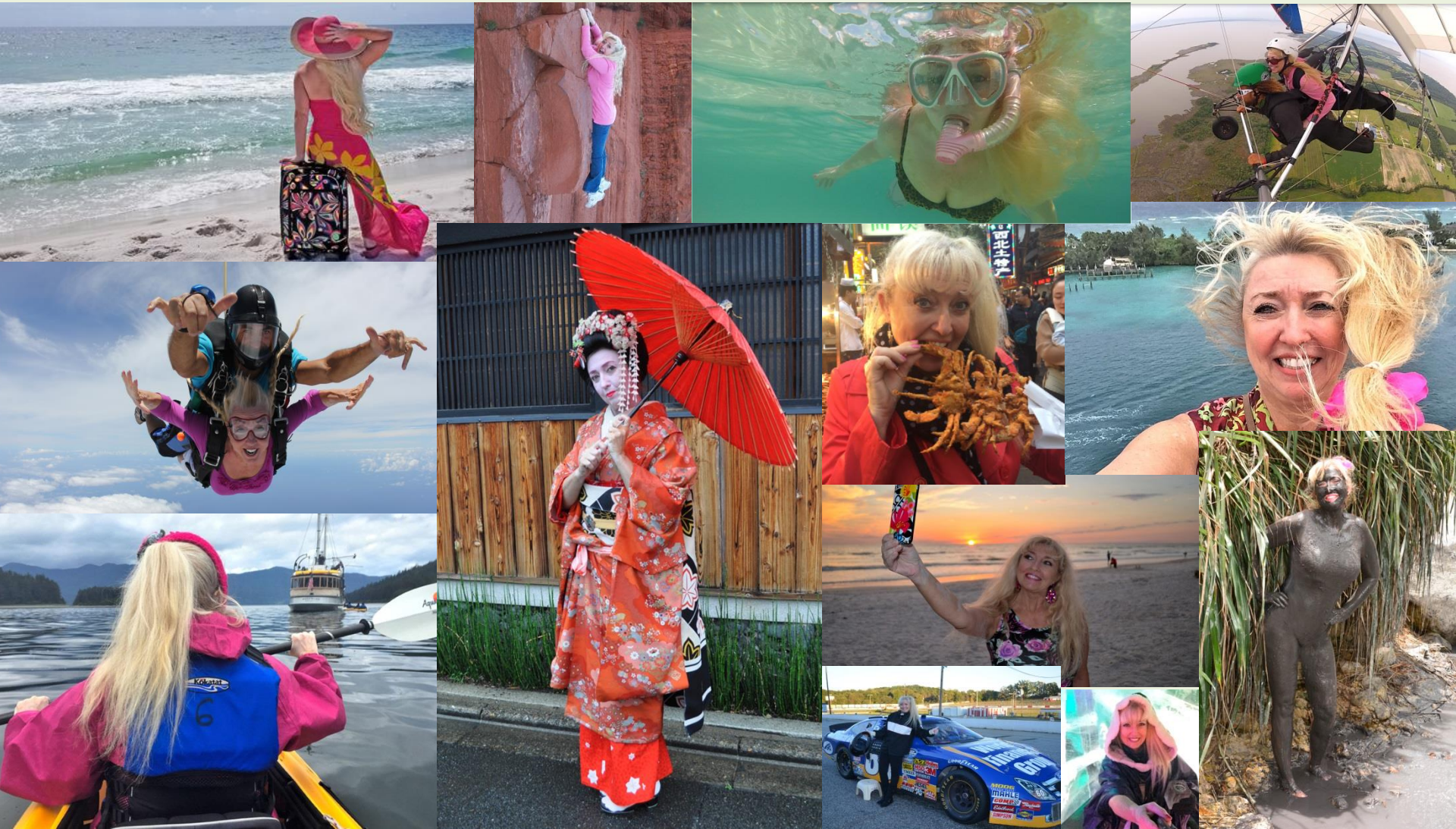


Luggage and Lipstick

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



Luggage and Lipstick

Luggage and Lipstick is the award-winning travel blog of Patti Morrow, a travel writer and blogger in the adventure travel niche as well as influencer in the baby boomer market.

She's traveled to 45 of the United States and more than 65 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 broad, encompassing coverage across all medium. i.e. traditional print publications, digital magazines, award-winning blog, Facebook, Twitter, Instagram Pinterest, LinkedIn, YouTube, Triberr, Trrvel, and Travel Planners Radio





Focus

While other baby boomer writers are writing solely about gastronomy and luxury, Patti's primary focus is adventure and outdoor activities, giving her access to this lucrative niche.

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 5MM OTS with 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, Travel Play Live, Epicure & Culture, 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

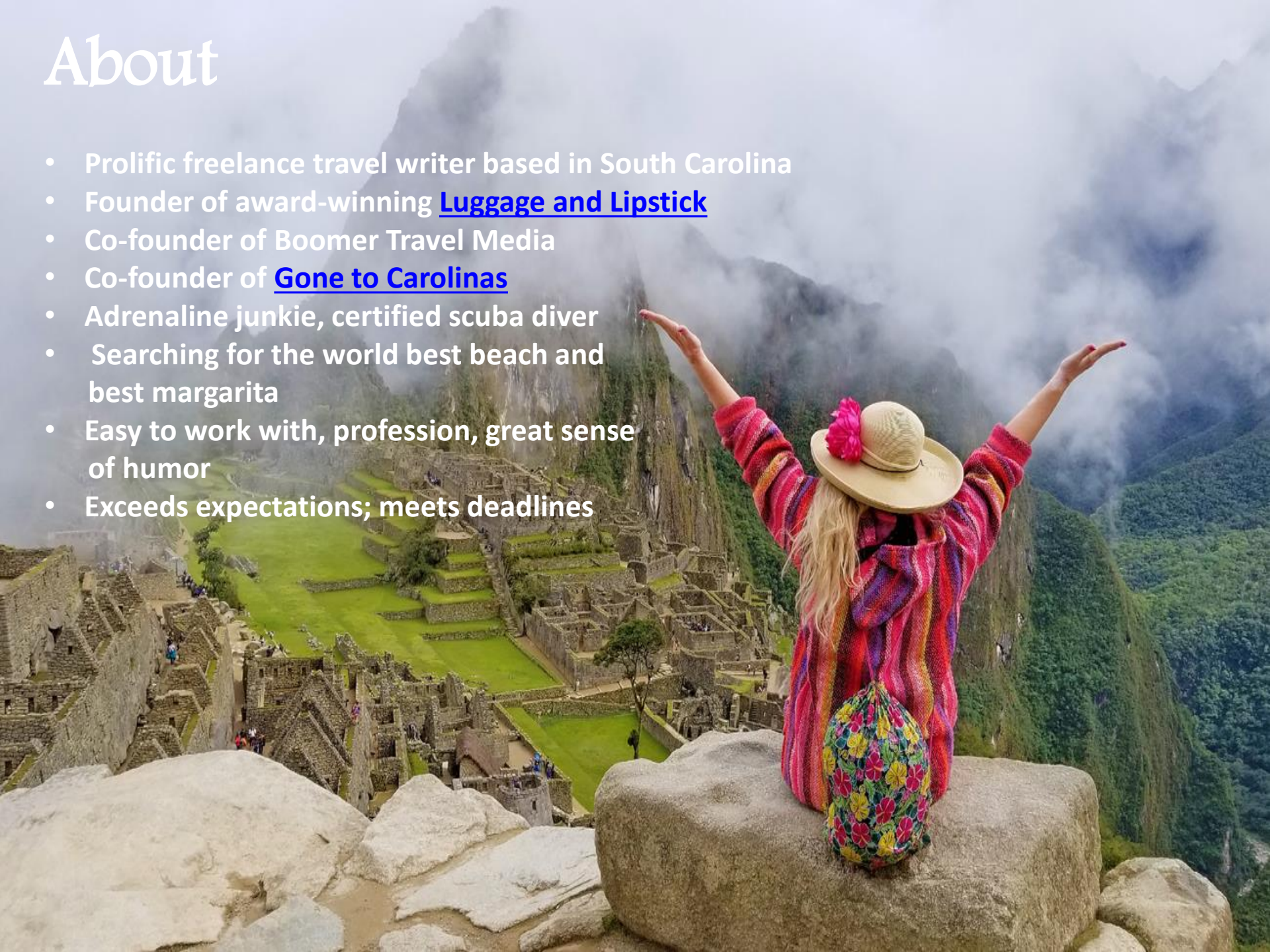
1. [20 Baby Boomer Travel Bloggers Having More Fun Than Millennials](#) – *TripAdvisor*
2. #1 of [Best Solo Female Blogs to Follow in 2019](#) (*C Boarding Group*)
3. [Best Nomads](#) (*Imzi Tours*)
4. [Top 75 Baby Boomer Blogs on the Planet](#) (*Feedspot*)
5. [Best Female Blogs to Follow in 2016](#) – *Credit Donkey*
6. #8 of [Top Travel Blogs of 2016](#)
7. [24 Baby Boomer Travel Experts Reveal their Favourite 3 Destinations](#)
[Top Baby Boomer Travel Experts](#) (*Faces and Places*)
8. [Top 5 Mexico Travel Blogs](#) (*Asher Ferguson*)
9. [Twipper of the Week](#) – TWIP (*Travel with Interesting People*)
10. [Sisterhood of the World Bloggers](#) (*Nomad Women*)
11. Movers and Shakers - *TravMedia*
12. Media Maniac – *Woman's Toolbox*

Author

- Book: *"Girls Go Solo: Tips for Women Traveling Alone"*
- *Roadmap for Travel Writing Success*
- *How to Land Press Trips* (coming soon)

About

- Prolific freelance travel writer based in South Carolina
- Founder of award-winning [Luggage and Lipstick](#)
- Co-founder of Boomer Travel Media
- Co-founder of [Gone to Carolinas](#)
- 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



As Seen In



HUFFPOST

The Washington Post

AFAR

YAHOO!



TRAVEL PLAY LIVE

The Women's Adventure Lifestyle Magazine

Ladies' Home
Journal



matador

divinecaroline™



JustLuxe

TRAVEL POST
Monthly



The Yums

Epicure & Culture
FOOD, WINE & CULTURE FOR THE ETHICAL TRAVELER

Getting On Travel

A FRESH TAKE ON LUXURY
FOR TRAVELERS OVER 50

travelgirl



the
Travel Writer's life
A Great Escape Publishing Property

girls getaway.



TravelDreams
What is your version of living the dream?

the
MOMIVERSE

The Travelers Way
Thousands of travel ideas

**EVERYTHING
EVERYWHERE**

pink pangea
the community for women who love to travel

barefootWriter
Freedom-Filled Living Through Well-Paid Writing



Mexconnect

inTravel Magazine

SHIPS 'N' TRIPS TRAVEL

WAVEJourney



TravMedia

The Travel Industry's Global Media Network

United States



**Japan
Tourism**



Trekity

Daily Travel Ideas for Women

PitchTravelWrite.com

**Travel Writing
2.0**

Brands I've Worked With

JAYWAY
BOUTIQUE TRAVEL



GREAT
ESCAPE
PUBLISHING

amazon

GATE1
TRAVEL™

VIKING

Carnival

prAna



AdventureSmith®
EXPLORATIONS

KATARINA
line

AUSTRALIA

BARCLAYS

xcaret!
by MEXICO

Czech Republic
Land of Stories
easy~spirit

viator
A TripAdvisor® Company

tripadvisor®

Widness & Wiggins
travelnewsSource.com

voyagin

The
Whitsundays
Queensland 74 Island Wonders

LEIGH CORT PUBLICITY

rock flower paper

Visit Sweden

CERTIFIED
AZORES
BY NATURE

BEND
IT'S WHERE YOU
GO TO PLAY!

THE ISLANDS of
TAHITI

The Outer Banks®
OF NORTH CAROLINA

tapinfluence

SunSea
escapes

NEWMANPR
SOCIAL • MEDIA • MARKETING

cantimploratravel.com

luc

Get
Your
Guide

touristlink

Social Influence (pre COVID)

Stats

5,000 Facebook profile
10,000 Twitter followers
50,000 YouTube views
13,000 Instagram
2,000 LinkedIn
250,000 Pinterest mo/viewers
5 MM Triberr (11 tribes)

Blog

DR: 53 (AHREFs)
DA: 37 (MOZ)
Monthly readers: 40,000

Over 5 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

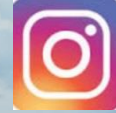
"Patti is a wonderful writer who does a great job really telling the story of a place. Instead of the typical roundups, she focuses on bringing immersive experiences to life. We're so happy to have her on our team here at Epicure & Culture!" ~Jessica Fester, Editor EPICURE & CULTURE

Here's What Tour Operators Are Saying



“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
#gonetocarolinas



Contact

Patti Morrow

luggageandlipstick@gmail.com

