We CUSTOMIZE your best CONSCIOUS trip with CERTIFIED local suppliers

✓ **Sustainable** 100% | ✓ **Independent** advice | ✓ **Customizable** trips | ✓ **5-star** rated | ✓ **Local** prices | ✓ **Insured** funds

The Approach

Fair Voyage is a travel company that specialises in offering sustainable and ethical tours to Africa and developing countries.

My role was to:

- **Produce content on behalf of Fair Voyage**
- **Write Facebook and LinkedIn content**
- **Create email marketing content**

Client Aims

**Increase partnerships with tourism boards
and travel agencies**

Create chatbot content

Increase email subscribers

Write news articles and news

My Solution

- **Created a News & Articles section for the website**

- **Launched highly-targeted email marketing campaign aimed at travellers**

- **Created a PR campaign which contributed to Fair Voyage forming profitable partnerships with other travel and tourism organizations (such as those below)**

Unique Marketing Ideas: Ethical Partnerships

Fair Voyage is unique in that it only works with tourism companies that have a proven commitment to sustainable practices.

Therefore, I had to find a way to reach out to companies that shared the same values as Fair Voyage.

So my marketing campaign was an emotive strategy designed to:

- **Highlight the business benefits of ethical tourism**
- **Demonstrate the advantages of partnering with Fair Voyage**
- **Show the ways in which ethical tourism has helped local communities around the world**

How to Climb Kilimanjaro Responsibly: #3 Leave No Trace

Are you about to book your Kilimanjaro climb and wonder what you should look out for in your tour operator? Or are you already about to embark on this once-in-a-liftime adventure, and wonder what you could do to climb Kilimanjaro responsibly?

There are a few things to watch out for. Keeping the environment clean, meaning to *Leave No Trace*, is one of them. In this article, we'll explain Leave No Trace in the context of Mount Kilimanjaro, and what you can do to make a difference.

Why It Matters

Search …   🔍

Recent Responsible Travel Updates

How to get a free water refill and avoid plastic waste while travelling
May 1, 2018

Why every traveller should carry a

Ethical Partnership: Fair Wages

- I created a multimedia strategy which focussed on fair wages for tourism employees in developing countries.

- I wrote a series of blogs about the lives of porters, mountain guides and other workers in developing countries and the hardships they face.

- Then I presented a colourful infographic and video snapshot about some of the amazing work Fair Voyage has done in ensuring these workers get paid fairly.

- This included an educational campaign to tourists about how fair pay enhances their travel experiences.

Video Ads

There were 3 parts to my video marketing campaign for Fair Voyage

- Showcasing sustainable tourism initiatives
- B2B marketing highlighting the benefits of ethical partnerships
- Advertising African safari tours

Most of the advertising videos were silent videos, designed to stimulate emotions and nostalgia aimed at encouraging people to sign up for ethical tourism services.

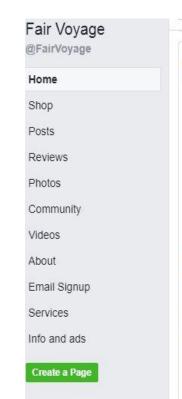An example of the advertising videos I put together is below.

Fair Voyage Facebook Content

- **I created a series of Facebook posts and videos**

- **When I first started working for Fair Voyage they had no Facebook followers**

- **Thanks to my targeted, multimedia strategy, they now have more than 1,000 followers**

ECOBRICKS

IN
THE
KNOW

THE REPURPOSED
BOTTLES ARE CALLED
'ECOBRICKS'

-0:54

See more

Community   See all

👍 1,027 people like this

📡 1,028 people follow this

About   See All

📞 020 3286 8865

⊘ Typically replies within a few hours
    Send message

🌐 www.fairvoyage.com

🗂 Tour agent

ⓘ Impressum

🕐 Hours
    Always open

✎ Suggest Edits

Team Members

Outcomes

- **Increase in Facebook subscribers**

- **5X ROI thanks to profitable partnerships I helped to create**

Increased brand awareness measured via:

- **Google Analytics: achieved a 25% rise in engagement**

- **Subscribers: 100 new subscribers added onto email database**

- **Traffic: 10x increase in website traffic measured through Google Analytics**