

# GenXTraveler

For the MTV Generation and Beyond

GenXTraveler.com is an adventure travel blog written by and for Gen-Xers. It's meant to inspire people over 40 who have had limited travel experience or are perhaps just starting on their journey to get out and live their adventure.

GenXTraveler.com focuses on adventures throughout the United States with a concentration on the Mid-Atlantic, as well as more far-flung destinations around the globe.

The site reflects the way Generation X travels and addresses the unique needs of today's middle-aged adventurer.



## Why Generation X

This is the generation born between 1965 and 1980-ish meaning by now we are all over the age of 40. We have more discretionary income than the larger generations that flank us. And research indicates we also have a tendency to go over budget when we travel. Yet, we remain overlooked by marketers.

Gen Xers enjoy cruising, luxury getaways, and multi-generational vacations with a bit of adventure mixed in. You can find us ziplining through the Yucatan jungle, riding ATVs in the desert, soaring high above the ground in hot air balloons, kayaking among shipwrecks in the Potomac River, and hiking waterfalls in Virginia. We're not the middle-aged adults of our parent's generation. We're killin' it!!

Follow her day to day at



# SUSAN DECOTEAU-FERRIER

## TRAVEL WRITER / BLOGGER FOR GENERATION X

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Susan may not be what you expect of a travel blogger. She's not 20-something and she hasn't been traveling her entire life. She's not even a full-time traveler or digital nomad.

She writes about adventure travel for the over-40 crowd but her definition of adventure is rather broad. It relates more to courage than actual danger. If it stretches a person beyond the limits of their comfort zone, then that is a worthy adventure.

Susan's goal is to inspire people (especially women) over-40 to get out, see the world and live their adventure.

She's been writing professionally on a wide range of topics for almost 20 years. Susan's been traveling and writing about it since 2012. She has authored travel-related pieces for both print and digital media. Additionally, she has been featured on multiple podcasts.

Susan also holds a Master's Degree in Public Relations and operated a small 501c3 for close to 10 years. This experience honed her skills and provided her with the benefits of working with the media from both the journalistic and public relations sides. Thus, providing her with a holistic perspective on the industry. As such she can easily anticipate the needs of your organization and deliver on them.

## BY THE NUMBERS

3K+ Monthly pageviews and growing

400% increase in traffic over the past 30 days

21% increase sitewide over pre-COVID-19 data

Primary Traffic Sources - Organic from Google and Pinterest



600+ Followers on Gen X Traveler page



Gen Xplorers group with 200+ engaged members



Over 112K monthly impressions and a 2% engagement rate

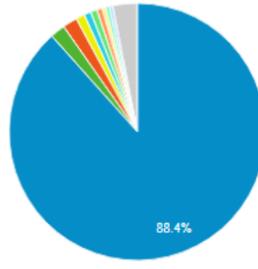
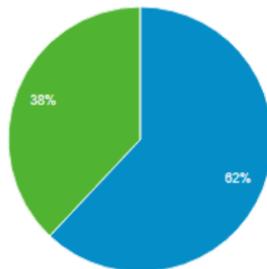


6200+ Followers

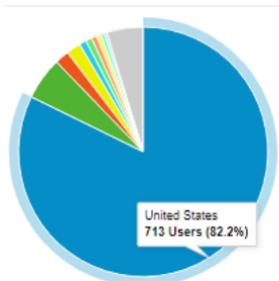


Approximately 1100 Followers

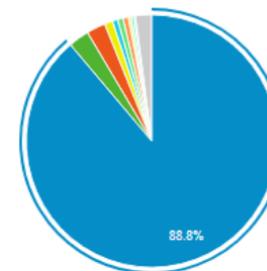
63% Female



88% Speak English



	United States	82.24%
	Mexico	5.54%
	Canada	1.85%
	United Kingdom	1.85%



25-34	24.90%
18-24	18.07%
35-44	17.27%
45-54	16.47%
55-64	13.65%
65+	9.64%

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## PUBLICATIONS

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New Jersey Lifestyle

MAR Magazine

Rowan Magazine

Temple Review

Downbeach Current

BabyBoomer News

52PerfectDays.com

The Commoner Magazine

MS Connections

Cerise

## PARTNERSHIPS

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Jekyll Island Club Resort



## SERVICES

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### Destination Coverage

A sponsored media trip is the perfect way to increase exposure to your destination. Susan has worked with brands and CVBs, as well as, having an ongoing relationship with her local tourism office. Susan can provide social media coverage, photography, written content for your site, as well as, articles on GenXTraveler.com



### Hotel and Product Reviews

Reviews and testimonials provide immediate credibility to your product or brand. Let Susan review your product or property to propel you to the next level.



### Content creation and editing services

We all know "Content is King," or perhaps we should say "Queen." This becomes truer every day. Susan's decade and a half as a freelance writer has given her the ability to write in the tone of your publication or site. Let her provide content that fits your style. Or let her put a shine on your written gems.



### Photography/Video

Whether you are interested in purchasing a single image or contracting for a photo package, Susan can meet your needs.

If you are seeking video, Susan can produce drone footage and fully edited video content.

## TESTIMONIALS

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I worked with Susan as a PR representative of a luxury resort when she visited with a media group to explore the resort and destination city. Susan is always accommodating, quick to respond, and super curious for the best possible angles. She was a dream guest and excellent with follow-up. She made our work together easy, fun, and rewarding. I would be thrilled to work with her again!

**Kimberly Schmitz - Owner/Public Relations and Communications Consultant at Spur Public Relations**

"Susan has participated in numerous media trips I have organized. She has always been professional during the trips as well as a fun member of the group. She has always delivered articles and social media for the media trips on time. Her articles are detailed and well written. I highly recommend her for media trips and brand campaigns if you want to reach the GenX market."

**Alexa (Williams) Meisler - 52Perfectdays.com and Break Into Travel Writing Podcast**

"Susan's travel articles are well written and appeal to a wide variety of readers. She meets deadlines and is very easy to work with. I would not hesitate to recommend Susan"

**Mary Ann Dore - Executive Director at OUTright Youth of Catawba Valley.**

"Susan is a pleasure to work with. She's a good writer with great story ideas, and she's always receptive to feedback to make them even better. Plus, she always meets her deadlines, a great attribute for a freelancer. I look forward to our interactions and highly recommend her."

**Anne Krishnan - Freelance writer and editor.**