



#AdvTravelChat

TWITTER CHAT

INFO PACK

EVERY WEDNESDAY

1-2pm New York time
6-7pm London time

ENGAGING WITH ADVENTURE TRAVELERS




Connecting you with your target audience

#AdvTravelChat has quickly grown to become the largest adventure travel chat on Twitter. Launched on 20 May 2015, the first #AdvTravelChat already attracted 257 participants, reaching 2.8 million accounts and receiving 22.8 million impressions. (Source: TweetReach)

The event is hosted every Wednesday at 1pm NYC/6pm London time by three leading adventure travel bloggers, Laurel Robbins of Monkeys and Mountains, Sherry of Ottsworld and Nellie Huang of WildJunket,

Sponsoring #AdvTravelChat is an exceptional opportunity to get your destination or brand in front of a large targeted audience and engage with them on a deeper level.

TWEETREACH SNAPSHOT FOR

#AdvTravelChat

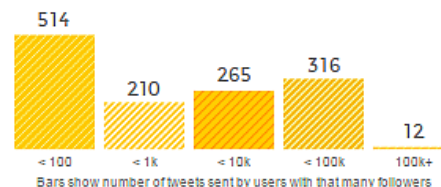
ESTIMATED REACH

2,818,275

ACCOUNTS REACHED

EXPOSURE

22,987,336 IMPRESSIONS

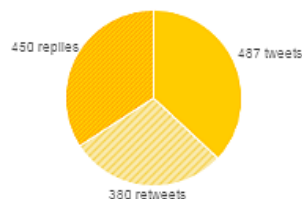


ACTIVITY

1,317
TWEETS

257
CONTRIBUTORS

3
DAYS



WHAT PEOPLE ARE SAYING



Travel For Wildlife @Travel4Wildlife · 1m
Had so much fun on this week's #advtravelchat Thanks #wildjunket and @Laurel_Robbins for the fabulous chat!

← ↻ ★ 1 ⋮



Jonny Duncan @backpackingman · 2m
@anishahbbc Entertaining for sure! #advtravelchat

← ↻ ★ 1 ⋮

[View conversation](#)



Jens Notroff @vagabondslog · 2m
Despite rather shaky internet connection, again a really inspiring #AdvTravelChat. Thanks a lot everybody & in particular our hosts!

← ↻ ★ 1 ⋮



Laurie Dalton
@roamingcurator

#AdvTravelChat - much appreciation for the chat today - great to connect with people and loved hearing about your adventures!
#travel

🐦 WED, MAY 27 2015 20:08:18



Green Global Travel
@GreenGlobalTrvl

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A6 Another tough one! Galapagos, Tahiti, Panama, Belize, the Red Sea... Dying to dive Micronesia, Palau & Great Barrier Reef! #AdvTravelChat

7:28 PM - 20 May 2015

← ↻ ★ 1



Jen Sahi
@yourwanderlust

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Getting itchy feet reading #AdvTravelChat. Don't know what the Qs are but already want to go to Iceland, Barbados, & snorkel with belugas!

8:33 PM - 20 May 2015

← ↻ ★



Ben & Charli Travel
@WanderlustersUK

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A6. The Great Barrier Reef is just incredible! Loved diving with Nautilus! #AdvTravelChat

7:28 PM - 20 May 2015

← ↻ 1 ★ 4



Postcards and Places @postcardsplaces · 4m
All this #camping #advtravelchat makes me want to grab my tent and get outside! 🏕️ @WildJunket @Laurel_Robbins @cnomad @hipcampers

← ↻ ★ 1 👤 ⋮



Iain Mallory
@MalloryOnTravel

Thank you to everybody that took part in a great #AdvTravelChat greatly appreciated your input, engaging, entertaining and informative

🐦 WED, MAY 27 2015 20:16:23



G Adventures ✓
@gadventures

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A5: So hard to choose just one! #IncaTrail in Peru, #Kilimanjaro in Tanzania, #LostCity in Colombia... #advtravelchat

7:26 PM - 20 May 2015

← ↻ 9 ★ 13



Jonathan Ronzio
@jonathanronzio

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Just heard about #AdvTravelChat - I'll be sure to catch next week and join the conversation! #ExploreInspired #BetweenThePeaks

10:49 PM - 20 May 2015

← ↻ ★



[View image on Twitter](#)



travelwith2ofus
@travelwith2ofus

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A:2 #Colorado White water rafting goo.gl/1tLqPf
#AdvTravelChat

7:13 PM - 20 May 2015

← ↻ 1 ★ 2



Brand Awareness Package

When you co-host #AdvTravelChat, you receive the following benefits:

- Exposure to a large targeted audience. Each #AdvTravelChat has an average of 325 contributors, 20 million reach and 1.2 million accounts.
- Input into the topic and questions that will benefit your brand the most. We will work with you to come up with a fantastic topic .
- Your destination or company logo and Twitter handle will appear on all communications surrounding the #AdvTravelChat that you're hosting. We will take care of the design, making it convenient for you.
- Your logo and Twitter handle on @Laurel_Robbins, @Ottsworld and @WildJunket's Twitter headers for 3 days, including the day of the event, providing exceptional exposure to a large audience interested in adventure travel.
- Recap of the chat in the form of a blog post each on MonkeysandMountains.com, Ottsworld and WildJunket.com. The three blogs receive a combined total of 200,000 visitors per month.
- Opportunity to provide a giveaway to participants throughout the chat, to further encourage engagement and to reinforce your brand or destination.

Price: \$1095/ €995



#ADVTRAVELCHAT



Extended Awareness Package

With this package, you will get everything listed in the Brand Awareness Package, plus:

- In addition to appearing on @Laurel_Robbins, @Ottsworld and @WildJunket's Twitter headers for 3 days, you will also appear on their Facebook headers for 3 days, providing you with additional exposure.
- 1 blog post each on MonkeysandMountains.com, Ottsworld and WildJunket.com, reviewing your brand or destination with one do-follow link back to your website. The three blogs receive a combined total of 200,000 visitors per month.
- If you represent a product or service, we highly recommend including a giveaway or discount to result in maximum engagement. A successful giveaway on wildjunket.com received more than 2000 participants and is the most popular post on her site.
- Promotion of the blog post to our audience through our massive social media channels including: Twitter, Facebook, Google+ and Instagram (a combined total of 200,000 followers)
- BONUS: You will receive a tip sheet for getting the most out of co-hosting a chat.

Price: \$1865/ €1695

OPTIONAL: For even further exposure, we provide the opportunity to recruit additional bloggers that we know and trust to co-host your #AdvTravelChat at a rate of \$250 for adventure bloggers with 50,000+ followers on Twitter, \$200 for bloggers with 20,000 to 49,995 followers and \$125 for niche blogger with a following of 5000 - 19,995.



#ADVTRAVELCHAT



What is a Twitter chat and what is involved in hosting one?

A Twitter chat is a live event focused around a certain topic using a hashtag. For #AdvTravelChat, we discuss a different topic each week and the hosts tweet out 10 questions over a duration of 1 hour. As a sponsor/co-host, you'll also tweet out the questions, comment on people's answers, share and retweet. The key is to have conversations with everyone!

I am new to Twitter and don't have many followers yet. Does it make sense to sponsor #AdvTravelChat at this stage?

Yes! This is a fantastic time to sponsor #AdvTravelChat since it will increase brand awareness and engage with the community. It also allows you to find new connections in your field and grow your number of followers in an organic way. (Each of the co-hosts on our first chat gained about 100 or more followers from the chat. However, this differs on host and chat topics, and cannot be guaranteed.)

I am an established brand, what is the benefit of co-hosting #AdvTravelChat?

The chat allows you to interact with your audience in an authentic and personal level, helping you improve engagement. Consumers are not interested in promotional advertorials, rather they like to get to know the face behind a brand and what it represents. A Twitter chat will humanize your brand's Twitter account and allow you to make a deeper connection with your followers.

Laurel, Sherry and Nellie are leading authorities in the adventure travel community, with followers who are passionate about travel, nature and the outdoors. By co-hosting #AdvTravelChat, you get to reach your targeted audience in a cost and time effective way, and eventually convert them to potential customers.

Will my brand be mentioned in each of the 10 questions?

No. We will definitely mention your brand multiple times but #AdvTravelChat is meant to inspire and to be fun. It's not meant to feel like a sales pitch, which would turn off participants and this would not benefit you.

Can I help determine the topic and questions if I sponsor a chat?

Yes, we will work with you to determine a suitable topic and questions.

Hosts



Laurel Robbins

A few of Laurel's favorite adventures include shark diving (without a cage) in Costa Rica, the Galapagos Islands, South Africa and Palau. She's an avid hiker who can be found in the Alps most weekends, and has completed the Everest Base Camp Trek, the Tour du Mont Blanc and numerous multi-day hikes. Before she moved to Germany, the Canadian Rockies were her playground.

She has recently taken up cycling, and has cycled from Passau, Germany to Vienna, Austria and will be cycling 1200km across Finland on the Iron Curtain Trail in June.

In addition to founding Monkeys and Mountains, Laurel is also the #BBCLocalite for BBC Travel, contributes photos to BBC Earth's Instagram feed and is a contributor to Yahoo Travel.



@Laurel_Robbins



MonkeysandMountains



info@monkeysandmountains.com



Nellie Huang

As a full-time travel writer, Nellie has a special interest in extreme adventures and unusual destinations. She has been traveling around the world with her husband Alberto since 2003, experiencing over 90 countries on seven continents.

Some of their most memorable adventures include expedition cruising in Antarctica, overlanding the Silk Road, climbing an active volcano in Iceland,, wildlife watching on the Galapagos Islands and paragliding in South Africa.

She first created WildJunket in 2008 and it has since grown into one of the world's most popular travel websites. Nellie's writing has also appeared in BBC Travel, CNN and Lonely Planet. She is also the author of The Adventure Traveler's Handbook.



@WildJunket



WildJunket



nellie@wildjunket.com



Sherry Ott

Sherry Ott is a long term traveler, blogger, and photographer. She writes about her nomadic lifestyle and around the world adventures on Ottsworld.com .

She's circled the globe numerous times and has visited all 7 continents. She lived in Vietnam, hiked the Annapurna Circuit with her father, finished the Mongol Rally, walked the Camino de Santiago, kayaked in Antarctica, and drove an auto rickshaw across India. She continues to seek out adventurous unique opportunities to inspire people to overcome their fears and reap the benefits of travel.

She's also a co-founder of Meet, Plan, Go!, a website and national travel event teaching you how you can take your very own traveling career break or sabbatical.



@Ottsworld



Ottsworld



sherry@ottsworld.com