

Luggage and Lipstick

...travel with Patti Morrow



- Freelance travel and destination writer based in South Carolina, USA
- Founder/editor of www.luggageandlipstick.com
- Author of the book *Girls Go Solo: Tips for Women Traveling Alone*
- Over 100 bylines in 35+ print or online publications.
- Member: ITWA - International Travel Writers Alliance
PTBA - Professional Travel Bloggers Association
ITWPA – International Travel Writers & Photographers Association



Demographics

Boom Baby! My target audience is women like me – healthy, active Baby Boomers. Women make 75% of the travel decisions for their households, and the 45 – 65 age group love adventure destinations, great beaches, luxury and spa resorts and cruises. They enjoy trying unique local dishes and exploring cultural sites.

It's not just about age. Boomer women are affluent, educated, and savvy; they have the discretionary income, freedom, and desire to travel. They just need someone to point them in the right direction. I encourage solo travel, as well as girls' getaways, romantic interludes, and fun family vacations. I take them everywhere from around the corner to around the world.

Influence

April 2015

5,200 Luggage & Lipstick monthly page views
2,900 Facebook profile page
17,560 Pinterest (including 10 group boards)
4,700 YouTube views
700 Twitter followers
15,000 Woman's Toolbox monthly unique views
280 Instagram (just launched)
461,000 Triberr (3 Tribes)

523,900 Potential Readers

Klout Score: 64 (top 5%)

Bylines

As featured in...



Work with me

I accept FAM/press trips that are aligned with my audience.

I'm very easy to work with, I'm always on time, and strive to deliver MORE than promised. I can provide firm assignment letters. One trip will usually generate at least three and as many as twelve published pieces. I also post on Facebook and Twitter every day while on press trips. All my stories are accompanied by stunning professional-grade photos and/or videos.



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What people are saying

“I worked with Patti Morrow on several writing assignments last year. She always delivered content well before the deadline and went above and beyond with what I asked for. She created a handful of videos for me for a live online series about travel writing, and she chose great locations and great content for the videos. All of the photos were great too. Patti is very organized and it made working with her very easy. Can’t wait to work together again soon!”

~ **Christina Merchant, Product Manager, Great Escape Publishing**

“I have worked with scores of travel writers over the past decade, and I consider Patti Morrow among the best. She is a consummate professional, an excellent writer and extremely prolific — not to mention just a very nice person. She has shown great versatility in dealing with a range of subjects, from real estate to the film industry to food. Ms. Morrow is a credit to her profession and we hope she continues her interest in writing about Rosarito Beach and Baja.”

~ **Ron Raposa, Public Relations Consultant, Rosarito Beach Hotel & Spa**

“Thanks Patti!! As always, you’re a gem to work with. Your story is so inspirational; I could see attendees on the edge of their seat. I appreciate how open, warm and approachable you are at our events and I’d love to have you back as a speaker at our annual conference next year.”

~ **Lori Allen, Director, American Writers & Artists, Inc.**

“Meeting and working with Patti Morrow, journalist and photographer, has been a delight this year. She has visited three of my client destinations, hotels and bed & breakfasts. Not only is Patti a very professional positive person but she completes her stories in the most timely manner. She has a unique writing style that pairs beautifully with her photos and we all look forward to meeting her again in the coming years.”

~ **Leigh Cort, Publicist (St. Simons Island, St. Augustine, Jacksonville)
Founder of the Women’s Food Alliance**

“So people think with a name like *Luggage and Lipstick* for a website that it would be geared only to women. Wrong! I love going on this website and reading about Patti’s adventures. She always provides great insight on places I never even knew existed, from Potato Chip Rock in San Diego to some rural area in Japan. I also like to see what she will do next as she is always living on the edge, trying things I would never even dream of doing, like skydiving or swimming with sharks. It’s exciting to read about the culture, food, and activities for these exciting vacation spots. If you are a traveler like my wife and I, you’ll enjoy reading about Patti’s adventures as much as we do.”

~ **Dan Paquette, World Traveler, Rhode Island**