

MONKEYS
AND
MOUNTAINS
MEDIA KIT

ABOUT LAUREL ROBBINS

Founder of Monkeys and Mountains Adventure Travel Blog

ABOUT

Laurel is a leading adventure travel blogger with one of the largest Twitter followings in the industry! Her goal is to inspire travellers to get outdoors and to spend longer exploring a destination whether it be on foot or by bike. She grew up near the Canadian Rocky Mountains, but now lives in Munich, Germany. She named her blog "Monkeys and Mountains" after two of the things she loves most. She is multi-passionate and holds bachelor degrees in business and primatology, (the study of primates) and a master's degree in adult education.

PHILOSOPHY

Laurel believes in seeking a more meaningful way to travel. One where you:

Meet locals, who will reveal their secret spots

Do hiking or cycling trips that will test your limits, but exhilarate you at the same time

Know your visit helps sustain a local community!

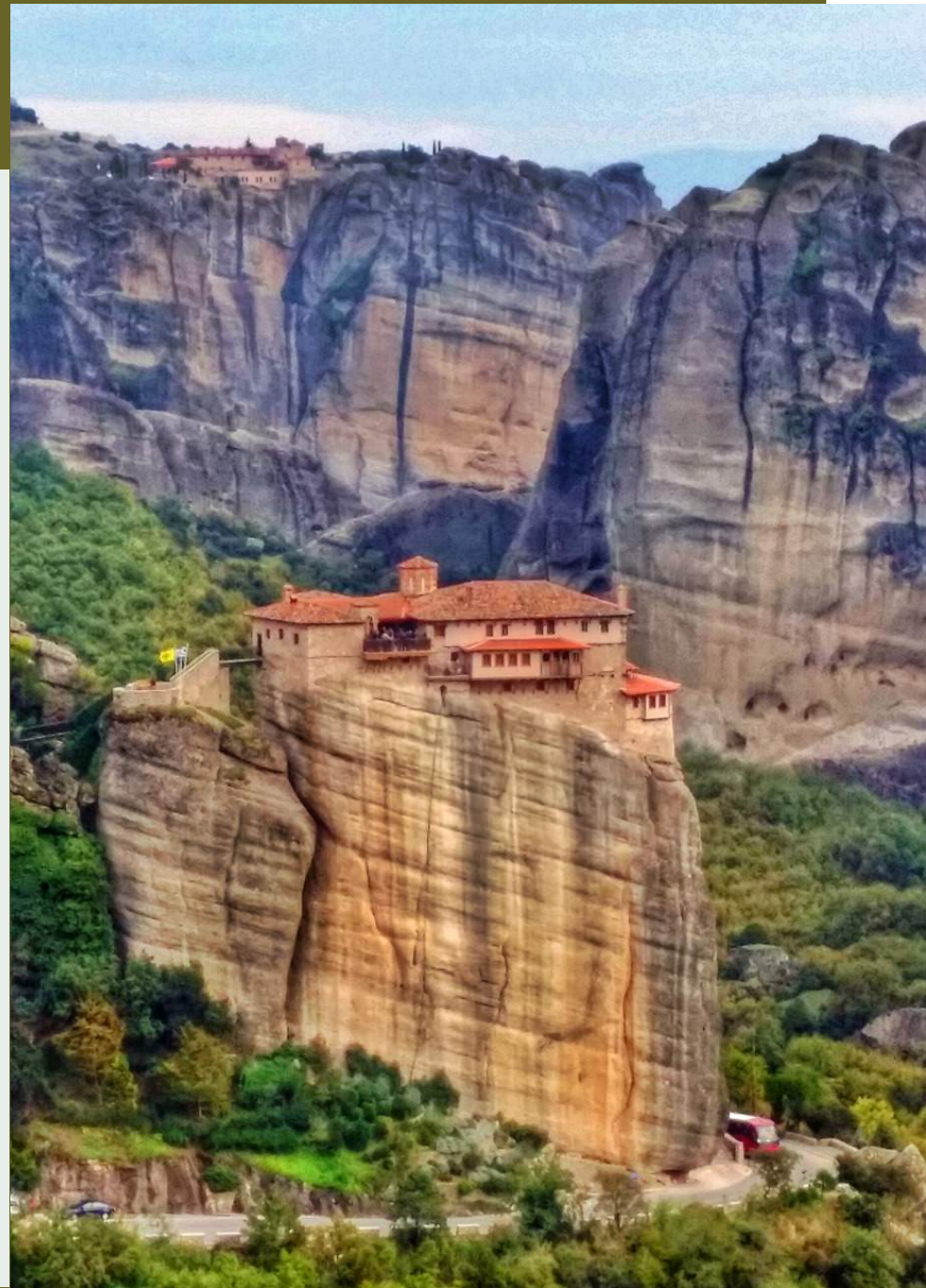
Carry the confidence you gained from a challenging hike or bike ride to other areas in your life



5 WAYS YOU WILL BENEFIT

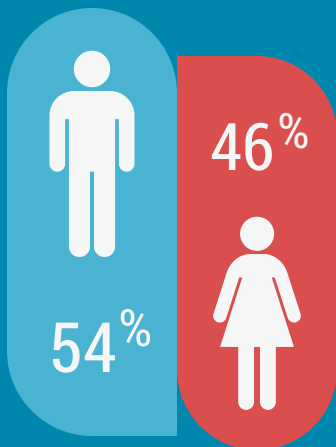
When you work with Laurel from Monkeys and Mountains, you receive:

- 1) Access to a targeted and engaged audience.** Laurel has spent the past 6 years building a trusting relationship with her audience. As a result they are willing to take action when she recommend a destination, tour company, hotel or brand.
- 2) Professional Experience.** She's worked with over 100 brands and DMOs. As a result, she's discovered first hand what works. Social media is both a skill and an art. More isn't always more. She's crafted this skill through extensive practice!
- 3) Realtime and Evergreen Content.** You will receive a combination of realtime interactions during a campaign to generate buzz, and evergreen content that will bring visitors for years to come.
- 4) Access to my marketing experience.** Not only does she hold a business degree in marketing, but she's also constantly updating her skills and experimenting. That way she can offer you amazing results!
- 5) Her passion for tourism.** She gets energized about the impact tourism can have on both the local economy and the environment. Knowing that she plays a role in making a positive difference, however small it may be, is the greatest job in the world!

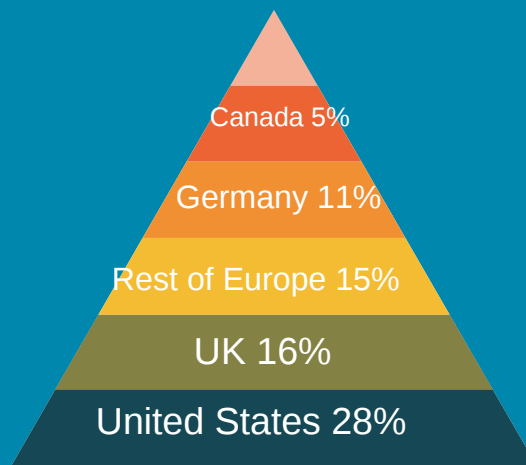


8 WAYS WE CAN WORK TOGETHER

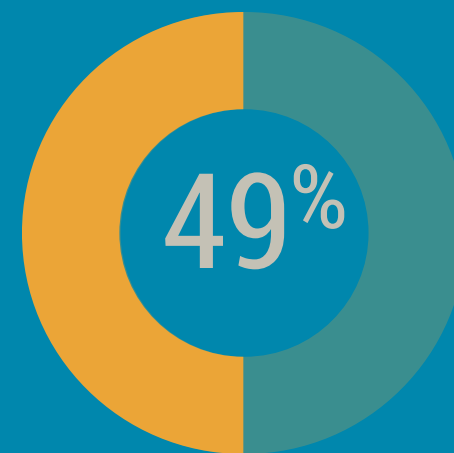
- 1) Custom design hiking or cycling tour.** Laurel can work with you to design a custom hiking or cycling tour linking towns and lesser visited sites to encourage tourism and longer stays in these areas.
- 2) Promote an existing hiking or cycling route.** If you would like to increase awareness and bring more visitors to an existing hiking or cycling route, you will be reaching a targeted audience by working with Laurel, who is well known for these types of trips.
- 3) Brand Ambassador.** Laurel can be the spokesperson advocate for your brand to her large following.
- 4) Social media and blogging campaigns.** Laurel provides customized social media/blogging campaigns designed to reach your specific goals.
- 5) Speaking and Customized Social Media and Blogging Training.** Laurel is a sought out speaker, speaking at multiple events each year. She holds a Master's degree in Adult Education and believes in delivering presentations/workshops that provide practical advice and require the attendees to take action.
- 6) Twitter Chats.** These are a fantastic way to get people talking about your destination or brand. Laurel has over 84,000 followers on Twitter making a collaboration with her a great way to get your brand or destination in front of a targeted audience.
- 7) Photography.** Brands and destinations frequently choose to work with Laurel because of the way she captures their destination. Her beautiful photography is available for purchase.
- 8) Reviews.** Have you launched the next big thing in travel? Get the word out quickly by having a review on Monkeys and Mountains Adventure Travel Blog!



Male:Female



Website Traffic by Country



Aged 25 - 44

MONKEYS AND MOUNTAINS BY THE NUMBERS



84,000



10,700



12,000



13,000



4300

Social Media Following



Website Traffic

WHAT READERS ARE SAYING



Jenny Andersson
@Hikerciser



One of the best travel blogs I have ever read
monkeysandmountains.com by @Laurel_Robbins #travel
#adventure #wildlife

7:30 PM - 2 Apr 2014



Chris Cloete
@chris_cloete



@Laurel_Robbins hey! Can you recall the place you stayed in St Lucia please. Up in Sodwana with my brother and looking for options ;) thx

8:12 PM - 15 Mar 2014

1 FAVORITE



Lisa Israelovitch
@lisrapp



@Laurel_Robbins you are also inspiring entrepreneurs, travellers and women globally! #LiveTheDream

10:21 PM - 7 May 2014

1 FAVORITE



Sefi Escribano
@sefiescribano



@Laurel_Robbins
Wonderful photos, Lauren.
Makes me want to visit Greece right now!!

4:03 PM - 30 Oct 2014

1 FAVORITE



LAUREL HAS BEEN FEATURED IN:



The
Telegraph



Cordé Nast
Traveller



AFAR



Holiday Lettings (from Trip Advisor): Top 20 Adventure Travel Bloggers - 2015

Oyster: Top Travel Blogs to Watch in 2015

Dwellable: 17 Inspiring Women Travelers on Twitter

Rail Europe: 7 Instagrammers Who Will Make You Want to Flee to Europe

BehlAbout: 15 Natural Wonders Accounts on Instagram to Follow

Travel Writers Association: Travel Blogger of the Year (2013)

You can see the complete list by clicking on my [Press page](#).



SPEAKING AND WORKSHOPS

Laurel is available for speaking and workshops on: social media, working with travel bloggers, adventure travel, and expat life. Here are a few of her past speaking engagements:

ITB Berlin (3 times)

WTM London

WTM Dubai

TBEX Athens

TBC Asia (Colombo, Sri Lanka)

Tourism Forum (Antalya, Turkey)

Romanian Digital Travel Conference

European Professional Women's Network, Munich

Mount Royal University, Calgary, Canada

For the complete list [click here](#).



FEEDBACK FROM PRESENTATION AT TBEX ATHENS ON TWITTER TIPS FOR ADVANCED USERS:



 **ProfDimitriosBuhalis**
@buhalis [Follow](#)

Best hour spent at #tbex#TBEXAthens and best masterclass on #twitter well done @Laurel_Robbins loved it #SocialMedia

10:59 AM - 25 Oct 2014


2 RETWEETS 1 FAVORITE

 **Sarah Good**
@SarahGoodTrvl [Follow](#)

Thank you @Laurel_Robbins for the world of knowledge that you taught me in an hour at TBEX Athens. YOU are AMAZING! @Laurel_Robbins

4:17 PM - 30 Oct 2014

1 FAVORITE

 **5 Dollar Traveller**
@5Dollartravel [Follow](#)

Such a great twitter talk with @Laurel_Robbins I've learnt so much, I can't wait to start putting it all into action #TBEX

10:59 AM - 25 Oct 2014

4 FAVORITES



GET IN TOUCH

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monkeysandmountains.com

