



The Wanderfull Traveler

Culinary Adventures in Southern British Columbia

& beyond

Who is The Wanderfull Traveler?

TheWanderfullTraveler.com



In 2011, Murissa Shalapata had returned from Italy with a hunger for culinary adventures.

Having just moved to Kelowna she soon realized she lived in a culinary region that was coming into its own. Recognizing the lack of online presence her adopted home had within the travel blogging community She took it upon herself to champion the region rivaling Napa & Tuscany.



Thus began...

TheWanderfullTraveler.com

Murissa began to write about the wineries, local events, new restaurants and her tendency to travel in search of more culinary adventures. She wanders the valley to satiate her appetite and wanderlust.

Why Work With The Wanderfull Traveler?

- I graduated UBC Okanagan with a double major in Creative Writing and Art History. I know how to tell a good story by capturing readers with both visuals and the written word.
- I was selected by Navigate Media Group to attend the BlogHouse Ireland in 2013 where I learned to hone my skills in all aspects of blogging from social media to travel writing.
- I was named as one of the top 100 Canadian blogs by FlightNetwork.com in 2013.
- I have experience in Photoshop, professional photography, travel writing, and video.

- I was awarded \$2000 by the TripleSpot travel app for my coverage of both Vancouver and Kelowna events, restaurants and activities.
- I have worked with large scale companies such as GowithOh European apartments, the Westin (Vancouver & Whistler), Mission Hill Winery and CEO Stephen Leckie of the Gold Medal Plates. I have also worked with smaller local businesses such as the Naramata Heritage Inn & Spa and Sandrine French Pastry and Chocolate.





Social Media & Audience

With The Wanderfull Traveler you'll get coverage on all social media outlets and will be reaching your targeted audience.



Combined Social Media Fans Including Monthly Newsletter =

3200+



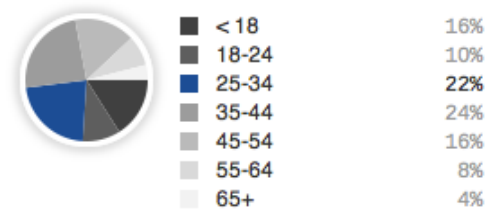
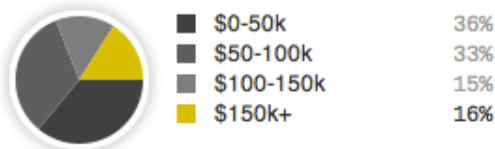
As a Local Expert for the Okanagan your product, brand and services will be provided upon the Afar online resource for travel. (Afar.com)

Statistics*

Monthly Unique Visitors
2500+

Audience
USA 40%
CAN 19%
UK 10%

Female 65% Male 35%



Household Income
More Affluent

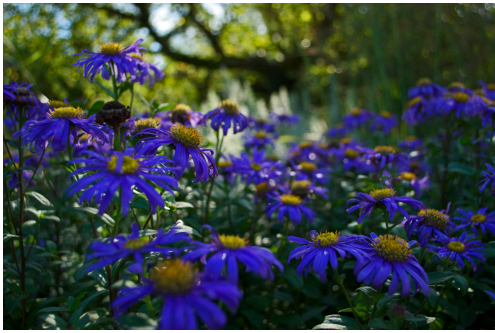
Education Level
Graduate And Post Graduates

Age
Adults

* Statistics calculated over a 30 day period by Google Analytics and Quantcast.com.



Advertising Opportunities



The Wanderfull Traveler offers a variety of advertising opportunities and is open to creating more specific options to suit your needs.

- Banner ads
- Links with a post
- Reviews
 - accommodations
 - tours/activities
 - restaurants
 - books
 - travel/culinary related products
 - wineries

Event Coverage & Video



Whether it's a grand opening of a restaurant, winery or you want to gain some interest in a cooking class or tour, I have covered it all.

Video is always available and is a great way to display a unique atmosphere, setting and accommodation.

Let's discuss ways we can utilize video to communicate your brand to a larger audience.



Press Trips/Partnerships



I would be honored to have the opportunity to be included on a press trip within Canada or further afield.

If you are looking for an affiliated traveler with professional grade photography please get in touch with me.

CanadianCulinaryTravel@gmail.com



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