

CISION®



TRAVEL PITCHING KIT



THE TRAVEL INDUSTRY IS BOOMING:

In 2016, Canada welcomed 20 million travellers— the highest number since 2002 and second highest ever.

Forging relationships with travel influencers is crucial to getting your story to consumers, and the influencers featured here represent many of the travel and tourism publications and blogs where your business could potentially be featured. We'll share insights on how each individual influencer prefers to receive pitches, as well as demographics on where you can find these travel influencers on social to start building relationships. For tips on how to more effectively pitch influencers, refer to the [2017 SOTM](#).



CISION®



KATHY BUCKWORTH

AUTHOR & BLOGGER

✉ kathy@kathybuckworth.com

🌐 www.kathybuckworth.com

SOCIAL MEDIA:

🌐 Kathy Buckworth

🐦 @kathybuckworth

📘 AuthorKathyBuckworth

📷 @kathybuckworth

TOPICS COVERED

Travel, Luxury Travel, Family & Parenting

PROFILE: Kathy Buckworth is an award winning writer, public speaker, and television personality. She is the author of six books, including "I Am So The Boss of You: An 8 Step Guide to Giving Your Family The Business" (Random House). Warner Brothers Television has purchased the rights for this book. Kathy contributes for the Huffington Post Canada, Post City Magazines, and Canada AM. She also delivers a bi-monthly travel segment called How She Travels on SiriusXM Canada. She also writes regular travel features for Metro News and GoodLife Magazine.



Contact her via e-mail or the online form on her personal website.

CAREER:

2016 - CHCH TV, "Get, Set, Go!" Freelance Reporter

2015 - Cineplex Entertainment, Contributor/Expert Parenting & Travel, TimsTV

2014 - Z103.5 and 88.5 the Jewel, Evanov Radio Group, "How She Travels", Travel Correspondent

2014 - Post City Magazines, Columnist

2012 (September) - Metro News, "It's All Relative" Columnist

2011 - The Huffington Post (Canada), Blogger

2010 - Sympatico.ca, Feature Writer

PUBLICATIONS:

2013 - I Am So The Boss of You (McClelland & Stewart)

2010 - Shut Up & Eat: Chicken, Children, and Chardonnay (Key Porter Books)

2009 - The BlackBerry Diaries: Adventures in Modern Motherhood (Key Porter Books)

2008 - Journey to the Darkside (Key Porter Books)

2006 - SuperMom: A Celebration of All You Do (Sourcebooks)

2005 - The Secret Life of SuperMom: How the Woman who Does it All...Does It! (Sourcebooks)

EDUCATION:

1986 - York University, B.A. Political Science / Government



CANDICE WALSH

BLOGGER

✉ candicewalsh@gmail.com

🌐 www.freecandie.com

SOCIAL MEDIA:

🌐 [candicewalsh](#)

🐦 [@candicewalsh](#)

📷 [@candicewalsh](#)

📌 [@candicewalsh](#)

📘 [freecandieblog](#)

📺 [candicew86](#)

TOPICS COVERED:

Travel, Lifestyle, Writing

MEDIA NAME: Free Candie

PROFILE: I'm a 20-something freelance writer, living and working my way around the world. A Newfoundlander born and bred, you'll currently find me stretching my location independent legs in Berlin, Germany.

CAREER: I have a BA in English with a minor in Classics, and a diploma in Professional Writing from the Memorial University of Newfoundland. I just completed my first manuscript with Humber College. I've been freelancing for five years and have been working remotely for just as long, all around the world. I've been published everywhere from BBC Travel to CBC to MatadorNetwork.com.





JANICE WAUGH

PUBLISHER & BLOGGER

✉ info@solotravelerworld.com

🌐 solotravelerworld.com

SOCIAL MEDIA:

🐦 @solotraveler

📌 @solotraveler1

📘 @solotraveler

👤 +JaniceWaugh

TOPICS COVERED:

Travel

MEDIA NAME: Solo Traveler

PROFILE: Waugh is Publisher and a Blogger at Solo Traveler and covers Solo Travel, Travel Safety, Solo Travel Tips, Destinations and Solo Travel Stories.



She can be contacted via the main e-mail.

CAREER:

2009 - Solo Traveler, Publisher / Blogger / Speaker

2004 - Words, Copy & Content Writer

PUBLICATIONS:

2012 - The Solo Traveler's Handbook (Full Flight Press)

EDUCATION:

2004 - University of Toronto, M.A. History

1980 - Carleton University





HEATHER GREENWOOD DAVIS

BLOGGER

✉ heather@globetrottingmama.com

🌐 globetrottingmama.com

SOCIAL MEDIA:

🐦 @greenwooddavis

🌐 @greenwooddavis

📷 @heathergd

📘 @globetrottingmama

📺 [globetrottingmama](http://globetrottingmama.com)

🔍 +HeatherGreenwoodDavis

TOPICS COVERED:

Travel, Family Travel

MEDIA NAME: Globetrotting Mama

MEDIA OUTLETS CONTRIBUTED TO:

The Toronto Star

Lexpert Magazine

Various other media outlets in print, television, radio and online

PROFILE: Heather Greenwood Davis is the founder of the award-winning Blog Globetrotting Mama.com and an internationally recognized Family Travel specialist. She is also a Contributing Editor at National Geographic Traveler, a columnist at Lexpert magazine and a regular features contributor to The Toronto Star. A freelance writer based in Toronto, Greenwood Davis also sits on the advisory board of the Family Travel Association and is a regular guest expert on television programs including The Social and CTV Canada AM.

Contact her via e-mail, not by phone.



A journalist and former lawyer who has been a full time freelance writer since 2007, Greenwood Davis was the winner of the 2012 inaugural Travelers of the Year award after taking her young family around the world. The 12-month odyssey hit 39 countries on six continents. Recent outlets include: Islands Magazine, National Geographic Traveler, Canadian Living, Today's The Social, Canada AM, The Toronto Star Lexpert Various other media outlets in print, television, radio and online.

CAREER:

2011 - Freelance, Writer (April)

Present - Globetrotting Mama, Blogger

Canadian Living, Contributor

Today's Parent, Contributor



VANESSA CHIASSON

BLOGGER

✉ vanessa@turnipseedtravel.com

🌐 www.turnipseedtravel.com

SOCIAL MEDIA:

🐦 @Turnipseeds

📌 @turnipseedtrav

📘 @TurnipseedTravel

📺 TurnipseedTravel

👤 +VanessaTurnipseedTravel

TOPICS COVERED:

Travel

MEDIA NAME: TurnipSeed Travel

PROFILE: Vanessa Chiasson is the Blogger at TurnipSeed Travel, covering travel tips, destinations and accommodations, and musings and reflections on travel.



Contact her via e-mail.

Vanessa Chiasson is a freelance writer, digital content creator, and the founder and head writer of TurnipseedTravel.com, which was established in early 2012.

Turnipseed Travel brings inspired storytelling and tales of intrepid value travel to an international audience. Vanessa's travels have taken her around the world - from Malawi to Myanmar - as well as around her own neighbourhood of Ottawa, Ontario, Canada.

She's passionate about quality, spending wisely, and helping readers get the best bang for their buck - a philosophy that fuels her global storytelling about incredible local food, wine, coffee, bookstores, art galleries, museums, small businesses, quirky characters, and personal misadventure.

Vanessa was named 2013 Travel Writer of the Year by Norfolk County Tourism, and TurnipseedTravel.com was named one of the top 100 most influential blogs by the White House and was second place winner for best Canadian Travel Blog and best Product Review Blog by the Canadian Web Log Awards.

Vanessa has spoken at several conferences on travel, travel blogging, and social media, including TBEX, WITS, and BConnected. She is a co-host of #girlstravel and #SBTC Twitter chats.



MARIELLEN WARD

BLOGGER

✉ mariellen@breatheditgo.com

🌐 breatheditgo.com

SOCIAL MEDIA:

🌐 MariellenWard

🐦 @breatheditgo

📷 @breatheditgo

📘 breatheditgo

📌 breatheditgo

📺 breatheditgo

🔗 +MariellenWard

TOPICS COVERED:

Travel, Asia

MEDIA NAME: Breatheditgo

PROFILE: Ward is a Blogger who covers Travel in India. Contact her via e-mail. She is the publisher and owner of the travel blog, "Breatheditgo." Mariellen is also a freelance writer and editor with an interest and specialty in travel, health, wellness, lifestyle, arts & culture, personal finance and investment, international aid and the welfare of children.



CAREER:

2009 - present - Breatheditgo, Publisher / Blogger (August)

2000 - present - Freelance Writer / Editor / Journalist / Content Producer (January)

2011 - Travel+Escape, Associate Editor (December)

2009 - Trapeze Media, Managing Editor (September)

2008 - Transcontinental, Feature Writer / Blog Editor (September)

2001 - Ariad Custom Communications, Freelance Personal Finance & Investment Writer / Editor (January)

1998 - Ariad Custom Communications, Managing Editor (October)

EDUCATION:

1986 - Ryerson University, B.A. Journalism





CORINNE MCDERMOTT

FOUNDER & EDITOR

✉ info@havebabywilltravel.com

🌐 havebabywilltravel.com

SOCIAL MEDIA:

🐦 @hvbabywilltrvl

📷 @havebabywilltravel

📘 HaveBabyWillTravel

📌 hvbabywilltrvl

📺 travel4kids

👤 +CorinneMcDermott

TOPICS COVERED:

Travel, Family Travel

MEDIA NAME: Have Baby Will Travel

PROFILE: McDermott is the Editor in Chief of Movie Entertainment. She is also the Founder and Editor for Have Baby Will Travel. She requests that PR contacts please ensure all pitches are family travel-related.



Contact her via the main e-mail.

CAREER:

Present - Have Baby Will Travel, Editor

2011 - Banger Films, Production & Research (August)

2010 - It Gets Better Canada, Production Manager (October)

2007 - Present - Have Baby Will Travel, Editor (April)

1999 - MuchMoreMusic - a division of CTV Inc., Producer (October)

PUBLICATIONS:

2012 - Rogers Media, Today's Parent

2012 - Star Media, The Toronto Star

2011 - St. Joseph's Media, Canadian Family

EDUCATION:

2011 - Toronto Business Development Centre

Ryerson University, B.A. Radio & Television Arts





KIM GRAY

EDITOR IN CHIEF

✉ kim@toqueandcanoe.com

🌐 www.toqueandcanoe.com

SOCIAL MEDIA:

🌐 Kim Gray

🐦 @toquecanoe

📷 @toqueandcanoe

📘 toqueandcanoe

TOPICS COVERED:

Travel

MEDIA NAME: Toque & Canoe

PROFILE: Kim Gray is Editor in Chief of Toque and Canoe covering Travel in Canada.

Contact her via e-mail.



Kim Gray was previously a contributing features columnist to the Calgary Herald.

Worked for CBC Radio, CBC TV, The Globe and Mail, The Calgary Herald and The Vancouver Sun.

Published in Readers Digest Canada, Canadian Living, Utne Reader, Sunset magazine, Alberta Views and Swerve magazines.





NANCY BESHARAH

BLOGGER

✉ hello@Luxetravelfamily.com

🌐 www.luxetravelfamily.com

SOCIAL MEDIA:

🐦 @luxetravelfam

📷 @luxetravelfamily

📘 Luxetravelfamily

📌 luxetravelfam

👤 +NancyBesharah

TOPICS COVERED:

Travel, Travel Agencies, Family Travel,
Luxury Travel

MEDIA NAME: Luxe Travel Family

PROFILE: Nancy Besharah is the Blogger of Luxe Travel Family covering luxury travel, family travel and air travel experience. She is currently in British Columbia.



You can reach her via e-mail.





MARGARET BOURNE

BLOGGER

✉ suburbantourist@gmail.com

🌐 suburbantourist.ca

SOCIAL MEDIA:

🌐 Margaret Bourne

🐦 @gosiabourne

📷 @suburbantourist

📘 SuburbanTourist

📌 margbourne

👤 +MargaretBourne

TOPICS COVERED:

Outdoor Recreation, Travel, Photography, Hiking, Lifestyle, Food, Recipes, Nature & Wildlife

MEDIA NAME: Suburban Tourist

PROFILE: Margaret Bourne is the Blogger behind Suburban Tourist, covering Outdoor Recreation, Lifestyle, Photography, Hiking, Food and Travel. She is interested in products and services available in Canada (not US only). She is also an editor and blogger at OutdoorAdventurers.ca, and works as an account director for Swerve Public Relations. She can be reached by email.

She can be reached by email.





JIM BYERS

BLOGGER; CONTRIBUTOR

✉ jim@jimbyerstravel.com

🌐 jimbyerstravel.com

SOCIAL MEDIA:

🌐 Jim Byers

🐦 @jimbyerstravel

📷 @jimbyerstravel1

📘 JimByersTravel

TOPICS COVERED:

Tourism, Travel

MEDIA NAME: Jim Byers Travel

PROFILE: Jim Byers is a Freelance Writer that currently writes travel stories and columns for the Postmedia Network as well as regularly working for the Dallas Morning News, Houston Chronicle, Canadian Traveller, Zoomer Magazine and The Australian paper in Melbourne.

He was previously the Travel Editor for the Toronto Star. He was previously the Travel Editor at the Toronto Star, and was in that role for five years. He has been writing travel stories for more than a decade and has covered five Olympic Games and spent years covering the Blue Jays, the Toronto Raptors and the PGA Tour. He's been everywhere from Bonavista to Vancouver Island, as well as China, Hong Kong, Australia, the Caribbean, Thailand, Mexico, Tahiti, New Zealand, Vietnam, a dozen countries in Europe and just about every major city in the U.S. He is a graduate from University of California, Los Angeles.



CISION PITCHING KIT METHODOLOGY

The traditional and non-traditional media professionals featured in the Cision Pitching Kits have profiles in the Canadian Cision Media Database, and are vetted by the company's media research team to verify their positions as media professionals, influencers and bloggers. These individuals must meet certain additional criteria to be featured: they must cover the specific topic being highlighted in the kit, have given direct consent to be listed in the Media Database and must have been verified by the research team recently. The professionals must also be willing to be included in marketing materials and provide in-depth advice for PR pros.



Are you a member of the media who wants to be featured in the next pitching kit?

Contact our Media Research team today!

Uncover more top journalists and trendsetters in your industry with the Cision Communications™ Cloud.

Request a demo now and learn how to build better relationships with influencers who matter.

REQUEST A DEMO

CISION®