



Immerse. Explore. Experience.



We are Michael & Therese.

Veteran storytellers. Adventurous travelers. And fun too.

[HITravelTales.com](http://HITravelTales.com) | [info@hitraveltales.com](mailto:info@hitraveltales.com)



## About HI Travel Tales

We are travelers. Always have been. We engage. We explore. We immerse ourselves everywhere we go. We are both uber-curious and enthusiastic about sharing our experiences. Welcome to HI Travel Tales. Before we get too formal, you should know a bit more about us.

We typically travel with a stuffed friend or two to help break down barriers:





No matter where we are, we look to share fun and laughs along the way too:





And, because we're friendly folks, we find we frequently get adopted by the locals:





HI Travel Tales offers its readers insider looks at uncommon places, plus insights into the more well-traveled. We find adventures to share everywhere, from mountain trails and remote islands to urban neighborhoods or small villages. Our personal stories paired with concrete advice, outstanding photography and compelling videos blend to create a travel blog that brings readers back again and again.

## Who are Michael and Therese?

We are Michael Hodgson and Therese Iknoian, the husband-and-wife team behind HITravelTales.com – and, yes, despite travel’s occasional travails, we remain happily married and always look forward to the next trip together. We are veteran journalists and award-winning writers. We have taken our lifetimes of globetrotting, leveraged our journalists’ chops and innate people skills, and added a dash of humor and playfulness.

**Meet Michael:** Michael was born to British parents in Canada before coming to the United States as a child. He’s still trying to decide on an accent. He has penned numerous books and magazine articles, won a national writing award or two, and established a dubious reputation (that has mellowed with age ... or wisdom?) as a journalist who editors could count on to try most anything for a story – which explains agreeing to try adventures most sane people would be too smart to attempt. [Learn more about Michael here.](#)

**Meet Therese:** Therese recalls heading off with her family to explore every national park and cave they could reach by car and tent. She has seen enough stalactites for a lifetime. She somehow ended up in Germany for exchange and travel programs – twice! – and milked the travel opportunities. People do wonder how an Armenian journalist from California speaks German (and whatever other language she can learn enough of to embarrass herself). Books, magazine articles and awards line the resume, but hitting a trail gets her salivating. [Learn more about Therese here.](#)

Together, we have covered the world – yes, all seven continents.



## Why work with HI Travel Tales?

- We are **seasoned journalists** who know the difference between “it” and “it’s.” Meaning we can efficiently turn out coherent, readable, enjoyable, grammatically correct content that readers will trust and refer to time and again.
- **Our readers trust us.** A press release is not a story. If we write about a destination or a product or give advice of any kind, it is because we have been there, used it, or know what we are writing about works from personal experience. Our readers know this.
- HI Travel Tales looks great for a reason! We place a very strong emphasis on **professional photography and videos** that make our written words even more entertaining and attractive.
- **We know social media.** And because of that, our followers are engaged and commonly share, like and comment on posts. Want 500 or more likes on an Instagram post with your brand or destination featured in it? We can deliver.
- We are **ready for anything**, from 4WD adventures, to wading through swamps, to high mountain trekking, to luxury resort escapes. Overland through Argentina’s remote Puna at 14,000 feet? Heck, yeah! Rolling out sleeping bags on a piece of plywood in an Alpine hut? We’re there! Discovering urban street art in small-town USA? But of course.
- **We make great partners** for DMOs, tourism boards, agencies, PR firms, brands or anyone wanting to reach the travel consumer because we understand that the best partnership is one that benefits everyone.
- **We’re fun, and we’re responsible.** We realize that when we go on a trip where there are other clients or press, we need to blend. Yes, we have special needs in order to get the photos, videos and content you, as a partner, want but we know how to work with guides, hosts and paying clients to ensure a trip remains special for them, and we don’t become the story or a reason for others to complain.



## HITravelTales.com site profile (as of March 20, 2018)

Grow with us! On Instagram alone, between July 2017 and March 2018, our followers have grown 160% -- from 2,000 to more than 5,200. Strong growth continues on all channels.

### Social Media Statistics

- **Klout Score** - 64
- **Instagram Followers** – 5,200+ active followers with average engagement on each post in excess of 400-500 likes. \*\*
- **Twitter Followers** – 5,850+ active followers
- **Facebook Page Fans** – 1,250+ active followers
- Consistently ranked in the **top 100 Travel Blogs** (out of more than 1,000) in a weekly report by [RISE.Global](#) – ranking influence and importance of travel bloggers worldwide.

### Traffic Statistics

Currently our geographic breakdown is as follows: 68% United States, 15% United Kingdom, and 4% Australia. Germany, Canada, France and Norway also are strongly represented.

- **Monthly unique visitors** - 5k+
- **Monthly page views** – 25,000+

### Web Rankings

- **Google Page Rank** - 4

### Professional Memberships

- [Adventure Travel Trade Association](#) – media member
- [Family Travel Association](#) – media member
- [Professional Travel Bloggers Association](#) - member
- [Adventure Travel Conservation Fund](#) – founding member
- [North American Travel Journalists Association](#) - member



## Working with HI Travel Tales

### Social media promotional opportunities

We are ranked as a top brand influencer and have a strong and growing follower engagement. Sometimes, the product share is overt – as in this that is just about a particular product or brand in [this Instagram post](#). Other times, the placement is subtler, but still includes logo presentation, product placement, and our personal use, as you can see in these posts (<https://www.instagram.com/p/BYk20wqgtQ/> and <https://www.instagram.com/p/BYnnUybFDY8/>). In each case, we mention, as appropriate, products we are using from our partners, and we tag those companies for increased social media engagement and impressions. Of course, the same applies to countries, cities or regions, as you can see in these posts from [Argentina](#) and [Berlin](#).

### Creative Content Including Articles and Photographs

We work closely with our partners (brands, agencies and tourist offices) in creating articles and shooting specific photographs and video segments that appear on our website from our travels. For product use, we seek to include shots of us appropriate to any destination story where we are also using any gear provided – photo of one of us boarding a ship for an Antarctica voyage, ensuring that we were wearing or carrying a supplier’s bag, for example, or wearing a brand’s jacket. For destination articles, we work to ensure we are producing multiple articles from one trip, to best serve our readers, and of course, our partners – on average, we produce at least four destination-focused and how to articles (including our popular City Guides) as well as at least one video for every trip we take.

Unlike many other websites or blogs, we actively share all of our articles posted to our website throughout the entire year via Twitter, LinkedIn, Google+ and Facebook. On average, once posted to our website, one article is shared 10 times over a 365-day span to each of at least three separate social media targets. This means continued brand impressions throughout the year, not just when the article is posted.



## Sweepstakes and giveaway programs

We can work exclusively or with multiple collaborative partners to create compelling and creative giveaway / sweepstakes programs we will offer through our website. We own our own sweepstakes software that feature viral promotion options and our giveaways drive traffic, impressions, social media engagement and potential new customers for our partners.

The screenshot shows a sweepstakes landing page for Chill Angel travel sleepwear. At the top left is the HI Travel Tales logo, a circular emblem with a stylized 'HIT' and a globe. Below it is the Chill Angel logo, featuring a bird icon and the text 'CHILL ANGEL'. A photo of a woman in a blue t-shirt and pants is shown. The main text reads 'Enter for a chance to win Chill Angel travel sleepwear'. A countdown timer shows 2 days, 10 hours, 5 minutes, and 31 seconds remaining. Below the timer, it states 'You have 1 confirmed entry' and 'Get 1 more entry for every friend you refer'. There are three numbered steps: 1. Share (with a Facebook icon), 2. Tweet (with a Twitter icon), and 3. Share Lucky URL (with a text input field containing 'https://hitraveltales.com/'). Below the steps, it says 'Get even more entries!' and lists three actions: 'Follow HITravelTales on Facebook' (+1), 'Follow Chill Angel on Facebook' (+1), and 'Follow HITravelTales on twitter' (+1). At the bottom, it provides the giveaway end date (March 30, 2018 11:45 pm PDT) and the prize awarded date (April 2, 2018 3:00 pm PDT). A disclaimer at the very bottom states: 'Enter sweepstakes and receive exclusive offers from HI Travel Tales. Unsubscribe anytime. Chill Angel is not affiliated with the giveaway. Read official rules.'



### **Content exclusively for a partner website**

We are experienced journalists with many decades of combined experience (must have started when we were 5!), and we have produced and edited numerous newsletters and articles for partners over the years. Put our editorial experience to use on your website or in your newsletter with original travel content, including photos. Contact us to discuss options and requirements for publication.

### **Advertising – banners and sidebar inserts**

Though we prefer to work on meaningful package programs with long-term partners (that include content, social media, advertising, and product placement in images) we will consider simply accepting advertising with a particular partner should the opportunity be mutually beneficial.

We can offer targeted positioning in the leaderboard and footer banner positions on our site with on average 29,000 monthly impressions (as reported by Google Analytics ad targeting report for the first three months of 2018).

For more targeted advertising with a product focus, we will work with our advertising partners to place ads throughout our Gear section as embedded banner ads. In these sections, the average monthly impressions per ad 2,900+ with an average click-through rate of 2+%.

### **Additional Services**

We shoot professional-level images using high-end DSLR cameras and lenses and process / crop professionally, as needed and appropriate. On many trips we can and do work to capture images that a tour operator / agency / partner would find useful and desirable for use on the company's own website and in digital media. We provide non-exclusive, one-time publication rights to our photographs.

We are also available to work on assignment for a tour operator with the number of photographs to be provided, use rights, and day rate negotiated and agreed to in advance.

**Other ideas?** Let's talk about whatever you think could be a great fit for us both!



## Reader testimonials

*"I live in Munich and did not know about this museum. It's great that I came across your post. Thanks for sharing. I will visit there soon." -Varsha*

*"I've been following your site for a while now. I always reference it before I plan a family get away. Looking forward to future posts." -Neal*

## Contact us

We invite you to reach out to us, whether you have an idea or some feedback, or even just to say hello, although you may not be ready to discuss partnership details. We love collaborating on ideas because more minds make for better concepts, creative projects, and greater mutual success.

**Email:** [info@hitraveltales.com](mailto:info@hitraveltales.com)

**Facebook:** [Facebook.com/hitraveltales](https://www.facebook.com/hitraveltales)

**Twitter:** [Twitter.com/hitraveltales](https://twitter.com/hitraveltales)