



MEDIA KIT

Wanderlust and Lipstick Website



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TOURS



BETH'S BLOG



SPEAKING

ABOUT BETH



With nearly 30 years of travel under her belt, Beth Whitman has made a name for herself as a women's travel expert.

She is a contemporary wanderer, combining her love for travel with volunteer work, philanthropy, adventure trips, fitness, travel writing and business.

Beth has completed the 25-day, 220-mile Snowman Trek in Bhutan (one of the most difficult treks in the world), finished marathons in Hawaii and Tokyo, ridden a motorcycle solo from Seattle to Panama, and driven the AlCan Highway to Alaska twice.

Beth leads tours through her company, WanderTours, to off-the-beaten-path destinations including India, Papua New Guinea, Bhutan, Vietnam and Cambodia, Burma, Thailand & Laos, Bali & Java and Tanzania. She also offers culinary tours to Santa Fe, Seattle and New Orleans.

She's inspired travelers through her speaking engagements throughout North America as well as in Italy and Spain.

Beth has written two guidebooks to encourage women to travel, runs the popular and information-laden website, Wanderlust and Lipstick, and leads tours through WanderTours.

In 2015, she started the WanderWorld Foundation, a nonprofit 501(c)(3) that provides support to women and children's organizations around the world.





AS SEEN IN...

The New York Times

USA TODAY

CNN.com

SELF magazine

The Seattle Times

MORE magazine

MSNBC

Los Angeles Times

FODOR'S

Real Simple magazine

MINT.com



SOCIAL MEDIA REACH and AUDIENCE



70,000 uniques per month
10,000 newsletter subscribers
11,500+ Facebook fans and friends
7,100 Pinterest followers
1,100 Instagram followers
65% female
55% 25 - 44 years old
From the US, UK & Canada



WANDERLUST AND LIPSTICK

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BRAND AMBASSADOR OPPORTUNITIES

Beth Whitman has become synonymous with women's travel and the definitive resource that women turn to when looking for travel information and inspiration.

**Product Review & Giveaways
Speaking Gigs
Travel Writing Contests
Destination Videos
Social Media Promotion**



SPONSOR TESTIMONIALS



"Our campaign with Wanderlust and Lipstick allowed us to engage with our target audience who is interested in the new meaning of experiential travel. Focusing on our key style for the season, we received over 800 Facebook shares and 100 retweets--allowing our brand awareness to grow organically beyond just the blog post into an all-around social campaign."

Steve McCann, Horny Toad

"We consider Beth one of our success stories. After a hosted trip, she has been instrumental in raising awareness of our destination through her writing and social media posts. We're now thrilled to see her bring groups back year after year."

Ally Stolz LaBriola, Papua New Guinea Tourism

SPEAKING ENGAGEMENTS

Since 1994, Beth has inspired travelers through her speaking gigs in North America and around the world.

SPEAKING GIGS

- New York Times Travel Show
- Travel & Adventure Show
- TBEX
- Travel Bloggers Unite
- REI
- Backwoods Luggage
- Plus many more...

RADIO and PODCASTS

- Peter Greenberg
Worldwide Radio Show
- Amateur Traveler
- The Radio Blog
- KUOW, Sound Focus
- KUNM, Women's Focus
- Daily Travel Podcast
- Indie Travel Podcast
- Plus many more...



"I just wanted to say thank you for putting on such a great program at our store! You are very inspiring...when customers were leaving, a good number of them were raving about the program and expressed how much they enjoyed it and how much they learned."

Cindy McClelland, Changes in Latitude, Boulder, CO

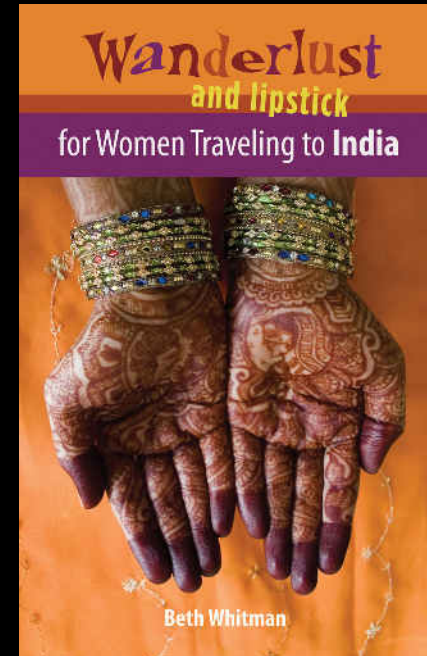
"Your energy and passion for travel liven up dull lives and encourage us all to venture forth to connect with one another."

Anne W.

Contact Beth at Beth@WanderlustAndLipstick.com to schedule a speaking engagement.

WANDERLUST AND LIPSTICK GUIDES

Beth Whitman is the author of the popular Wanderlust and Lipstick Guides for women travelers



"Wanderlust and Lipstick: The Essential Guide for Women Traveling Solo In a nutshell: A pep talk for the timid and the indecisive – a sort of you-can-do-it! primer for the gal who hasn't been out much – with or without companions. Advice ranges from basic booking strategies to health considerations."

USA Today

"Women have emerged in recent years as a growing demographic of travelers, stepping out either on solo adventures or in groups fueling growth in tourism by Americans. For the planning stage and for first-time travelers, there is Whitman's website and book, which is full of specific details regarding how to pack and how to book a trip. This one is best for the nervous newbie."

Library Journal

CONTACT

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