

# LE LONG WEEKEND

## EUROPE INSPIRED TRAVEL BLOG



Le Long Weekend is a travel blog that aims to inspire people to travel deeper, make a connection with a destination, wander off the regular tourist trail, and support sustainable tourism.

The blog has a heavy emphasis towards travel to & within Europe and has become a trusted resource on the subject.

With our inspirational pieces that capture the imagination, in-depth destination guides, and targeted reviews, our content helps people at every stage of the holiday planning cycle.

### FEATURED IN & WORKED WITH



### BLOG STATS

54,000  
Monthly unique  
page views

36,500  
Monthly unique  
visitors

15,000  
Social media  
followers

81%  
Organic search  
traffic

## NADINE MAFFRE



Nadine is a New Zealand born travel writer and photographer currently residing in Provence, France.

With a background in Investment Banking and Commercial Insurance, Nadine returned to university after the birth of her son to study Communication. She gained experience in content writing, SEO, destination marketing and web design in a corporate environment before launching Le Long Weekend in 2016.

An avid traveller, Nadine makes destinations shine through informative, inspiring writing and stunning photography.

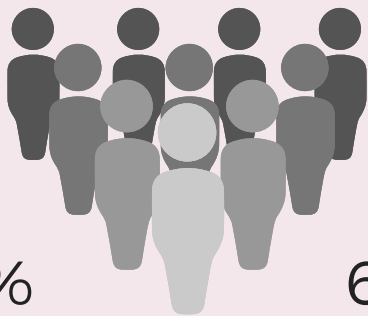
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@LELONGWEEKEND

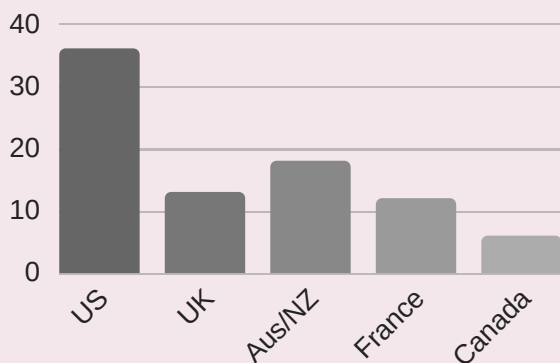
# AUDIENCE

Le Long Weekend's audience is educated, affluent, independent and well-travelled.



70%  
FEMALE

62%  
AGED 25-44



“ This is an absolutely fantastic itinerary and so wonderfully well-explained; the best I've found anywhere on the Internet. It has helped us immensely to organise our own itinerary. Thank you so much! ”  
- Kyle

# WHY WORK WITH US?

Le Long Weekend has established authority within the European travel market. Not only as a trusted resource for our audience but also through the eyes of Search Engines. Over 80% of our traffic comes from Google!

**By working with Le Long Weekend, your brand, destination, or product will reap the rewards for years to come.**

Nadine's SEO expertise and subject authority allow her to continuously rank above the likes of Lonely Planet, CN Traveller and Trip Advisor in search results. See examples below:

## RANKED #1 IN GOOGLE US & UK

- Southern France Itinerary
- Day Trips from Aix-en-Provence
- Winter Breaks in Spain
- Self Guided Walking Tour of Paris

## RANKED TOP 5 IN GOOGLE US & UK

- Travelling to France
- Winter Sun in Europe
- Best Towns in Puglia
- Things to do in New Zealand



# TESTIMONIAL

We had the pleasure of collaborating with Le Long Weekend on a trip to Puglia in March 2018. Nadine was professional at all times. She was a pleasure to work with and we were thrilled with the speed and quality of the coverage that the company received following her stay. Her writing is a delight to read. She also took the time to collate and share the impact of her social media and blog coverage with us. We would love to work with Nadine again in the future.  
Jo Mackay, Bookings For You

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