

TourAbsurd: Traveling with a light heart!

Working with TourAbsurd

Adventures and observations about the absurdities and delights of life are my daily fare. "People are good!" is something that I deeply believe and a message that readers enjoy hearing. In a world where media seems slanted toward the negative, more people are embracing the positive and seeking evidence to support their optimism. Laughter breaks down the barriers of fear and inspires people to travel.

While quirky travel stories and silliness are the framework, the style is flexible enough to encompass more serious issues - politics, personal growth, environmental concerns, etc. - when warranted, as well as posts in a number of formats. TourAbsurd has a solid core of loyal readers and they appreciate both the honesty and the variety. The ability to tailor material to a particular audience while still engaging regular readers means that posts can be crafted get a targeted message across. This works very well for marketing campaigns and outreach efforts.

Examiner.com

Examiner.com started as an offshoot of the San Francisco Examiner, but soon expanded to cover national interests in the United States. Now the coverage is worldwide, with over 10 million monthly visitors from around the globe. Katrina's title is World Travel Insights Examiner. Coverage includes travel to any continent and any activity related to transportation, accommodation, tours and activities, culture and tradition, religion, nature, wildlife, and dining.

Highlights

Level 1 Travel Authority and World Authority on **Technorati**

Listed as an expert on **Frommers.com** for "How to Start a Travel Blog"

Quoted by multiple **LonelyPlanet.com** authors

One of the most popular and well-received social media investments on **Empire Avenue**

World-wide audience: readers are primarily from North America and Europe, with Asia and Australia also well represented

Audience Demographics

Based on information from Google Analytics, Alexa, and Facebook Page Insights:

Readers are primarily 25-34 year old females

Top 10 countries: US, Canada, UK, Ireland, Italy, Australia, India, Germany, Spain, and France.

Top 7 cities: Phoenix, AZ; New York, NY; Glendale, AZ; Scottsdale, AZ; Norristown, PA; Dublin, Ireland; Cork, Ireland

Daily search impressions by location: US – 90K, UK – 27K, India – 18K, Canada – 12K, Australia – 10K

Social Media Reach

Facebook: 2790+ fans

Twitter: 7,200+ followers

Google Plus page: 750+ have added TourAbsurd to circles

Google Plus profile: 1650+ have added Katrina to circles

Pinterest: 2530+ followers

Partnerships Past & Present

I have previously worked with Tramore Tourism in Ireland, the Costa Brava Girona Tourism Board in Spain, Oh-Venice.com as part of their *Go with Oh!* promotion, Walks of Italy, Eating Italy Food Tours Rome, and Charming Villas Catalonia, among others. I am currently working with HomeAway.co.uk and Rabbie's Trail Burners in Scotland. Additionally, I am working with the the Cork Tourism, Events, Arts and Marketing department of Cork City in Ireland on a blogger outreach and social media coordination project.

Testimonials

I had the pleasure of connecting with Katrina while she was planning a trip to Morocco. She later guest posted on my website about this trip. Her post was one of my highest commented! Katrina is incredibly well versed when it comes to travel. Her insight into different cultures and experiences is truly exceptional. I was most moved by her awareness of and willingness to embrace experiences like a local instead of a "tourist".

Having collaborated to promote content online through social media, I can attest that she is extremely active and engaging. Not simply posting once or twice and letting things go. Her follow through and response is fabulous. Not only this, her writing skills are engaging and full of candor making hers a unique voice in a sea of travel writing. With a quick turn around needing little to no editing Katrina is a great partner to work with!

- Amanda of MarocMama

Katrina displayed a keen interest in looking beyond the obvious and learning about the character and rich culture of the area. She asked insightful questions, and conveyed the answers accurately and respectfully in the article. A pleasure to work with.

- Karen McCarthy of Tramore Tourism

I'm always elated to connect with passionate travelers who love to share their story and encourage others to see the world and Katrina is definitely among that group. In addition to travel writing, Katrina is proficient with the use of social media to promote and extend her reach to larger audiences around the globe and has been a tremendous resource for many bloggers in this capacity.

- April from The Absolute Travel Addict