



THE TRAVEL HOP

EXPLORING THE WORLD ONE HOP AT A TIME

The Travel Hop

www.thetravelhop.com

MEDIA KIT 2020



The Travel Hop is a new Australia-based — yet globally focussed — site that aims to inspire and empower travellers to travel more, and to travel better.

Packed with both local and international destination guides, accommodation recommendations, road trip itineraries, flight reviews, expert holiday hacks, products and gear, foodie journeys, luxury experiences, celebrity interviews, plus great travel photography and video content, we provide our audience with content and tools to serve them across their entire journey — from dreaming and planning, to booking and travelling.

FROM THE FOUNDER

My name's Paul, I'm a Sydney-based British-Australian travel journalist and TV producer. I've been lucky enough to spend a large portion of my life — both professionally and in my free time — traveling. For me, it's a way of life.

After almost two decades writing and producing travel content for magazines, newspapers, websites and TV networks over the world, I decided to pour my knowledge, experience, and passion, into my own project. And so, The Travel Hop was born!

Filled with my own firsthand travel stories — along with those of contributors — the site is a place where you can experience our personal views on the places we've visited, from idyllic beaches and luxe accommodation to great hikes, local culture and of course the ultimate in foodie experiences.

Whether you're an experienced global nomad or an armchair traveller, there's something for you. So please, take a look around the site, join the adventure and let us sate your wanderlust cravings until YOUR very own next Hop!



OUR EXPERIENCE

Based between Sydney and Melbourne — with writers scattered across the nation and overseas — our team is comprised entirely of experienced journalists who have amassed decades on the top-tier publication frontline, which means the standard of editorial is very high.

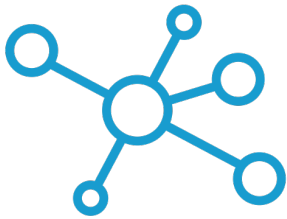
Being staffed by experienced travel journalists means we get access to some of the most exclusive and unique travel experiences around, alongside a string of local and international celebrities, who offer up their own holiday experiences and travel tips and tricks.

AS SEEN IN

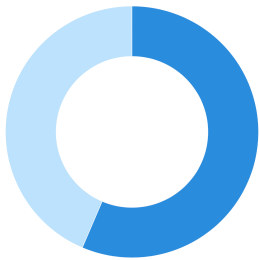


WHAT WE OFFER

The site is updated twice a week, ensuring that content is consistently fresh and engaging. We're also active on social media, including Instagram, Twitter, Facebook, YouTube and Pinterest.



An audience of 35,000-plus savvy travellers — and growing daily!



Our readers are highly engaged with 44% of visitors being repeat viewers



An impressive average page views of 2.23 pages per session



Average session time on site is 29 minutes and 46 seconds

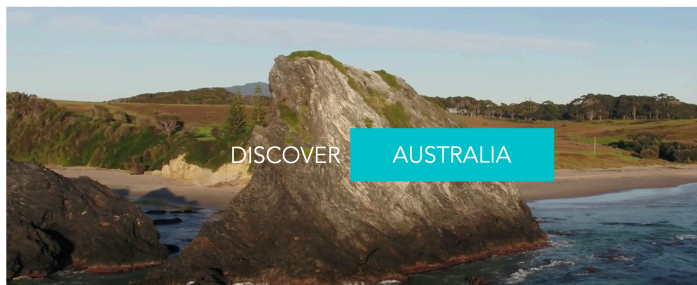
We only work with brands that align with our ethos and editorial credentials. But we are open to sponsored posts, brand partnerships, consultation, creating PR materials, social media takeovers, and content creation, which includes videography, photography, feature and blog writing and more.

STRUCTURE

Our site has eight key content verticals to help users easily navigate XXXX

TRUE BLUE TRAVEL

With travel limited to our own borders right now, it's time to discover the wealth of wonders and attractions in our own backyard



TRAVEL HOP TV

With a keen TV producers eye, a journalist's concise way with words, and the natural instinct of a storyteller, we know how to create web-friendly, TV-quality travel video, that's informative and entertaining. Our globetrotting videographers have teamed up with on the ground locals to craft engaging videos that range from exploring Petra with a bedouin guide, and getting Megan Gale's top packing tips, through to an exclusive behind-the-scenes look at the off-limits areas of a Qantas A380, and learning local etiquette in Japan.

AUSTRALIA

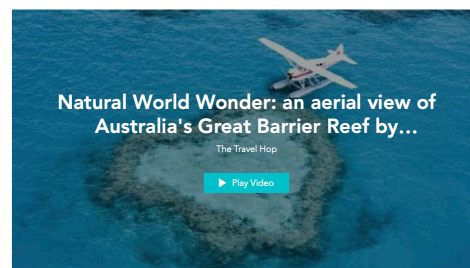
From the scorched landscape of the red centre and the aquatic wonders of the Great Barrier Reef, to heavy-hitting cultural attractions and world-class hotels; Australia gives great holiday. And as an Australia-based travel site, we're all about showcasing the wealth of True Blue travel options that exist in our backyard.



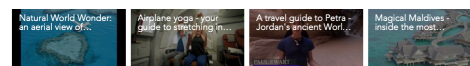
THE TRAVEL HOP

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GET INSPIRED | AUSTRALIA | WELLNESS | LUXURY | FOOD + DRINK | PLACES TO STAY | TIPS + GEAR | FAMOUS FLYERS | TV



Q Search video...



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Paul Ewart

Celebrity Chef Jamie Oliver Reveals His Holiday 'Happy Place'



Celebrity chef, Jamie Oliver, reveals his holiday hotspots to The Travel Hop

FAMOUS FLYERS

Given our wealth of celebrity manager relationships (again, our decades of TV and magazine experience come into play here) we have access to some serious famous faces, both in Australia and overseas. From Curtis Stone and Jamie Oliver, to Olivia Newton-John and Jessica Mauboy, we chat one-on-one with these big names who divulge their holiday hotspots and top travel tips.



Tent Assembly 101 - TV Adventurer Reveals Their Tricks and Tips

Modern-day bushman and TV adventurer, Jase Andrews, offers his expert tips for putting up your tent



9 packing hacks that will change your travelling life forever

Whether it's a weekend, a fly-and-flop beach break, or an epic European jaunt, we've got ingenious packing tips to help...



Mile High Grooming For Guys - How to Look Good on a Long Haul Flight

From staying hydrated, stretching onboard, and corrective skincare - follow these expert tips to help get you through a flight...

TIPS + GEAR

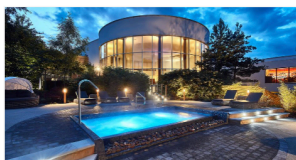
When it comes to expert holiday hacks and frequent flyer tips and tricks, we have content in spades. From perfecting your packing and surviving a long-haul flight, to making the most of the hotel breakfast buffet, and putting up a tent, we have every holiday quandary covered. Not only that, but we're also on hand with flight reviews, local know-how, and a raft of travel-related products and gear, including skincare, luggage, tech, and books that range from destination guides to beach bum bestsellers.



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Luxury



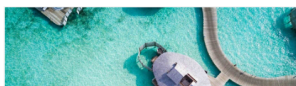
Britain's Best Spa Hotels - Where to Indulge & Refresh in Style

Whether you want a city retreat, wellness weekend, or a day of pure indulgence; these UK spa hotels have got you covered



10 Heavenly Hotel Hammocks

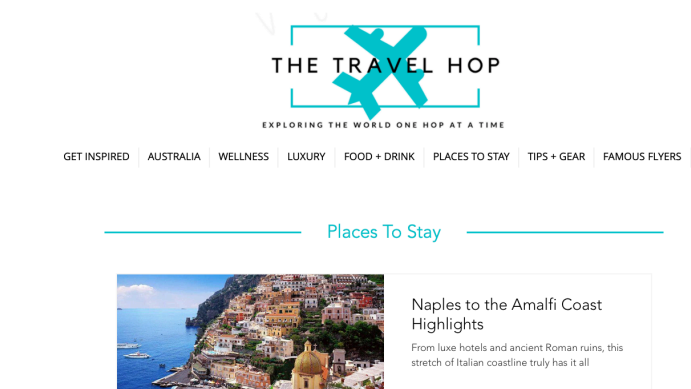
Kick back, relax, and get into the swing of things by checking into one of these hotels where amazing hammocks come as standard



VIDEO: Inside the Most Expensive Overwater Villas in the Maldives

LUXURY

Out of this world overwater villas, seriously swanky spas, Michelin-starred restaurants, and cruise staterooms fit for royalty — whether we're hanging out in private A-list island getaways, or cruising like an oil baron, when it comes to having an appetite for the finer things in life, we're old hands.

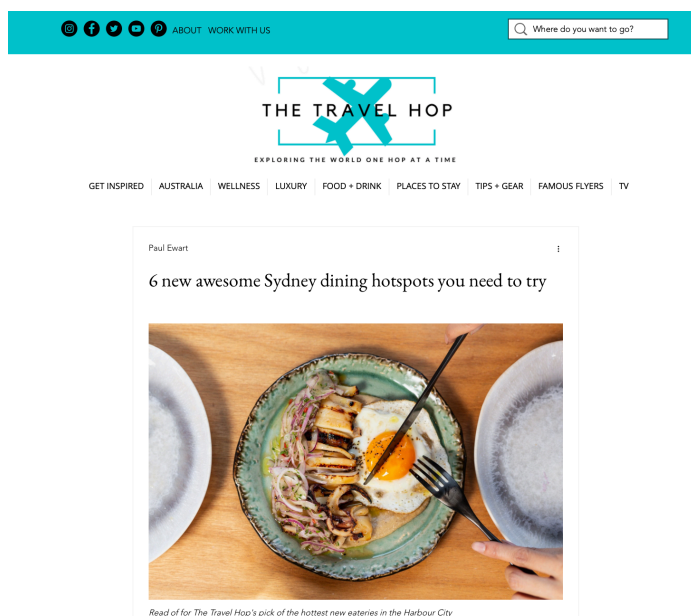
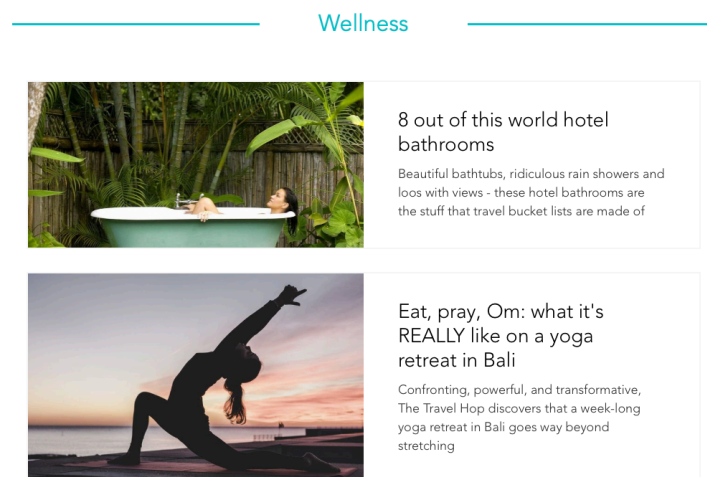


PLACES TO STAY

Hotels, rentals, Airbnbs, unique, boutique, glamping, and eco-chic — no one knows accommodation like we do. After all, we've spent half of our collective working lives checking into every conceivable type of place to stay. Expect handpicked reviews, roundups, and advice, catering to budget and luxury travellers alike.

WELLNESS

From wellness cruising and meditation retreats, to haute health hotels and world class spas — whether you're after a serious sweat-cation, an indulgent spa break, a healing retreat, a detox, or just some serious R&R, our wellness content has something to take care of body, mind, and soul.



FOOD + DRINK

It's no longer just about eating out of necessity when travelling, it's about exploring a destination through our tastebuds. From restaurant reviews and wine weekenders, to cooking schools and local dining; we're passionate about helping hungry travellers eat and drink better when they're on holiday.

GET IN TOUCH

Here at The Travel Hop we love a good chat, especially if it's about travel! To find out how we can work together, drop us a line: hello@thetravelhop.com