



**SLOW TRAVEL. EAT LOCAL.**

with LLworldtour

**lisa lubin • media kit**





Slow Travel Eat Local is about:

- Promoting slow travel + authentic experiences
- Getting local & digging into the food, neighborhoods, & people
- Living simply — consuming less + living more
- Living in the moment + enjoying the small things
- Quality over quantity every time



**Slowtraveleatlocal.com** is an informative, fun, transparent travel & food blog that has been up and running since the summer of 2006 and growing ever since.

It contains 15+ years worth of content that chronicles travels through 60+ countries in North America, South America, Australia, Asia, & Europe.

Praised by nationally syndicated Travel Columnist, Chris Elliot as one of the most inspirational blogs, It has been featured on Frommer's, MSNBC, and ABC's Good Morning America.







## Topics Include:

- ▶ Inspirational Stories
- ▶ Travel Tips
- ▶ Budget Travel Advice
- ▶ Beautiful Photography + Video
- ▶ Food + Restaurants
- ▶ Eco + Green Travel
- ▶ Travel Gear + Gadget Reviews
- ▶ Destination Guides
- ▶ Personal Musings & Essays

# Who is Lisa Lubin?



## RESPECTED JOURNALIST, WRITER, PHOTOGRAPHER

Lisa Lubin is an established travel/food writer, three-time Emmy®-award winning TV producer, and travel industry expert. After more than a decade in broadcast journalism she took a sabbatical, which turned into three years traveling around the world. Her writing and photography has been published by American Way, Hemispheres, Scandinavian Traveler (SAS), Wall Street Journal, Chicago Tribune, West Jet Magazine, Smithsonian, Malibu Times, Encyclopedia Britannica, American Express, and Luxury Las Vegas.

## TV PRODUCER + VIDEO EXPERT

Lisa worked in broadcasting for 13 years including directing and producing at NBC, FOX, & ABC, where she won three Emmys & was nominated 10+ times. She owns LLmedia, a media & video consulting business.

## SPEAKER

She has spoken about video and journalism at several conferences including Travel Blog Exchange (TBEX), World Travel Market in London (WTM), the New York Travel Fest, the Women in Travel Summit, IL Tourism Conference, the American Society of Journalists and Authors (ASJA), and SATW.



# Media + Press

Lisa has a thirteen-year career in broadcast television and has won three Emmy awards. She is also a freelance travel writer with articles and photographs published in some of today's top magazines, newspapers, and websites.

## Published Writing + Photography

- American Way Magazine
- Hemispheres Magazine
- West Jet Magazine
- The Chicago Tribune
- The Wall Street Journal
- Google UK
- American Express
- Marriott Traveleler
- Scandinavian Traveler (SAS Airlines)
- The Malibu Times
- Sunset Magazine
- Latina Magazine
- Luxury Las Vegas Magazine
- Sheridan Road Magazine
- Smithsonian Online





# Work with Lisa



## PARTNERSHIPS & SPONSORS

Lisa partners with brands, destinations, and travel companies in brand ambassadorships and larger, digital marketing campaigns. She has done successful campaigns with Samsung, Exodus Travels, FunJet Vacations, Tourism Jasper, Visit Suzhou, & Go with Oh Apartment Rentals. She also reviews tours, hotels, restaurants, gear, and unique food experiences. She is honest and direct and her readers count on that.

## MEDIA & VIDEO CONSULTING/COACHING

Lisa works with businesses, start-ups, and organizations on video production training and consulting, media relations, and event sponsorship sales.

## FREELANCE WRITING & PHOTOGRAPHY

Lisa is a professional journalist and photographer and has been doing both for two decades — formerly as a broadcast writer/producer and currently as a lifestyle/travel/food writer (clients include American Airlines, Chicago Tribune, Marriott). She can produce editorial content for your website or publication. She has sold photography to Google UK, the University of Chicago, and American Express.



# Work with Lisa

## SPEAKING

Need someone to inspire your team? Lisa has spoken at company meetings about finding the courage to go after your dreams. She also speaks more on the how-to: how to travel on a budget, how to travel solo, how to work with bloggers, DIY video production, travel photography, how to be a freelance travel writer and how to work with the media. She has hosted and organized Meet Plan Go Chicago and annual BlogHouse travel blogging conferences. Lisa's spoken about video and journalism at the Travel Blog Exchange (TBEX), the World Travel Market in London (WTM), the Women in Travel Summit, the New York Travel Fest, Green Festival Chicago, SheSays Chicago, American Society of Journalists & Authors (ASJA), Visit Buffalo DMO Summit, IL Governor's Conference on Tourism & Travel, Hostelling International, SATW, Specialty Foods Assoc. Business Summit and "Visit Russia" in Yaroslavl.







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# Partners + Clients





# Social Media Influence



4,000+  
FOLLOWERS



6,225+  
FOLLOWERS



1,770+  
FOLLOWERS



75,000+  
Avg. Monthly Viewers



2,200+  
FOLLOWERS



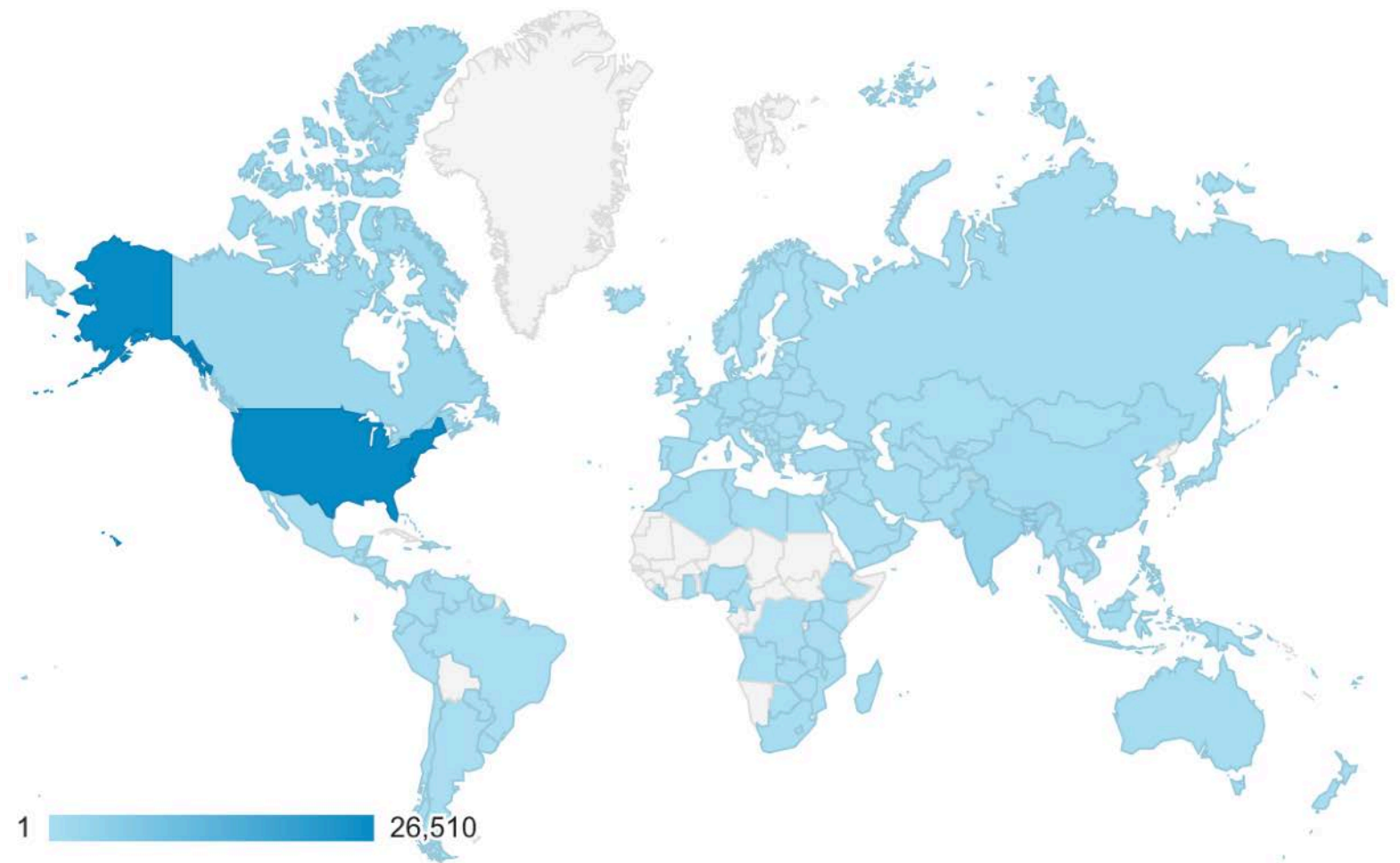
Domain  
Authority: 44

Monthly Sessions: 14,000  
Monthly Page Views: 15,500

# Global Reach

## Top Countries:

United States  
Canada  
United Kingdom  
India  
Germany  
Australia  
Philippines  
Singapore  
China  
Russia





# What Others are Saying

“In the destination marketing world, I find journalists rely more on the CVB to discover a destination. This is not the case with Lisa. When she first reached out to me about coming to Milwaukee she was educated, had done her research and continues to produce for us on her blog and with her freelance outlets. You can see Lisa's years of experience in the newsroom from the onset of working with her.”

For Bloghouse, Lisa worked with us each step of the way to help us maximize the impact of the event on our destination and brand. She provided an in-depth recap report showing the reach, views and overall impact the bloggers had on the destination because of BlogHouse. We couldn't have been more pleased with the event!” —**Katy, Visit Milwaukee**

“Lisa was phenomenal to work with; always keeping the host city in mind while providing a positive experience for the attendees.” —**Morgan, Visit Indy**

“We were thrilled when Lisa reached out to VISIT PHILADELPHIA to host her annual BlogHouse meeting. She kept our best interest in mind and was very open to our suggestions. The group was very active on social media and produced great destination pieces that made our beloved Philadelphia look amazing!” —**Jenea, Visit Philly**

“Lisa brings tremendous passion and energy into everything she does. She is an incredible storyteller in every medium, which is so very rare. Her talent for creativity extends from on-line to video to print. Lisa can help convey a message like few others can.” —**Doug, Dir., Media Relations, BCBS**

“Tourism Québec has worked with Lisa Lubin on different occasions to produce travel shows for ABC. She was the lead producer, in charge of planning the shows, scheduling all the shoots in Montreal and Quebec City, interviewing, writing and editing. Her professionalism, diligence, energy and sense of humor made working with her a joy.” —**AnneMarie, Dir. Tourism Quebec**

“Lisa is one of the most "together" people in this notoriously disorganized business. A video editor longs for a producer with all the ducks in a row, and Lisa always came through. Plus, her creativity, desire, and great sense of humor made it easy and fun to work with her. What a pro!” —**Tim, Video Editor**

“Lisa is great to work with. She's enthusiastic, creative and committed to quality outcomes.” —**Thomas, Exec Dir Hostelling International Chicago**



# Get in Touch



## **CONTACT:**

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## **WEBSITES:**

[LLworldtour.com](http://LLworldtour.com)  
[LLmedia.co](http://LLmedia.co)  
[LisaLubin.com](http://LisaLubin.com)



A photograph of a long, straight path lined with tall, mature trees in autumn. The ground is covered with fallen brown leaves. Two people are walking away from the camera in the distance. A large, semi-transparent white circle is centered over the path, containing the text 'THANK YOU'.

THANK YOU