

TheBohoChica.com

Cultures, Cuisines & Hiking Trails

MEDIA KIT - JANUARY 2020

We live in times where people have access to trip-planning information on their fingertips but that alone does not make people want to travel. Travel writing needs to do more than just skim the surface. What makes travel incredible is not the seeing of sights or checking activities off a bucket list. It is not dining in the top restaurants or collecting the most country stamps in our passports.

The magic in travel comes from the 'micro' stories that we find only when we're compelled to think about what motivates, inspires, and encourages people to live the lives they do around the world. To find them we must observe, engage, converse, empathize, and truly experience.

And that is exactly what my work seeks to do; to encourage my audience to make the most of their travels by traveling deeper versus faster. On TheBohoChica.com the focus is on stories, photography, videos, & tips about cultural experiences, new cuisines, & hiking adventures. Articles are a mix of destination guides, photo-essays, narratives, and opinion pieces.

About Natasha Amar

I'm a freelance writer, photographer, and blogger based in Dubai. In early 2014, I quit my Finance career to invest all of my time into crafting travel stories and helping people travel better.

Since then I've volunteered with ethnic communities in Vietnam, kayaked in the Abel Tasman National Park in New Zealand, hiked in the fairytale landscape of Cappadocia in Turkey, on a glacier in Iceland and the rugged Eastern tip of Spain at Cap de Creus, consumed my weight in pasta in Italy, and been walked by a husky in the forests of Swedish Lapland. Telling these stories is my passion & I'm fortunate to have made a career out of it.

I'm a member of the Adventure Travel Trade Association (ATTA), Professional Travel Bloggers Association (PTBA), International Travel Writers' Alliance and the iambassador bloggers' network.



In April 2019, I spoke on various panels at the Arabian Travel Market about positively changing perceptions of destinations using social media, how to choose the right influencers for your brand in an evolving digital landscape, and how to gain a career in travel media.

In December 2017, I was featured as one of the top most influential Asians in the UAE by UAE-based Masala! Magazine.

I am a UAE Correspondent for Forbes Travel Guide. I contribute travel & lifestyle features & photography to International Traveller, Roads & Kingdoms, Marriott Traveler, Hilton Explore, InterContinental Life, Little Big Travellers (magazine by Holiday Inn), SilverKris (Singapore Airlines Inflight Magazine), Waldorf Astoria Magazine, Travel Mindset, GoOverseas.com, Forbes Travel Guide, Flight Network, good Magazine, Matador Network, Elite Daily, iExplore, The Culture-ist, and Expedia Singapore, among other publications.

In August 2017, I had the honor of having my photography exhibited in Thailand under the 'Thailand through HER Eyes 2017' campaign by the Tourism Authority of Thailand, that recognized the work of female photographers and media to promote the culture, customs, and lifestyle and support tourism in Thailand through their work.

Blog & Social Media Reach

Other than a consistently growing readership in over 190 countries, the blog enjoys a highly engaged audience of over 460,000 people on Facebook (8300+), Instagram (34,000), Twitter (8400+), YouTube, and Google+, Pinterest (382k monthly viewers), Wordpress and email subscribers.

Blog monthly pageviews: 35,127

(Source: Google Analytics last 3 months' average on January 29, 2020)

Audience Insight

Target audience: Independent travelers, young professionals, part time travelers, solo travelers, first time travelers and couples.

Age: 25-34 (48%) 18-24 (10%) 35-44 (18%) Gender: Female 69% Male 31%

Mindset: Readers are educated, aware, curious, open-minded and engaged individuals who are deeply interested in the stories of cultures around the world. They're looking for inspiration, tips and recommendations to plan their own adventures and trips.

(Source: Google Analytics, last 3 months' data)

Why You Should Work With Me

- Well written, fun, informative and quality content created with a professional approach
- Emphasis on audience engagement and social outreach
- High quality photography
- SEO Optimization
- Focus on building long-term relationships with suitable brands and companies

How We Can Work Together

I am happy to offer the following services to suit your needs:

- Write, photograph, and create videos about your destination
- Write about your tour, accommodation, gear or other travel related product or service
- Press and FAM Trips
- Social media campaign to promote your brand

Instagram Takeovers

- Brand Collaborations, Partnerships and Ambassador programs
- Work together on destination specific guides

Offer my freelance writing services for a specific story or project

- Affiliate programs
- Contests & Giveaways

Who I've Worked With

DMOs & Tourism Boards

Council of Europe
Visit Europe
European Institute of Cultural Routes
Visit Stockholm (Sweden)
Stockholm Archipelago Foundation
Visit Skelleftea (Sweden)
Malta Tourism Authority
Emilia Romagna Tourism (Italy)
Blogville Italy
Czech Tourism
Italian Leisure Way (Italy)
World Tourism Forum (Istanbul)
Visit Costa Brava (Spain)
Visit Meteora (Greece)
Visit Jordan
Tourism Authority of Thailand
Taiwan Tourism Board
Azerbaijan Tourism
Visit Sharjah (UAE)

Miscellaneous

Sri Lankan Airlines
Ford Middle East
Facebook Messenger (Instagram Campaign)
Oman Air

Hospitality

Rotana Group of Hotels (UAE)
Danat Hotels and Resorts(UAE)
Alila Jabal Akhdar (Oman)
Grecotel Hotels & Resorts (Greece)
Bill & Coo Suites & Lounge (Greece)
Big Berry Lifestyle Resort (Slovenia)
Chic & Basic Hotels (Barcelona)
Cinnamon Hotels & Resorts (Sri Lanka)
Aparthotel Silver (Barcelona)

Travel & Tourism

Northern Hikes (Czech Republic)
JayWay Travel
Athens Insiders (Greece)
Mountain Taxi (Iceland)
Devour Barcelona (Spain)
Tinggly (Ambassador)
Context Travel
TBC Asia (Sri Lanka)
GetYourGuide.com
Skyscanner

TESTIMONIALS

"I had the opportunity to work with Natasha on the Bloggers' Trip organized on the Cultural Routes of the Council of Europe in August 2016. Natasha is an excellent professional, able to wake up at 4am to discover ancient historic sites and sacred cultural practices! She has a very particular sensitivity and her texts, as her photos, offer a vision of the world of wonderful poetry. With gentleness, simplicity and passion, Natasha has this unique talent to enhance everything that surrounds us."

-Kathleen Lapie
Senior Project Officer, Council of Europe

"I had the pleasure to work with Natasha during two important international digital marketing campaigns in 2016 organized by our company and we were really happy with the results she produced and mostly of how professional she was during all the phases of the campaign. We can definitely recommend to work with Natasha for your projects!"

-Nicholas Montemaggi
Director of Marketing at iAmbassador

"At Northern Hikes, we cooperate very closely with content creators and influencers. Natasha is one of the greatest professionals we've had the pleasure of working with. I highly appreciated her enthusiasm for work, creativity and reliability. Her 'micro adventure' style of story telling was a real emotional connection on a deeper level with our brand values, especially in her articles and Instagram stories.

Natasha is the right choice if you want to humanize your brand and reach a new audience with unique content. We definitely want to work with her again."

-Tomáš Kadlec
Marketing Specialist at Northern Hikes

"I was lucky enough to work with Natasha as her editor at Go Overseas for ~9 months. During our time working together, Natasha contributed both blog articles and marketing copywriting content.

Natasha has an excellent understanding of the travel industry and is a fantastic writer, which truly contributed to the high quality writing she submitted. She was able to adapt to our voice and style guidelines easily and really understood the kind of information that would be important / interesting to our readers.

Outside of her submissions, she was also very quick to respond to our questions and well organized. I'd highly recommend working with her."

-Jessie Beck
SEO, Digital Marketer & Writer

"I have had the pleasure of working with Natasha for the past couple years, on a variety of writing, blogging, PR and social media assignments, and I would not hesitate to do so again in the future.

Natasha is passionate and positive about her work as freelance travel writer & blogger, which is evident in her work. On the writing assignments and collaborations she has undertaken with me, Natasha has always delivered a 100% in all of her work, to a highest standard and always ahead of any publishing deadlines. Natasha has a good work ethic and I would be happy to recommend her to any advertising agencies, media people, PR companies, tourism offices, or independent brands, who are looking to working with a professional travel blogger."

-Gregory Cleverdon
Digital Marketing Manager

I'VE WORKED WITH



FEATURED & PUBLISHED IN



"New Zealand has been on my wish list for quite a while and your photo essay just reconfirmed the beauty of the landscapes I want to see!"

"You write exceptionally well, Natasha, and with passion and soul. I'm sure the new year will see many of your dreams turning into reality. Awesome as your 2014 looks, here's hoping 2015 would be awesomer! I look forward to following your stories here."

"Thank you for the valuable tips! I won't be traveling solo anytime soon but I will be traveling out of the country next month and these tips prove valuable even if I'll be traveling with someone! Thank you again!"

"Thank you! I've been scouring the internet wondering how Iceland is in winter (I'm visiting in November) and you've answered a lot of my questions. Thank you thank you!"

"Your post does explode many myths that people may have about how to be dressed when in Dubai. The seeming contradictions between the traditional and the modern and fashionable is definitely a source of confusion at least to first time visitors. Hence this post is a valuable guide and the fact that you have stayed in Dubai makes it really authentic."

"Beautiful post, Natasha. I love returning to places I've traveled. I think it's nice to mix in a familiar visit along with my other travels. I've been to France countless times, but always remember those amazing scallops in Normandy. I love how you said things that cannot be grammed or snapped like the flames in your chest! This is such a perfect statement because so many of the most memorable travel moments, and life for that matter, are the ones that resonate deep within."

"Had been to Georgia recently and after careful planning and research on various blogs, I stumbled across yours once, and I must say it was worth it, really gave me a precise insight from my stay to the food and entertainment, I could literally visualize Georgia through your blog and was going gaga over it, and couldn't wait to experience it. I literally covered all places mentioned and more. Can't wait to get back during winters and experience the same!! Thanks for the great info."

"Beautifully captured photographs! I love the sceneries, the street arts, they're awesome! I'll be in Spain next month. I could probably include this in my itinerary. Thanks a lot for this really detailed post."