



LITTLE THINGS TRAVEL

MEDIA KIT

LITTLETHINGSTRAVEL.COM

QUICK STATS & DEMOGRAPHICS

Little Things Travel was launched in 2012 and is about overcoming barriers to explore the world, and ultimately appreciating the little things in life.

Primary topics include cultural travel, food and beer, weekend getaways, short-term travel, travel guides, and responsible tourism.



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20.1K FOLLOWERS



2.2K FOLLOWERS



1.3K FOLLOWERS



5.9K FOLLOWERS
246.1K MONTHLY VIEWERS



PAGEVIEWS: 10.1K PER MONTH
UNIQUE VISITS: 7.6K PER MONTH

AUDIENCE BREAKDOWN

75% women

Primarily 25-34 years old

Located in United States, United Kingdom, Canada, and Australia

WHO I'VE WORKED WITH



COPPER MOUNTAIN



the Luxury IncludedSM vacation



WARNER BROS. STUDIO TOUR LONDON



PARK CITY



InterContinental Hotels Group



DEER VALLEY RESORT



BIG THINGS HAPPEN HERE



hipmunk



Push Pin Travel Maps

park city



Outdoor PRODUCTS

hotwire

CASE STUDY

DENVER'S "A LITTLE EXTRA WINE" PRESS TRIP - DECEMBER 2015

CAMPAIGN RESULTS:

Blog Posts Published: 2

Total Page Views:

1.4K after 3 months,
13.3K after 15 months

Total Social Shares:

1.1K after 3 months,
3.6K after 15 months



Visiting Infinite Monkey Theorem,
an urban winery in Denver

Blog posts are evergreen content:

An additional **2x impressions** are generated post campaign. The CPM is constantly dropping because only one flat rate is paid.*

*In a sales effect study of a WhiteWave Foods influencer campaign conducted by Nielsen Catalina Solutions in partnership with TapInfluence

CASE STUDY

PARK CITY, UTAH PRESS TRIP - JANUARY 2017



Little Things Travel
@marissa_sutera

Best food I had in #VisitParkCity? The Mariposa at @Deer_Valley by a landslide. Find out why >> bit.ly/2n24sPx #DeerValleyMoment



2:15 PM - 8 Mar 2017

47 Retweets 32 Likes



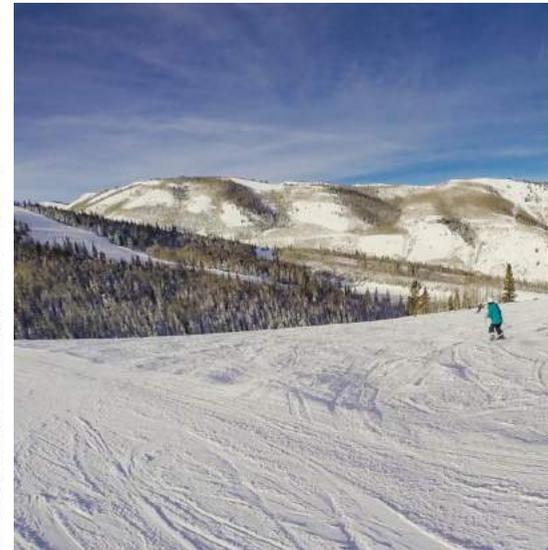
Little Things Travel
@marissa_sutera

It was an epic day at @PCski! Spread out across 7300+ acres it's the largest ski area in the US bit.ly/2kLXssN #TBIN #VisitParkCity



9:52 AM - 22 Feb 2017

29 Retweets 39 Likes



marissasutera • Follow
Park City Mountain

marissasutera When Park City Mountain Resort merged with Canyons Resort, the two connected resorts spread out across 7,300 acres, the most skiable acres at a single resort in the United States! #OneParkCity #VisitParkCity #TBIN

View all 46 comments

surfingplanet Beautiful snowy landscape, I would love to ski here, too!

traveltorecovery That's a cool view I love snow

momsgooddeats Oh my gosh- I didn't know- it sounds amazing

savoirthere I went to the area in Europe with the largest connected skiing last week and I realised just how good it is for holiday makers to have the resorts be connected like this.

wherever i maurnamhlon That is so



130 likes

JANUARY 29, 2017

Log in to like or comment.



marissasutera • Follow
Deer Valley Resort

marissasutera @visitparkcity gets an average of 365 inches of snow each year between November and April. Now that's a #winterwonderland! #VisitParkCity #DeerValleyMoment #TBIN #SkitheDifference

marissasutera #parkcity #parkcityutah #utahwinter #visitutah #travelutah #utahtravel #skitrip #skitah #utahtrip #skivacation #deervalley #skiresort #deervalleyresort #winterlights #wintercolors #travelandlife #beautifuldestinations

#beautifuldestinations #winterphoto #wintermagic #littletings #winterlove #winterland #wintertravels #wintertravel

snowcrunch Ya buddy 🍷

simply Love it 🍷

whispersinspire 🍷



166 likes

JANUARY 30, 2017

Log in to like or comment.

Blog Posts Published: 3

Total Page Views:
663 after 3 months,
1.1k after 15 months

92% of people trust recommendations from individuals (even if they don't know them) over brands.*

*In a study by Nielsen on global consumers' trust in earned advertising

CASE STUDY

PRODUCT REVIEW: PUSH PIN TRAVEL MAP - NOVEMBER 2017

CAMPAIGN RESULTS:

Blog Posts Published: 1

Total Affiliate Sales:

\$1,315 after 5 months

\$3,609 after 14 months



 marissasutera • Follow

marissasutera This beautifully crafted map now holds all of my travel adventures! With @pushpintravelmaps, you can track where you've been and where you're headed. Plus, they have tons of customization options to make the map your own! Where are you off to next? Check out my latest post for all the details! #ad #travelinspiration

marissasutera #worldmap #wallart #pushpinmap #travelmap #handcrafted #shoplocal #homedecor #traveldecor #travelgifts #travelgift #uniquegift #uniquegifts #custommap #custommade #wanderlust #littlethings #beautifulworld #travellandlife #travelcolorfully #travelstoke #instatrip #smallbusiness #denvercolorado #mapporn #worldtraveler #worldtrip #worldtravel #traveltheworld erinmorawetz Omg the adventures of



100 likes

NOVEMBER 2, 2017

Log in to like or comment.



Little Things Travel
@marissa_sutera

This beautifully crafted map now holds all of my travel adventures! Find out why all travelers need @PushPinMaps bit.ly/2h7H315 #ad



5:34 PM - 3 Nov 2017

43 Retweets 30 Likes



WHAT BRANDS ARE SAYING

"We had a wonderful experience working with Marissa. She was very professional and did a great job promoting our brand. We were very happy with the thoughtful, detailed blog post she wrote about our products and how she shared them on social media. Would highly recommend working with her."

–BRENDA PHELPS, CO-FOUNDER OF PUSH PIN TRAVEL MAPS

"Marissa with Little Things Travel is incredibly easy to work with and so consist through the entire editorial process. She's welcome back at Copper Mountain any time!"

–STEPHANIE SWEENEY, COMMUNICATIONS MANAGER AT
COPPER MOUNTAIN RESORT

"Working with Marissa has been a wonderful experience - she is professional, super creative and very responsive to readers questions and comments. She is a savvy technology marketer who works tirelessly to cut through clutter and deliver a functional, actionable, appealing end product every time. I'd work with her anytime."

–ASHOK PITCHAMANI, FOUNDER OF CENTRIGO

It was a pleasure to host Marissa at The Golden Leaf Inn, she is easy to work with and has an adventurous spirit. We loved our "girls weekend" blog she wrote for the Golden leaf Inn!

–MONICA, INNKEEPER FOR THE GOLDEN LEAF INN

WHAT READERS ARE SAYING

"I haven't had travel health insurance yet, but all this great info is definitely making it a possibility. I had no idea you could do a yearly plan! Thanks for sharing."

"Thank you so much for this Marissa, we are considering doing a Croatian tour next year and was trying to work out whether to include Zagreb or not... this has made up my mind!"

Just got back from Šibenik last week, and I can really say your photos capture the spirit of the place! Such a rich blue sea and sky, and charming town that seems carved from stone. Your post was part of the reason we ended up in Šibenik and not another coastal Croatian town - really glad about it!

I so wanted to visit Mostar when I plan to go to Dubrovnik but felt it'd be difficult as I'm travelling solo and do not have much time - taking a bus tour there hasn't crossed my mind till I saw your post. Now I can do it! Thanks!

"I'm hoping to visit Split this year, already found some cheap flights and just trying to fit it in my schedule, so this post is really great help! It seems like there's plenty to see and do and it's impossible to be bored in Split! I'm definitely going to use your tips when I eventually go there!"

PARTNERSHIP OPPORTUNITIES

CONTENT CREATION

CO-HOSTING TWITTER CHAT

BRAND AMBASSADORSHIP

PRESS TRIPS

ACCOMMODATION, GEAR, AND
TOUR REVIEWS

DEDICATED SOCIAL MEDIA CAMPAIGNS

SOCIAL MEDIA TAKEOVERS

SPONSORED REPRESENTATION AT
CONFERENCES/EVENTS

SOCIAL MEDIA CONSULTING

DIRECT ADVERTISING

#littleBIGthings: Using Travel for Good

It's the little things that make a big difference, and I'm on a mission to show the world that traveling can be a driver for change, in big and little ways.

I'm looking for change-driven companies, destinations, and organizations who are committed to helping people travel responsibly and supporting local communities around the world.

Learn More: bit.ly/littlebigthings

