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Authentic travel with a little luxury for the 50+ traveller
47K month blog sessions | 47K social followers | DA 56 | Est 2007

ABOUT HEATHERONHERTRAVELS

- Authentic sustainable travel with a little luxury
- Target audience 50+ demographic
- Affluent UK and European traveller
- Culture, Food, Hiking, Cruise, Short Breaks, Sustainable travel
- Boutique/ Luxury hotel reviews
- Writing | Photography | Video | Social Media
- Member: British Guild of Travel Writers

SOCIAL MEDIA

FOLLOWERS
 13.6K X/Twitter
 7.7K Facebook
 16.5K Instagram
 8.2K Pinterest
 1.1K YouTube

BLOG STATS (2025)

- MOZ DA 56
 - 47K Monthly Sessions
 - 37K Monthly Users
 - 1000+ Newsletter subscribers
- Blog readers:**
25% UK 30% Europe
31% US/Canada
14% World
- Source: 6 month average Google Analytics

Target Audience of Heatheronhertravels

We write for the affluent 50+ traveller looking for an authentic but luxurious travel experience. They are interested in food, culture, hiking and sustainability. Our readers are both male and female but we especially target women who are planning holidays and short breaks with their partner or family.

Key themes of Heatheronhertravels

CULTURE



FOOD



HIKING



CRUISE



We also cover: Short breaks | Boutique & Luxury hotel reviews | Sustainable travel
Multi-generational travel | Pilgrimage travel | Remembrance travel

What we offer

- Individual and group blogger campaigns
- Social Media Campaigns
- Editorial coverage through group or individual press trips
- Sponsored content on Heather on her travels
- Consultancy and blogger outreach
- Project Management & tracking of blogger campaigns

Who we've worked with



Member



As seen in

