

TheBohoChica.com

Cultures. Cuisines & Hiking Trails

ABOUT ME



**NATASHA
AMAR**

I am a freelance travel journalist, photographer and blogger based in Dubai, writing for a global audience. I am the Editor-in-Chief of **TheBohoChica.com**, a blog about responsible and sustainable tourism, adventure travel (and greater representation and diversity in it), and solo female travel, among other topics.

I also contribute to Lonely Planet, AFAR, Morning Calm, Forbes, National Geographic, Insider, EatingWell, Matador Network, Marriott Bonvoy Traveler, Whetstone Magazine, Silverkris, Intercontinental Life and other high-profile publications.

I've had the privilege of visiting incredible places— from New Zealand to ancient Sapmi lands in Arctic Sweden. I've consumed my weight in pasta in Italy, been walked by a husky in Swedish Lapland and felt the textures of icebergs older than anything else on the planet in Greenland. It's not the badge of visiting a new destination that I'm after, I'm chasing simple, honest, intriguing stories with heart, that will inspire others like me to travel adventurously and responsibly.

A third culture kid raised in Dubai, I am a local expert when it comes to navigating places and cultures in the Middle East.

1.6M

WEBSITE HITS

Data recorded since the beginning of my blog in 2010.

20K

MONTHLY PAGEVIEWS

On TheBohoChica.com

31K

INSTAGRAM AUDIENCE

@thebohochica

About my blog

THEBOHOCHICA.COM

On TheBohoChica.com, I use people-centered storytelling, original photography & videos, and my decade-long travel expertise to encourage my audience to travel deeper versus faster—and to do it responsibly.

Like a trusted friend, I tell them where in the world I've found the best stories—whether that's through the lens of nature and landscapes, art, culture and traditions, spa and wellness, culinary experiences, adventure and active holidays, and luxury travel to stoke their curiosity and wanderlust.

BLOG AUDIENCE

Who: Independent travelers, young professionals, solo travelers, couples and young families

Mindset: Readers are educated, aware, curious, openminded 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

From: Over 190 countries, top include US, UAE, UK, Europe (various), Asia (various)



HIGHLIGHTS

PROFESSIONAL MEMBERSHIPS & ACHIEVEMENTS

Official Media Member of:

Adventure Travel Trade Association (ATTA)
Society of American Travelers (SATW)

UAE Correspondent for Forbes Travel Guide

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.
- How to gain a career in travel media

My work was exhibited in the '**Thailand through HER Eyes 2017**' campaign by the Tourism Authority of Thailand, that recognized the work of female photographers to support tourism.



Impact and Influence

WHAT MY AUDIENCE SAYS

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

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

"I visited 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 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. Thanks for the great info."

WHY WORK WITH ME

- Well-written, fun, informative and quality content
Emphasis on audience engagement and social outreach
- High quality photography
- SEO Optimization
- Focus on building longterm relationships with suitable brands and companies



HOW WE CAN WORK TOGETHER

I offer the following services:

- 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 and Giveaways



Impact and Influence

WHAT MY AUDIENCE SAYS

"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. This post is a valuable guide and the fact that you have stayed in Dubai makes it really authentic."

"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."

WHO I'VE WORKED WITH

DMOs and Tourism Boards

- Council of Europe
- Visit Europe
- European Institute of Cultural Routes
- Visit Stockholm Sweden
- Stockholm Archipelago Foundation
- Visit Sweden
- West Sweden
- Swedish Lapland
- Malta Tourism Authority
- Emilia Romagna Tourism 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)

Others

- Sri Lankan Airlines
- Ford Middle East
- Oman Air
- Expo 2020 Dubai
- Tropicfeel

Hospitality

- Rotana Group of Hotels UAE
- Danat Hotels and Resorts UAE
- Alila Jabal Akhdar Oman
- Grecotel Hotels and Resorts Greece
- Bill & Co Suites & Lounge Greece
- Big Berry Lifestyle Resort Slovenia
- Chic & Basic Hotels Barcelona
- Cinnamon Hotels & Resorts Sri Lanka
- Anantara Hotels & Resorts UAE
- Barberyn Hotels & Resorts (Sri Lanka)
- Millennium Resorts (Oman)

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
- Italian Leisure Way (Italy)

What They Say

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 well 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

TESTIMONIALS

"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 storytelling 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