyindallas 55m
@velvetescape 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



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 Emerge 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



Feature in NG Intelligent Travel



Interview with BBC Travel



As seen in:



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.

Keith Jenkins

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