



We've been publishing for the past 10 years and are listed as one of the top travel blogs in the world!

### Demographics

**Average Age Of Readers: 25 - 44**

**Geographic Representation  
Of Readers: 60% US - 16%  
Europe 10% Canada - 8% Asia**

**Predominantly college educated  
females. (Source: Alexa.com)**

### Social Media

**Twitter 109,000+**  
**Instagram 44,000+**  
**Facebook 7,700+**  
**Pinterest 2 million +  
monthly  
viewers**

### Recognition

**10 Best Food & Travel Bloggers**

USA Today

**Top 50 Travel Bloggers**

Flipkey

**Top Travel Bloggers**

Expedia UK



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## About The Travel Bite

Conversation, laughter and bonding over food is the common denominator that brings people together in every region and culture. Our fondest memories of travel are always those created sharing wine around a dinner table, huddling by a street cart vendor, or crammed elbow-to-elbow in a small 'mom-and-pop' diner. That is why our most prized collection of travel souvenirs are recipes. On The Travel Bite, you'll find these recipes as well as helpful travel planning tips, inspirational photos, and food stories. Our goal is to help readers plan their next culinary vacation and tempt their tastebuds with globally inspired dishes.

As a former innkeeper, Rachelle learned to cook by practicing with chefs she met while managing social marketing for multiple bed & breakfasts. Her blog at the time, Inn The Kitchen, was recognized as one of Top 9 Featured Publishers for Food Buzz and instilled in her the belief that best way to learn about a destination is through its flavors.

Her success through blogging and social media led to even more opportunities including working for the Travel Channel as a video journalist and appearing on live television as a guest on the syndicated morning shows, Daytime in the United States, and Espresso in South Africa. She's also contributed to Visit Florida as their Food and Dining Insider and was chosen by the Four Seasons to blog about their inaugural Around-The-World By Private Jet Experience visiting 8 countries in 22 days.

Rachelle has been featured in PEOPLE Magazine, Food & Wine, and Travel + Leisure. She was also listed by Trip Advisor as one of the Top 25 Culinary Travel Blogs to follow, voted one of USA Today's 10 Best Food & Travel Blogs, named one of Kayak.com's 2019 Top 10 Travel Hackers, and was a finalist in Saveur's 2019 Blog Awards for Best Culinary Travel.



# What We Do

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## 01. Sponsored Posts

Interested in having your brand appear on TheTravelBite.com? From giveaways, to recipes, and creating custom content, we love partnering with like-minded culinary and travel brands. Take a look at the list of possibilities below.

### SERVICES

- Unique Branded Articles
- Giveaways
- Educational Content Series
- Custom Travel Itineraries
- Recipe Development

## 02. Social Campaigns

Expand your presence in social media through an organized campaign with The Travel Bite. From boosting hashtags through Twitter chats to live-sharing events, travel, and products - we can customize a campaign to align with your social media goals.

### SERVICES

- Hosting Twitter Chats
- Organizing Twitter Chats
- Sponsored Posts
- Live-Sharing Events, Promotions, and Travel

## 03. Consulting

Learn the techniques Rachelle used to develop a following of 100,000+ followers on Twitter and how to plan and measure results for successful chats and hashtag campaigns.

### SERVICES

- Creating Engaging Content For Twitter
- How To Grow Your Following
- Key Steps For Running A Successful Campaign
- How To Plan Chats And Track Results

## 04. Brand Ambassador

Want to create long-term buzz for your brand? If we love what you do and your brand's values align with our own, we're happy to share it through a combination of Sponsored Posts and Social Campaigns. This is more of a long term relationship, so we might want to "date" each other with a few smaller projects first before we go exclusive. But once we do, we guarantee you as our only brand partner in your respective category.

# Education & Affiliations

SATW

iAmbassador

Sommelier, United States Sommelier Association

University of Central Florida: Bachelor of Arts, Advertising & Public Relations

Travel Channel Academy: Digital Filmmaking Bootcamp

Toastmaster's International: Certified Toastmaster

SAK Comedy Lab: Improv University Levels 1 - 4

## Our Readers Are Interested In

Culinary Adventures  
Recipes  
Food & Wine  
Travel Planning Tips

Airline Reviews  
Affordable Luxury  
Where To Stay  
Sample Itineraries

Soft Adventure  
Unique Destinations  
Packing Tips  
Health & Wellness

## Demographics & Statistics

### Website:

Average Monthly Visitors

80,000 (*Source: Google Analytics*)

### Average Age Of Readers:

25 - 44, predominantly college educated females (*Source: Alexa.com*)

### Geographic Representation Of Readers:

60% US   16% Europe   10% Canada   8% Asia

# Travel Partners & Sponsors

## TOURISM BOARDS

Visit Greenville  
Visit Tirol  
Visit Great Britain  
Visit Zurich  
Aquitaine SW France  
Bordeaux Tourism  
Visit Nova Scotia  
Discover Hong Kong  
Croatia Tourism Board  
Emilia Romagna Tourism  
San Marino Tourism Board  
Visit Costa Brava  
South Africa Tourism Board  
Stellenbosch Wine Routes  
Cape Town Tourism  
Costa Rica Tourism Board  
Travel Alberta  
Visit Florida  
Sunny Isles Beach  
Visit South Walton  
Visit Porto  
Mexico  
Malta

## BRANDS

GoBe Travel  
All Nippon Airways  
Alamo  
National Car Rental  
GoAhead Tours  
Cherry Marketing Institute  
MetLife  
Cathay Pacific  
Hotels.com  
Viking River Cruises  
Viking Ocean Cruises  
Carnival Cruise Lines  
Triplt  
Dog Vacay  
RaceTrac  
The Travel Channel  
Four Seasons Resorts  
Phillips Saeco Espresso  
Rejuvahealth  
The Ritz-Carlton  
Kura Hulanda Resorts  
Universal Orlando Resort  
Chase Sapphire  
Virgin Atlantic  
Hacienda Tres Rios  
Flytographer  
Marriott Caribbean  
Marx Foods  
Race Across America  
Best Of The Alps  
Audi  
Avalon Waterways  
V8  
Trello



VisitBritain



STELLENBOSCH  
WINE ROUTES



VIKING



REJUVAHEALTH  
*Fashionable Compression Legwear*

TRAVEL+  
LEISURE



VISITFLORIDA.COM

# What People Are Saying

Rachelle is a master at telling a story. She blends interesting life experiences into daily application to make every audience member feel connected to her stories. Do yourself a favor and follow her on social media, invite her to speak to your group or book her to appear on your media platform. She won't disappoint - she will inspire!

**-Dwight Bain, The Life Works Group, LLC**

Rachelle is part of our iAmbassador blogger team, as she is one of the top travel bloggers and also knows how to run a social media marketing campaign really well. She is the person to contact if you need someone for video workshops or if you need to get your word out via social media and blogging. I'm looking forward to work with her again in future!

**-Melvin Boecher, iAmbassador**

I worked with Rachelle when I was a Vice President at Ogilvy & Mather. She was a consummate professional - both knowledgeable and personable. She participated in a blogger Tweet Up in Mexico and was able to translate her knowledge and passion for travel into engaging content - always with a smile on her face and true can do attitude. She's someone that you would not only want to hire again and again, but also grab a drink with at the end of the day

**-Layla Revis, Global Digital/Social Strategy Director at Leo Burnett**

Rachelle understands her profession very well & even better demonstrates her knowledge & ability of capturing an audience with attention-getting, results-oriented media.

**-Leigh Love, Owner, PizzAmore**

I had the pleasure of hosting Rachelle in South Africa during a press trip. We spent two weeks traveling in South Africa with a group of writers and I can't overstate how much I enjoyed spending time with Rachelle. Her curiosity, excitement and passion for what she does is as contagious as her wonderful laugh. Now back in the US I have been able to see how Rachelle has crafted what she learned in South Africa into meaningful, professional content that get her readers/viewers excited about what South Africa has to offer. Her communication skills on camera are top-notch and I look forward to seeing her career and star power continue to rise in the near future.

**-David DiGregorio, Manager of Marketing & Communications, South African Tourism**

# RATE SHEET

## SERVICES

|  |                      |
|--|----------------------|
| <b>TRAVEL WITH SOCIAL AMPLIFICATION OF HASHTAG</b>                   | <b>\$500 per day</b> |
| ~ 1 Tweet per activity on the itinerary, with photos (up to 5 a day) |                      |
| ~ 1 Instagram post with story/caption per travel day                 |                      |
| ~ 1 Facebook post with story/caption per travel day                  |                      |
| <b>SPONSORED BLOG POST</b>   | <b>\$1500</b>        |
| ~ Writing SEO optimized story (750+ words)                           |                      |
| ~ Creating Pinterest graphic and sharing on boards                   |                      |
| ~ Amplifying posts with sharing across blogger networks              |                      |
| ~ Sharing across all social media channels                           |                      |
| <b>INDIVIDUAL SOCIAL MEDIA RATES</b>                                 |                      |
| ~ Instagram  | <b>\$500</b>         |
| ~ Instagram Story  | <b>\$250</b>         |
| ~ Twitter  | <b>\$100</b>         |
| ~ Square Style Facebook Video  | <b>\$750</b>         |
| ~ Facebook Live  | <b>\$500</b>         |
| <b>SYNDICATION OF PHOTOS</b>   |                      |
| **Estimate given on a per-project basis.                             |                      |