



Ethno Travels



Ethnographic
Travel

MEDIA KIT 2020

ONE FOOT IN THE BASQUE COUNTRY, THE OTHER IN ASIA, I HAVE BEEN A TRAVEL BLOGGER SINCE 2007. SPECIALIZED IN ETHNOGRAPHIC TRAVEL, THE CONTENT OF MY NEW BLOG ETHNO TRAVELS AND MY YOUTUBE CHANNEL PUT HUMAN AT THE HEART OF THE DISCUSSIONS. LEARNING A LITTLE MORE EVERY DAY AND SHARING THESE DISCOVERIES IS MY LIFE PHILOSOPHY.



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WITH THE CREATION OF THE BLOG IN JUNE 2017, ETHNO TRAVELS HAS BECOME THE REFERENCE BRAND FOR MANY TRAVELLERS, TOUR OPERATORS AND TRAVEL AGENCIES AROUND THE WORLD, LOOKING FOR AUTHENTIC LOCAL EXPERIENCES, ESPECIALLY IN THE BASQUE COUNTRY AND TRIBAL INDIA.

ETHNO TRAVELS STANDS OUT BY ALSO OFFERING GUIDING SERVICES FOR GROUPS AND TRAVEL AGENCIES AND BY SHARING ITS EXPERTISE IN CUSTOMER RELATIONS, LEADERSHIP AND TRAINING.



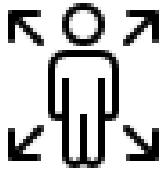
LET'S WORK TOGETHER!

- SPONSORED ARTICLES OR VIDEOS (FRENCH, ENGLISH).
- PRODUCT OR SERVICE REVIEW ARTICLES OR VIDEOS (ENGLISH, FRENCH).
- HOTEL, RESTAURANT, AIRLINE REVIEW ARTICLES OR VIDEOS (FRENCH, ENGLISH).
- RECOMMENDATION OF YOUR HOTEL, RESTAURANT OR LOCAL BUSINESS IN ARTICLES AND/OR VIDEOS.
- CONTENT CREATION: ARTICLES FOR YOUR BLOG, ENGLISH TO FRENCH TRANSLATIONS.
 - COVERAGE OF A FESTIVAL, AN ACTIVITY, A DESTINATION.
 - TAILOR-MADE BRAND AMBASSADOR CAMPAIGN.

WHY DIGITAL?

- 92% OF CONSUMERS TRUST OTHER PEOPLE'S RECOMMENDATIONS RATHER THAN BRAND COMMUNICATION (TOMOSON)
- CONSUMER REVIEWS ARE THE 2ND SOURCE OF CONFIDENCE FOR 70% OF CONSUMERS (TOMOSON)
- 47% READ BLOGS OF EXPERTS AND INFLUENCERS TO FIND NEW SOURCES OF INSPIRATION AND 35% USED BLOGS TO DISCOVER NEW PRODUCTS AND SERVICES (TOMOSON)
- 77% OF INTERNET USERS READ BLOGS EVERY MONTH
- YOUTUBE IS NOW THE SECOND SEARCH SITE BEHIND GOOGLE
- ONLY 29% OF COMPANIES HAVE AN EFFICIENT DIGITAL STRATEGY (BUFFER)

WHY WORK WITH ME?



INFLUENCE

My readers trust me and buy the products and services I recommend, because it is at their request that I started recommending products and companies that I use and believe in.



QUALITY

They like to read my articles and watch my videos because they talk only about authentic experiences, are punctuated with personal anecdotes to reinforce their impact, and are regularly updated and embellished with the latest scientific discoveries when necessary.



EXPERTISE

13 years of blogging. 11 years of vlogging. 22 years of marketing, leadership and training. 13 years of amateur ethnography. Strong recurring themes: Basque Country, tribal India, Ayurveda, customer relationship, positive psychology.



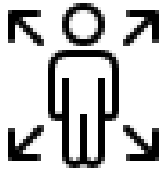
STRATEGY

Action plans, SEO, social media strategy, email marketing, continuity of themes and partnerships ensure visibility of articles and videos for several years and for a targeted audience. Ethno Travels focuses on long term partnerships

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HOW WILL WE WORK?



INFLUENCE

The companies that collaborate with me appreciate that I personally test their services and products in order to be able to give an objective, impartial and convincing feedback to their future customers.



QUALITY

They like that I consider each partnership as unique, listening to their needs, expectations and recommendations, while bringing them a fresh eye on their products and services. I never hesitate to supplement with personal research.



EXPERTISE

My expertise in customer relations and management ensures that they receive an impartial, external and expert opinion on the quality of their services. My in-depth knowledge of the topics covered allows me to attract a targeted clientele.



STRATEGY

These companies favour the long term. With Ethno Travels, they know that they are assured of a regular follow-up, long-term results, a follow-up of the subjects and a close collaboration.

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WILL YOU JOIN THE LIST OF MY FAVOURITE COMPANIES?



Qatar Airways is the airline I have been loyal to for my flights to Asia since 2007. Its asset: its extraordinary quality of service at a very competitive price.



The Accor Group's reputation as a leader in hospitality in Europe speaks by itself. Having had the chance to be trained in customer relations and management in partnership with Accor and to have visited their Academy, I admire the quality of their services and their extensive offer for all budgets.



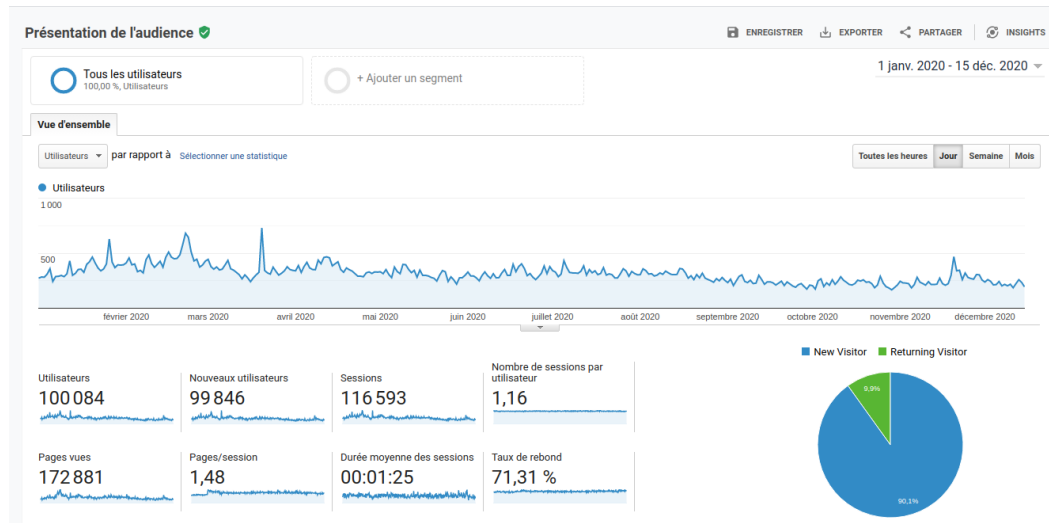
I discovered Chhattisgarh through the tribal culture of the district in 2012. Since then, I have been promoting this destination and working on the development of tribal tourism with local contacts.



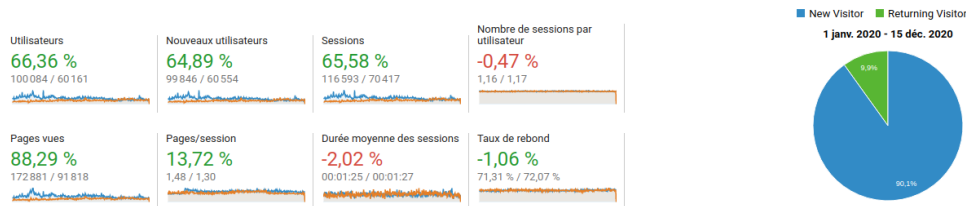
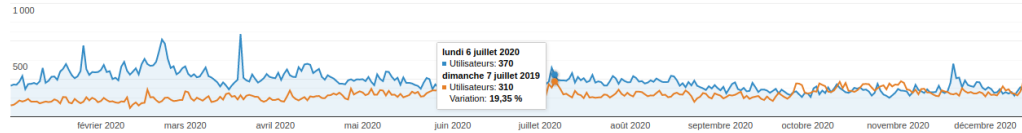
Living in the region since 1999 and passionate about the Basque-Landes culture, I have been promoting it since I started blogging in 2007. I collaborate with several external travel agencies to help them build their tours and guide them.

STATISTICS (BLOG)

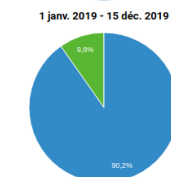
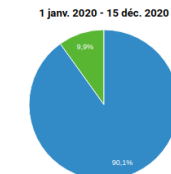
ptes > Ethno Travels
Site Data



1 janv. 2020 - 15 déc. 2020 : Utilisateurs
1 janv. 2019 - 15 déc. 2019 : Utilisateurs



New Visitor Returning Visitor



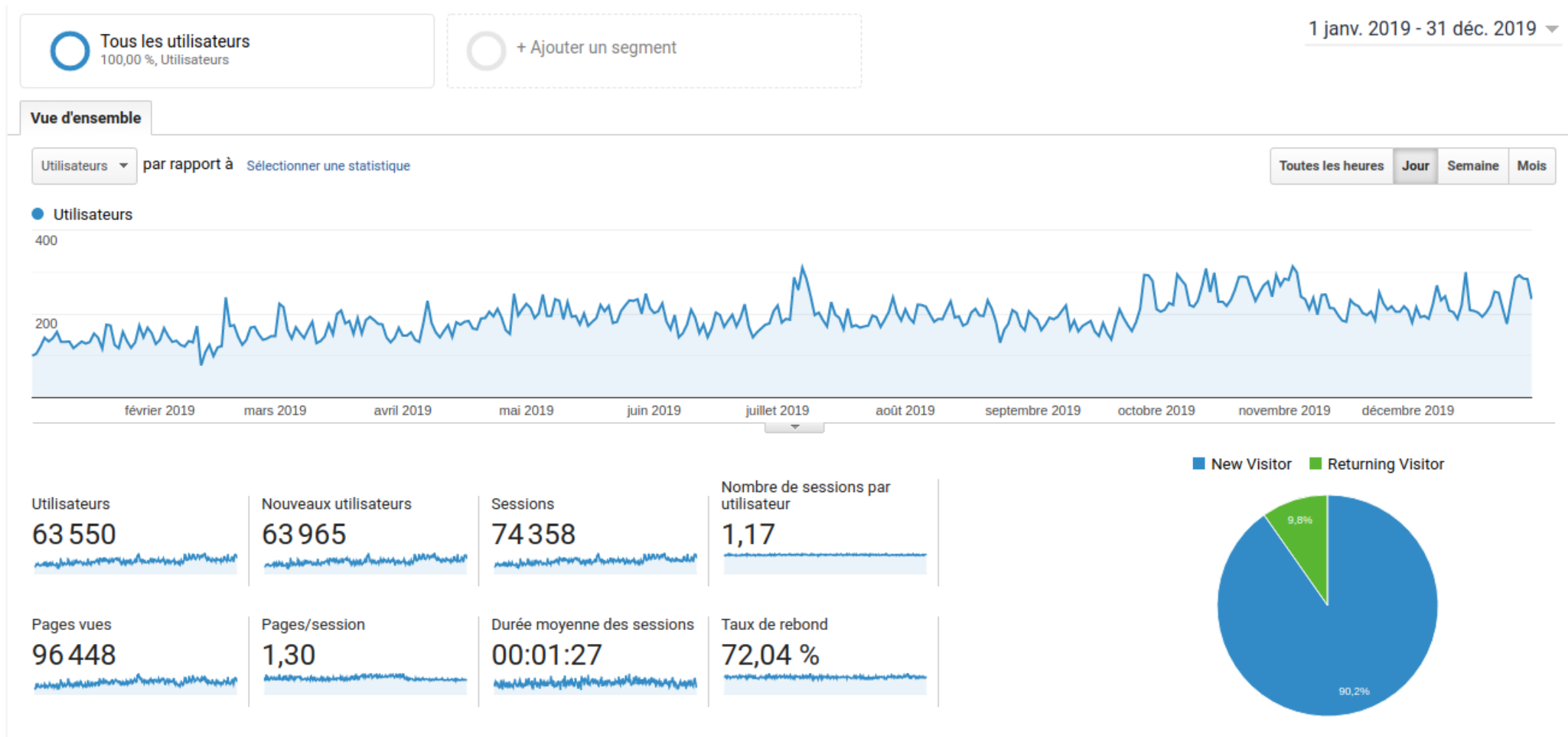
FROM 01.01.2020 TO 12.15.2020

+172 000 pages views
1.48 pages per session
Average session time 1:25
Channels: 76.3% organic search
(SEO), 13.3% social networks, 9%
direct

COMPARISON SAME PERIOD 2019

+88.29 % pages views
Pages per session : +13.72%
Average Session time -2,02 %
Bounce rate: -1,06 %

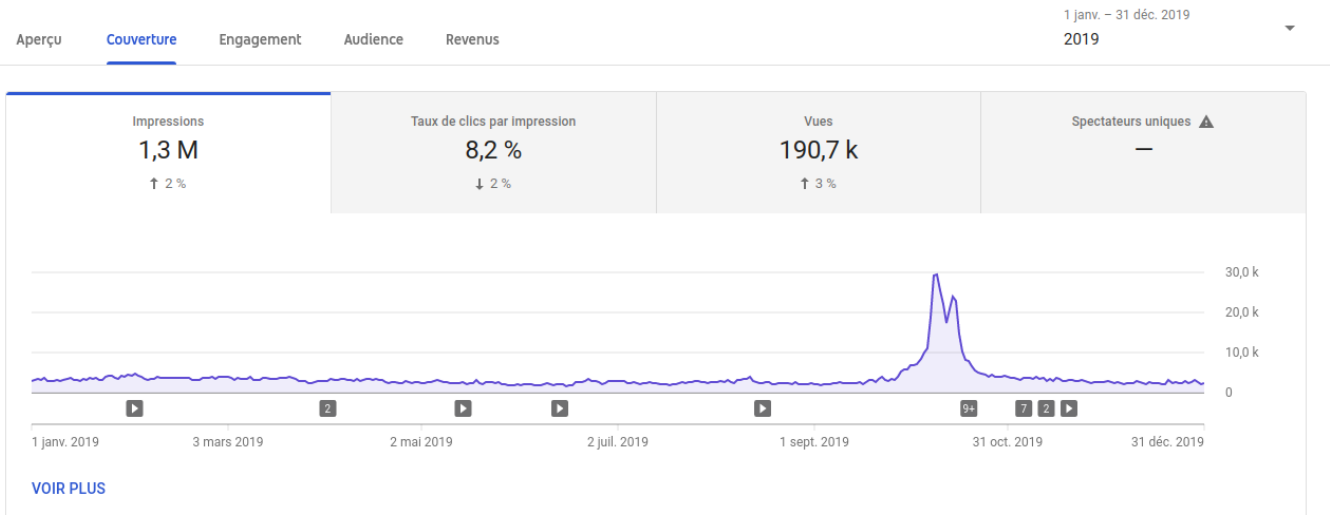
GLOBAL 2019



AT THE END OF JUNE 2020, THE BLOG HAD ALREADY SURPASSED THE TOTAL FOR THE WHOLE OF 2019, DESPITE COVID-19 (BLOG CREATED IN JUNE 2017).

STATISTICS (YOUTUBE)

2019 REPORT



+1.3 million impressions
+190,000 views
+5,300 hours of views
486 additional subscribers
Peaks in October to more than 4K views per day thanks to Bastar Dussehra, an Indian tribal festival I've been promoting since 2012

JAN-DECEMBER 2020



+150K views
441 additional subscribers
1,695 subscribers (1K subscribers reached in August 2019)
The decrease is explained by the cancellation of the public rituals of Bastar Dussehra following Covid-19.

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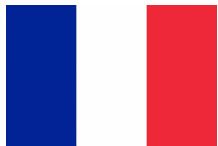
DEMOGRAPHY

BLOG

CHANNEL



Travellers looking for authentic experiences and advice.
Women looking for organic products for hair care, beauty and health.



48%

Amla, Basque festivals

17.7%

Basque festivals, amla, Biarritz



14%

Amla, Basque cuisine



8%

Amla

66.7%

Bastar Dussehra, Indian tribes



4%

Amla, Basque festivals

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PROMOTION OF BASTAR 2012-NOW



2012

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Press articles, TV interviews, blog articles, YouTube videos, social media campaigns, organisation of guided tours

2015

2018

फ्रांस की लैंग्लेट और टोकोरूकू को भाया बस्तर, बांधी धोती, किया दर्शन

फ्रांसिसी सैलानी दंतवाड़ा पहुंचे, पारंपरिक परिधान में पहुंचे दंतेश्वरी मंदिर



बदलता बस्तर पर्यटन प्रेम के चलते फ्रांस में रेलवे अफसर की नौकरी छोड़ने वाली स्टीफन ने दो दिन दंतवाड़ा में गुजारे सिरपुर से ज्यादा खूबसूरत धरोहरें बारसूर में : स्टीफन



फ्रांस की स्टेफन ने दंतवाड़ा में चखी चापड़ा चटनी



PROMOTION OF AMLA

BETWEEN JANUARY AND DECEMBER 2020, ARTICLES ON THE AMLA ALONE ACCUMULATED MORE THAN 92,000 VIEWS (MORE THAN 53% OF THE TOTAL BLOG VIEWS). NEARLY 49,800 IN 2019 AND AN AVERAGE TIME SPENT ON THESE PAGES OF 7:59MNS!

MY VIDEO ON AMLA OIL FOR HAIR HAS ALREADY GENERATED NEARLY 7,000 VIEWS (VIDEO PUBLISHED JUNE 14, 2019) AND THE ONE ON POWDER 1,200 (JULY 2020)

NEARLY 57,000 VIEWS OVER THE LAST 3 MONTHS FOR MY PINTEREST PINS ON

AMLA

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LE SECRET DE BEAUTÉ
DES INDIENNES



EMAILS, BLOG COMMENTS, YOUTUBE COMMENTS AND EVEN PHONE CALLS ALMOST EVERY DAY ON THIS TOPIC.

PROMOTION DE LA CULTURE BASQUE

THE ARTICLES ON BASQUE FESTIVALS ALONE RECORDED MORE THAN 50,000 VIEWS BETWEEN JANUARY AND DECEMBER 2020, INCLUDING MORE THAN 26,000 VIEWS FOR THE MAIN ARTICLE (FESTIVALS CALENDAR).

SEVERAL VIDEOS ON THE BASQUE COUNTRY EXCEED 10,000 VIEWS, WITH MORE THAN 22,000 VIEWS FOR THE SARE FESTIVITIES.

OVER THE LAST 3 MONTHS, THE PINTEREST PINS ON THE BASQUE COUNTRY HAVE RECORDED MORE THAN 100,000 VIEWS

THANKS TO THE BLOG AND THE CHANNEL, I NOW WORK WITH TRAVEL AGENCIES AND GROUPS OUTSIDE OF THE BASQUE COUNTRY TO HELP THEM PLAN THEIR TOURS AND GUIDE THEM



ONGOING PROJECTS

BASQUE COUNTRY-LANDES: CONTINUE TO TEST AND LIST THE BEST LOCAL BUSINESSES (HOTELS, RESTAURANTS, HANDICRAFTS, ATTRACTIONS) ON THE BLOG AND THE CHANNEL, ADDING MY EXPERT TOUCH ON CUSTOMER RELATIONS

YOUTUBE CHANNEL: REGULAR VIDEOS
(MINIMUM 1 PER WEEK)

TRIBAL INDIA: PARTICIPATION IN THE
KERALA TRAVEL MART, EXPLORATION
OF NEW TRIBAL DESTINATIONS WITH MY
PARTNER AGENCY AND CREATION OF
TOURS



AYURVEDIC PRODUCTS AND STAYS: DURING THE KERALA TRAVEL MART 2021, VISIT
OF THE AYURVEDIC VILLAGE OF MY PARTNER COMPANY IN KERALA

MY IKIGAI

MY PASSION: LEARNING MORE ABOUT INDIGENOUS PEOPLE, THEIR VALUES,
LIFESTYLES, BELIEFS AND SHARE THIS KNOWLEDGE TO HELP THEM LIVE BETTER IN
ACCORDANCE TO THEIR WISHES AND CHOICES

WHAT I AM GOOD AT: SHARING MY
PASSION, MAKING PEOPLE DREAM,
GIVING THEM HOPE, PUSHING THEM TO
GIVE THE BEST OF THEMSELVES AND
FEELING RESPECTED

WHAT THE WORLD NEEDS: OPTIMISM,
TOLERANCE, RESPECT, EMPATHY,
KINDNESS, SMILE, SERENITY,
GENTLENESS, UNDERSTANDING,
EQUALITY, DREAM, HOPE, BENEVOLENCE

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WHAT I DO: PROMOTING ABORIGINAL CULTURES AND SERVICES RELATED TO THEIR
REGION

MY VALUES AND THEIR TRANSLATION INTO ACTIONS

RESPECT

RESPECT

EXEMPLARITY

SINCERITY

PERSISTENCE

EXCELLENCE

COOPERATION

TOLERANCE



RESPONSIVENESS

EXPERTISE

SEO

PERSONALIZATION

EXCHANGE

CUSTOMER RELATION

TACTIC

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DIPLOMAS AND SKILLS

- BACCALAUREATE A2 LETTERS AND LANGUAGES (ENGLISH, GERMAN, LATIN)
- LAW BACHELOR'S DEGREE
- 19 YEARS AS TEAM LEADER AND COMMERCIAL TRAINER SNCF (ACCOR METHODS)

ENTREPRENEURSHIP TRAINING :

- ATELIER LAN BERRI - TRAINING 3
MONTHS BUSINESS CREATION (2017)

- THE IMPLEMENTATION - EM LYON

BUSINESS SCHOOL

- POSITIVE PSYCHOLOGY - UNIVERSITY OF
NORTH CAROLINA

CERTIFICATIONS FOLLOWED :

- SEO (UC DAVIS)

- BRANDING (IE BUSINESS SCHOOL)

- DIGITAL MARKETING

(NORTHWESTERN UNIVERSITY)

- BUSINESS ENGLISH (GEORGIA
INSTITUTE)

NOTE: THE CERTIFICATIONS WERE POSSIBLE THANKS TO THE SPONSORING OF COURSES FROM JULY TO DECEMBER 2020 BY... THE
INDIAN POLICE FORCE!!!

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WANT MORE?

LECTURES: I CAN SPEAK ON SUBJECTS AS VARIED AS EXPERIENTIAL TRAVEL, THE IMPACT OF POSITIVE COMMUNICATION ON PEOPLE, TRAVEL AND CUSTOMER RELATIONS, BASQUE CULTURE, INDIAN TRIBES, ETC.

TRAINING: CUSTOMER RELATIONS,
CONFLICT MANAGEMENT, SUPPORT FOR
THE IMPLEMENTATION OF YOUR DIGITAL
STRATEGY

CONSULTING: CUSTOMER RELATIONS,
MANAGEMENT, SITE AUDIT.
RECOMMENDATIONS OR HELP IN
SETTING UP AN ACTION PLAN

CONTENT MARKETING: DELEGATE YOUR ENTIRE DIGITAL
COMMUNICATION STRATEGY TO ME

EXAMPLES

BASQUE FESTIVALS CALENDAR: [HTTPS://ETHNOTRAVELS.COM/EN/BASQUE-FESTIVALS/](https://ethnotravels.com/en/basque-festivals/)

AMLA OIL FOR HAIR: [HTTPS://ETHNOTRAVELS.COM/EN/AMLA-OIL-FOR-HAIR-GROWTH-AND-THICKNESS/](https://ethnotravels.com/en/aml-a-oil-for-hair-growth-and-thickness/)

HOW TO CHOOSE THE RIGHT TRAVEL BACKPACK:

[HTTPS://ETHNOTRAVELS.COM/EN/BEST-TRAVEL-BACKPACK/](https://ethnotravels.com/en/best-travel-backpack/)

VIDEO ON AMLA HAIR OIL: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=01IAH_V9R70](https://www.youtube.com/watch?v=01IAH_V9R70)

VIDEO ON BASTAR DUSSEHRA: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=AKXRXMEV-CC](https://www.youtube.com/watch?v=AKXRXMEV-CC)

VIDEO ON SARE FESTIVAL: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=Q_WMXYG6M7M](https://www.youtube.com/watch?v=Q_WMXYG6M7M)





CONTACT ME

0033 6 26 03 43 11
stephanie@ethnotravels.com
www.ethnotravels.com/en/

STEPHANIE - ETHNO TRAVELS

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