

Luggage & Lipstick

~ award-winning travel guide for baby boomers ~



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 nearly 100 countries/islands/territories 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 broad, encompassing coverage across her award-winning blog, Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube.



TV Series

Patti was one of 3 international travel influencers chosen to star in the premier episode of a new TV series “Destination Takeover” which was filmed in Antigua (Caribbean).

Her character is “Miss Independent” representing solo and adventure travel

The series is produced by Thomas Strodel, 24fps Productions (former producer for National Geographic); PR by Ty Sawyer, Executive Vice President, Wayne’s World Media

TRAILERS:

DJ-ing on Kinky Man Radio, [Part I](#) and [Part II](#)

[Zipline Adventure](#)

[Rum Boat Party](#)

[Hike to Pillars of Hercules](#)

[Hell’s Gate Steel Drums](#)

The series is scheduled to air in the near future.



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 on six continents, and styles which run the gamut from adventure, solo, eco-friendly, culinary, girl's getaways , couples/romantic destinations, roundups, and more.
- Creation of evergreen content on *Luggage and Lipstick*, with specific content written toward the interest of target readerships
- Social media posts and photos with potential mediareach of over 5MM OTS with engaged audience on Facebook, Instagram, Twitter, Triberr and Pinterest
- 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
- Star of upcoming TV series “Destination Takeover”
- Contributor to a variety of media outlets
- 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



AI Citations

Being cited in an AI-generated summary highlights a brand as a trusted source for complex or comparative queries, resulting in engaged, targeted clicks to the web page. I have dozens of blog articles that are currently the first thing you see on Google AI. Below is an example; click [HERE](#) for more.

The screenshot shows a Google AI search interface. The search bar contains the text "places to visit once in your lifetime". Below the search bar, there are tabs for "AI Mode", "All", "Images", "Short videos", "Videos", "Forums", "News", "More", and "Tools". The "All" tab is selected. Below the tabs, there are buttons for "Open now" and "Top rated". The search results are for "Greer, SC" and "Choose area". The results include a section titled "AI Overview" with a row of four images. Below the images, there is a paragraph of text: "Must-visit, once-in-a-lifetime destinations include the breathtaking ruins of Machu Picchu in Peru, the wildlife-rich Galapagos Islands, and the dramatic desert landscapes of Wadi Rum in Jordan. Other top experiences include viewing the Northern Lights, exploring the Great Barrier Reef, and taking an African Safari." Below this paragraph, there is a section titled "Top Iconic & Natural Wonders" with a list item: "Machu Picchu, Peru: A breathtaking Incan city in the clouds and one of the world's most incredible archaeological sites." To the right of the main search results, there is a sidebar with several recommendations. The first recommendation is "TOP 10 Bucket List Places to Before You Die: Best Places" with a link to "YouTube - Alp Galip Travels". The second recommendation is "22 Jaw-Dropping Places to Visit Once in a Lifetime" with a link to "Luggage and Lipstick". The third recommendation is "Around the World in 30 Extra Experiences" with a link to "Round the World in 30 Days". The fourth recommendation is "22 Jaw-Dropping Places to Visit Once in a Lifetime" with a link to "Luggage and Lipstick". The fifth recommendation is "Around the World in 30 Extra Experiences" with a link to "Round the World in 30 Days". The sixth recommendation is "22 Jaw-Dropping Places to Visit Once in a Lifetime" with a link to "Luggage and Lipstick". The seventh recommendation is "Around the World in 30 Extra Experiences" with a link to "Round the World in 30 Days". The eighth recommendation is "22 Jaw-Dropping Places to Visit Once in a Lifetime" with a link to "Luggage and Lipstick". The ninth recommendation is "Around the World in 30 Extra Experiences" with a link to "Round the World in 30 Days". The tenth recommendation is "22 Jaw-Dropping Places to Visit Once in a Lifetime" with a link to "Luggage and Lipstick".

places to visit once in your lifetime

AI Mode All Images Short videos Videos Forums News More Tools

Open now Top rated

Results for Greer, SC · Choose area

AI Overview

Must-visit, once-in-a-lifetime destinations include the breathtaking ruins of **Machu Picchu** in Peru, the wildlife-rich Galapagos Islands, and the dramatic desert landscapes of **Wadi Rum in Jordan**. Other top experiences include viewing the **Northern Lights**, exploring the **Great Barrier Reef**, and taking an **African Safari**. [Luggage and Lipstick +4](#)

Top Iconic & Natural Wonders

- Machu Picchu, Peru:** A breathtaking Incan city in the clouds and one of the world's most incredible archaeological sites.

Show more

TOP 10 Bucket List Places to Before You Die: Best Places
This bucket list includes 12...
[YouTube - Alp Galip Travels](#)

22 Jaw-Dropping Places to Visit Once in a Lifetime
What I loved: Machu Picchu destination to make my Buck...
[Luggage and Lipstick](#)

Around the World in 30 Extra Experiences
Swimming among sea turtles awesome experience, they t...
[Round the World in 30 Days](#)

22 Jaw-Dropping Places to Visit Once in a Lifetime
Images may be subject to copyright. [Learn More](#)
[Share](#) [Save](#)

[Luggage and...](#) [Business Insider](#) [Come See Peru...](#)

Google Ranking

Ranking on the first page of Google dramatically increases visibility, credibility, and traffic, as over 90% of users do not click past the first page. It drives high-quality, organic leads, boosts brand authority, and improves conversion rates. Approximately 80% of all my articles published or updated within the last 5 years rank on Google first page.



reasons to take small ship alaska cruises

AI Mode All Short videos News Images Videos Forums More Tools

AI Overview

Small ship cruises in Alaska offer a drastically different experience than traditional "mega-ship" voyages, focusing on **intimacy, immersion, and access** rather than onboard resort amenities. [AlaskaCruises.com](#) +2

1. Access to Remote and Narrow Waterways

Small ships have shallow drafts, typically around 12 to 15 feet, allowing them to navigate where larger vessels cannot. [Luggage and Lipstick](#) +1

- Exclusive Locations:** They can reach secluded bays, narrow fjords like Endicott Arm, and tiny inlets that are too shallow or tight for 3,000-passenger ships.

Show more

[Luggage and Lipstick](#)
<https://luggageandlipstick.com/small-ship-alaska-cr...>

15 Reasons to Take Small Ship Alaska Cruises. The Last

15 Reasons to Take Small Ship Alaska Cruises. The Last Is Life Changing. · 1. The Boat · 2. The Kayaking · 3. The Hiking · 4. The Magical Forests · 5. The Bears. [Read more](#)

best outdoor things to do in antigua

[Luggage and Lipstick](#)
<https://luggageandlipstick.com/things-to-do-in-antigua>

10 Best Outdoor Things to Do in Antigua

Aug 18, 2021 — When you're a mermaid wannabe in Antigua, you go to Mermaid Gardens. It's what you do. The natural pools formed into the cliffside, opening to ... [Read more](#)

[The Lovely Escapist](#)
<https://thelovelyescapist.com/things-to-do-in-antigua>

13 Amazing Things To Do In Antigua

May 15, 2025 — Learn To Sail With The National Sailing Academy · Experience Live Music, Local Food, And Drinks At Shirley Heights · Explore The Island On An Open ... [Read more](#)

Top sights in Antigua and Barbuda

 Shirley Heights Lookout	 Nelson's Dockyard	 Devil's Bridge National Park	 Galleon Beach
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Awards

1. [20 Baby Boomer Travel Bloggers Having More Fun Than Millennials](#) – *TripAdvisor*
2. [Best Baby Boomer Travel Blogs for 2022](#) (*FeedSpot*)
3. [Gold List of Baby Boomer Travel Blogs](#) (*Getting On Travel*)
4. [Best Blogs to Follow in 2021](#) (*First Site Guide*)
5. #1 of [Best Solo Female Blogs to Follow in 2019](#) (*C Boarding Group*)
6. [Best Nomads](#) (*Imzi Tours*)
7. [Top 75 Baby Boomer Blogs on the Planet](#) (*Feedspot*)
8. [Best Female Blogs to Follow in 2016](#) – *Credit Donkey*
9. #8 of [Top Travel Blogs of 2016](#)
10. [24 Baby Boomer Travel Experts Reveal their Favourite 3 Destinations Top Baby Boomer Travel Experts](#) (*Faces and Places*)
11. [Top 5 Mexico Travel Blogs](#) (*Asher Ferguson*)
12. [Twipper of the Week](#) – TWIP (*Travel with Interesting People*)
13. [Sisterhood of the World Bloggers](#) (*Nomad Women*)
14. Movers and Shakers - *TravMedia*
15. Media Maniac – *Woman's Toolbox*

Author

- Book: *"Girls Go Solo: Tips for Women Traveling Alone"*
- Book: *"Guide to the Yucatan"* (to be published 2026)
- Book: *"100+ Most Beautiful Beaches in the World"* (to be published 2026)

About

- Internationally-recognized travel influencer 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's best beaches and best margaritas
- Easy to work with, professional, great sense of humor
- Exceeds expectations; meets deadlines



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**



AARP
The Magazine

Trekity

Daily Travel Ideas for Women

PitchTravelWrite.com

**Travel Writing
2.0**

Brands I've Worked With



Social Influence

Stats

5,000 Facebook profile
9,000 Twitter followers
150,000 YouTube views
25,000 Instagram
2,500 LinkedIn
250,000 Pinterest mo/viewers
5 MM Triberr (11 tribes)

Blog

DR: 53 (AHREFs)
DA: 35 (MOZ)
Monthly readers: 60,000

Radio

Travel Planners Radio Show
Over 5 Million Listeners

Delivery: 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

Here's What Radio Hosts Are Saying

"When we ask Patti Morrow to be interviewed by us on our Travel Planners Radio Show, she always says yes. That is why we have made her a regular contributor on our show. She is always prepared with talking points for the interview. Patti provides interesting, as well as, informative information on her destinations.

Our 5 million+ listeners enjoy Patti's enthusiastic manner and photos of various topics: Culinary, Solo Travel, Cultural, Baby Boomers and the Best Beaches. Whether Patti is laying on a beach or climbing Machu Pichu, she has a taste for exotic travel. One month she might be wearing a sarong in front of the Taj Mahal or holding a llama in Peru.

Kevin and Sue McCarthy, Travel Planners Radio and Media

Contact

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