Dear (Name of PR rep or Hotel Manager)

I hope this email finds you well.

I am **XXX**, destination and hotel marketer, social media manager, travel writer and luxury traveler.  I am also the founder of the luxury travel site **XXX**. As a travel writer I contribute to travel and luxury hotel publications such as (list outside publications you write for if any).

For **xxx** years I have been working with destinations, luxury brands, and Tourism Boards providing online marketing via my successful travel blog and social media networks. I will be in the **XXX** (list area, state, or country where the hotel is located) for a media trip in **XXX** (month of your visit) and would love to include **XXX** (name of hotel/resort) in the editorial features produced from my visit.

**About Us**

**XXX** (your website with link) is targeted towards the luxury traveler/couple, however we also attract a readership of everyday people wishing to find an opportunity to break into the world of travel.

Our demographics reflect that visitors to SeriouslyTravel are aged between 18-44 and are split between the United States (67.18%), Great Brittan (13.68%), followed by Australia (7.9%), Spain (6.2%), and other countries making up the difference (12.94%) Singapore, India, Philippines, Thailand, Hong Kong, and France. (replace numbers with your own)

**XXX** (your website with link) Outside of our XXX (list your annual views) (if your numbers are low, leave this part out) annual views, we have made an impressive impact on social media in the following ways:

▪   **Twitter Followers:** xxx

▪   **Twitter Reach via Triberr:** xxx

▪   **Instagram Fans:** xxx

▪   **Facebook Fans:** xxx

▪   **Pinterest, Google +, Tumblr, StumbleUpon:** xxx

▪   **Klout Score:** xxx

**What We Will Provide**

We would like to provide the following online marketing package for **XXX**:

▪   Feature review and photography of the **XXX** on XXX

▪   Live daily Twitter promotions with **XXX** @NAME of your choice

▪   Live daily Facebook promotions featuring **XXX** @ NAME of your choice

▪   Live daily Instagram promotions featuring photographs of **XXX**

▪   Feature reviews will be heavily promoted via social media

▪   The features will be permanent and SEO friendly to ensure they are seen in Google searches

▪  One review on (if you can get a confirmation from another publication or website then include that here)

▪  One review on TripAdvisor

**What We Would Like From You**

We would require the following assistance in exchange for the above marketing package:

▪   Complimentary accommodations for two adults (please note my review will be based on the type of accommodations I experience), arriving on **XXX**

▪   Complimentary in-room Wi-Fi access

▪   Complimentary Breakfast each morning for two

▪   Complimentary Lunch each afternoon for two

▪   Complimentary Dinner each night for two (excluding alcoholic beverages)

▪   Complimentary activities (if you would like them included in the review)

Thank you for your time and consideration.

I look forward to discussing this with you at your earliest convenience.