

Luggage and Lipstick

~ award-winning travel guide for baby boomers ~
~ boutique travel with style, humor, and adventure~



Luggage and Lipstick

Patti Morrow is a travel writer and blogger with an adventure travel niche as well as influence in the baby boomer market.

She's traveled to 45 of the United States and more than 55 countries/islands abroad, often in search of the world's best beach or margarita.

Two-thirds of travelers today are women and 80% of all travel decisions are made by women. Patti's audience trust her experience and recommendations.

She provides a comprehensive approach to entice increased tourism to a destination including but not limited to evergreen content, photography, video and social media exposure.

With Patti, you get the best of both worlds... professional writing in traditional travel Media, combined with blogging experience, connections, and social media platforms.





Focus

While other baby boomer writers are writing solely about gastronomy and luxury, Patti's target focus is adventure and outdoor activities, making her a unique boomer.

Boomers are the best group to target because they have the freedom, expendable income, and desire to travel. Studies show they are [responsible for the greatest travel spend overall](#).

Patti also writes about history, culture, responsible wildlife viewing, affordable luxury accommodations, and includes food and drink as part of a destination.

What I Offer

- True travel and storytelling with experience in more than 50 countries/islands, and styles which run the gamut from adventure, solo, eco-friendly, culinary, girl's getaways and more.
- Creation of evergreen content on *Luggage and Lipstick*, with specific content written toward the interest of our mutual target readerships.
- Featured piece(s) on the trip and/or one of the adventures/tours in one or more traditional publications, e.g. Huffington Post, Epicure & Culture, International Living.
- Daily social media posts and photos with potential media reach of over 1,000,000 engaged audience on Facebook, Twitter, Triberr, Pinterest LinkedIn and Instagram for “real time” marketing.
- Development of an exclusive #hashtag campaign with pre-trip promotion and post-trip production.
- Promote boomer women's travel experience on a mass scale – no one else is doing this with bloggers in the boomer niche.



Why Work with Me?

- Award-winning blogger and photographer
- Regular contributor to a variety of highly regarded media, e.g. Huffington Post, Epicure & Culture, the Momiverse, International Living Magazine, and others
- As a baby boomer myself, I understand the wants and needs of this lucrative target audience
- Evergreen content which can be used over and over
- Engaged social media audiences and substantial traffic across multiple platforms
- Links in my content to your site for successful conversion



Awards

1. [20 Baby Boomer Travel Bloggers Having More Fun Than Millennials](#) – *TripAdvisor*
2. [Top 75 Baby Boomer Blogs on the Planet](#) (*Feedspot*)
3. [Best Female Blogs to Follow in 2016](#) – *Credit Donkey*
4. #8 of [Top Travel Blogs of 2016](#)
5. [24 Baby Boomer Travel Experts Reveal their Favourite 3 Destinations Top Baby Boomer Travel Experts](#) (*Faces and Places*)
6. [Top 5 Mexico Travel Blogs](#) (*Asher Ferguson*)
7. [Twipper of the Week](#) – TWIP (*Travel with Interesting People*)
8. [Sisterhood of the World Bloggers](#) (*Nomad Women*)
9. Movers and Shakers - *TravMedia*
10. Media Maniac – *Woman's Toolbox*

Featured In

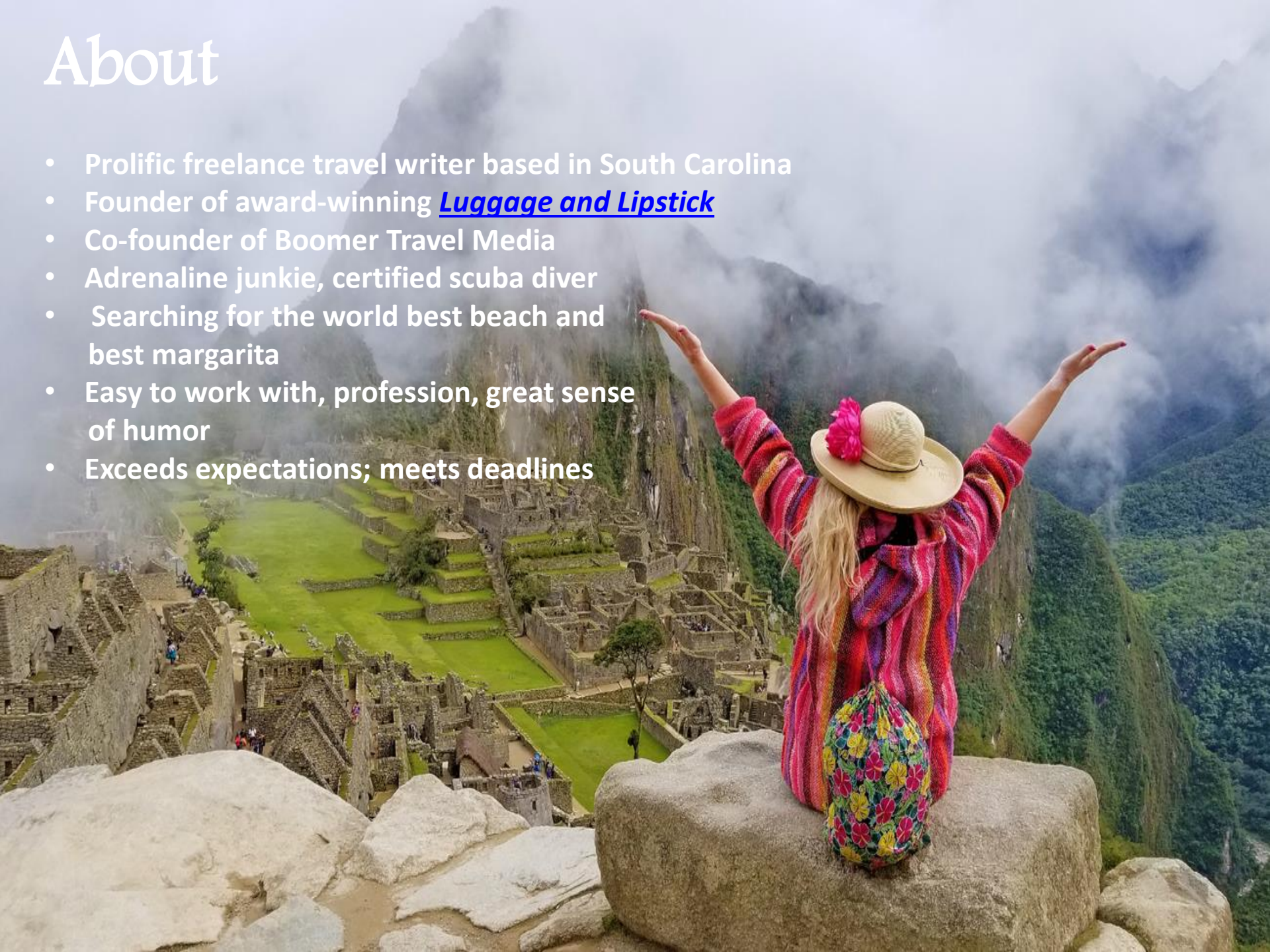
- [Travel Writing 2.0](#) (Tim Leffel)
- [Everything Everywhere](#) (Gary Arndt)
- [The World As I See It](#)
- [Pitch, Travel, Write](#)
- [News Now DC](#)

Author

- Book: *"Girls Go Solo: Tips for Women Traveling Alone"*
- *Roadmap for Travel Writing Success*

About

- Prolific freelance travel writer based in South Carolina
- Founder of award-winning [*Luggage and Lipstick*](#)
- Co-founder of Boomer Travel Media
- Adrenaline junkie, certified scuba diver
- Searching for the world best beach and best margarita
- Easy to work with, profession, great sense of humor
- Exceeds expectations; meets deadlines



Memberships


- NATJA (North American Travel Journalists Association)
- US Press Association
- ITWA (International Travel Writers Alliance)
- NABBW (National Association of Baby Boomer Women)
- PTBA (Professional Travel Bloggers Association)
- ITWPA (International Travel Writers and Photographers Association)
- Travel Massive
- Intrepid Travel
- Media Kitty

Speaking Engagements

- Great Escapes Publishing Annual Travel Writers Workshop
- South Carolina Writers Association



Bylines



The Washington Post
Viator * *Huffington Post*
Epicure & Culture * *JustLuxe*
International Living Magazine
AWAI * *CNN-iReport* * *GoNOMAD*
Ladies Home Journal *Mexconnect*
Travel Girl Magazine * *The Momiverse* * *Wave Journey* *GirlsGetaways* * *Travelers Press*
Matador *Travel Post Monthly* * *Trekity* * *Women's Toolbox* * *Divine Caroline* * *Travel*
Dreams Magazine * *inTravel Magazine* * *Trip Advisor* * *Yahoo Voices* * *Summer Bucket*
List Intrepid Travel (photo) * *Great Escape Publishing* * *The Barefoot Writer (cover story)*
The Travel Writer's Life * *Pink Pangea* * *TravMedia* * *Yucatan Today* * *Allways Traveller*
The Traveler's Way * *Japan Tourism* * *National Geographic Traveler (photo)* * *Ships N*
Trips * *Vacation Travel Rentals Magazine*

Brands



JayWay Travel

Viking River Cruises

Carnival Cruise Line

Katarina Cruise Line

AdventureSmith Explorations

Newman PR
Widness & Wiggins

Viator * TripAdvisor * Get Your Guide * Voyagin * Gate 1 * Easy Spirit

Cantimplora Travel * VisitCZ * VisitAzores * RockFlowerPaper

Visit Sweden * Visit Whitsundays * Tahiti Tourism * Australia Tourism

Amazon * TouristLink * Sea Sun Escapes * Tapfluence

Xcaret * Great Escape Publishing * Leigh Cort PR * Visit Bend

Social Influence

Blog

Domain Authority: 35

Page Authority: 46

Social Media

8,000	Luggage & Lipstick monthly page views	4,000	Facebook profile page
74,000	Epicure & Culture unique+monthly views	1,500	LinkedIn connections
20,000	Epicure & Culture (total social media)	10,000	Twitter followers
15,000	Woman's Toolbox mo.views	35,000	YouTube views
5,000,000	Travel Planners Radio	15,000	Instagram followers
4,200,000	Triberr (11 Tribes)	43,000	Pinterest (monthly views)

9.4 MM Total OTS (Opportunities to See)

Here's What PR Are Saying

"We had the pleasure of working with Patti on an Alaska small ship cruise from our client AdventureSmith Explorations. From the get-go we found her to possess the high level of energy, enthusiasm and professionalism we hope for when entering into a press trip relationship. And the results so far have been off the charts! She is a great storyteller." ~*Dave Wiggins/WIDNESS & WIGGINS*

"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) and Founder of the Women's Food Alliance*

"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*



Here's What Publishers Are Saying

"I worked with Patti Morrow on many writing assignments. 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



"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.

"Patti Morrow lives life boldly and truly believes that life should be fun. As a travel writer and founder of *Luggage and Lipstick*, Patti inspires others to move outside their comfort zone and discover the rejuvenating power of traveling."

~Viv Chapleo, Editor WAVEJourney

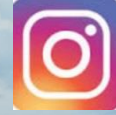
"Patti is a wonderful writer who does a great job really telling the story of a place. Instead of the typical roundups, she focuses on bringing immersive experiences to life. We're so happy to have her on our team here at Epicure & Culture!" ~Jessica Fester, Editor EPICURE & CULTURE

Here's What Tour Operators Are Saying

A woman with blonde hair, wearing a bright pink sleeveless dress and a matching wide-brimmed hat with a large pink flower, is walking away from the camera down a dirt path in a vineyard. The path is flanked by rows of grapevines supported by wooden posts. In the foreground, there are large, vibrant red rose bushes. The background shows more vineyard rows and a line of trees under a clear sky. The overall scene is bright and colorful, suggesting a sunny day in a rural setting.

“Patti was a delight to work with, from our initial contact right through to presenting the final campaign kit. She was great fun to have on the trip itself and we’re very pleased with the exposure that she has given to Albania and Macedonia, two of our newest destinations. As a brand we can try and tell our audience how great somewhere is, and for our biggest fans, that’s enough, but for the majority it’s not until we can show them an article by someone with Patti’s skills to both write about the experience and accompany that with excellent photographs, that people are truly convinced.” ~Charles Neville, JayWay Travel

Follow



#luggageandlipstick
#boomertravelmedia



Contact

Patti Morrow

luggageandlipstick@gmail.com

