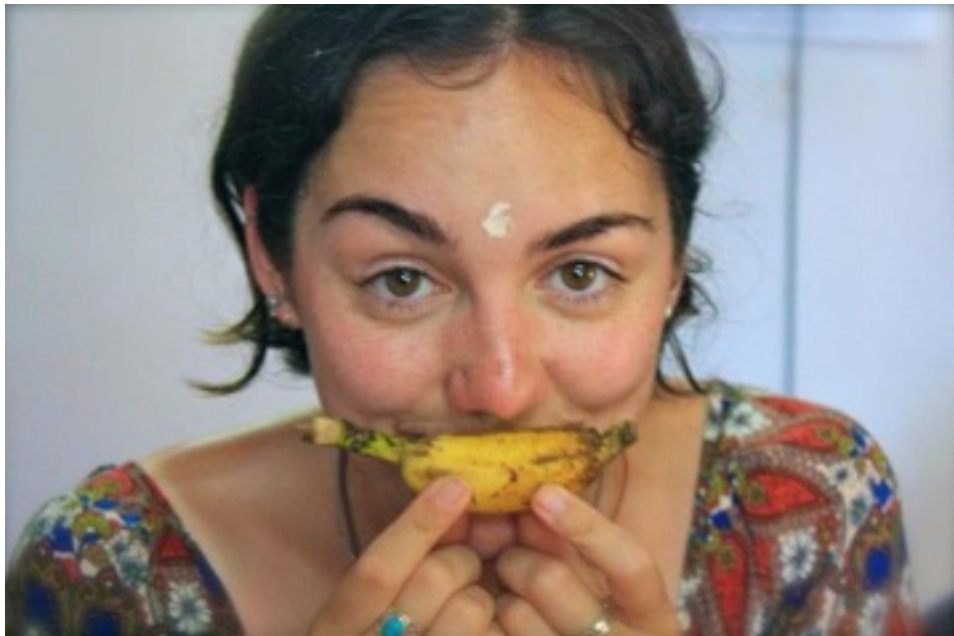




# Flora the Explorer

"Travelling the world with a different perspective"



By Flora Baker

[www.floratheexplorer.com](http://www.floratheexplorer.com)

## About Flora The Explorer

**Flora The Explorer** is a travel blog and website created in February 2012 by Flora Baker. She is a writer, traveller, and blogger who has spent the last six years travelling while simultaneously juggling university life and a job at her campus bar.

In that timeframe, Flora has studied Italian in Florence and literature in San Francisco, volunteered with villagers in Kenya and orphans in Lithuania, and worked with musicians in Iceland and celebrities in India. She has eaten crickets in Thailand, slept in the deserts of Jordan, chanted nursery rhymes to numerous classes of Nepali children, and navigated her way around America's East Coast via the Chinatown bus system.

After a year spent travelling solo through Asia and Europe and documenting her journey on **Flora The Explorer**, Flora travelled through South America for eighteen months, taking up volunteering projects in each country she visited. This included teaching English in Ecuador, playing jenga with children in Colombian favelas, building artificial limbs in Bolivia and building houses in Brazil. Flora is now based in London, writing a memoir as part of her masters degree and continuing to document her travels online.

**Flora The Explorer's** primary topics are volunteering & voluntourism, solo travel, budget travel, backpacking and slow travel.

## Why work with Flora The Explorer?

**Flora The Explorer** is my online portfolio; one that has the ability to grow organically with every journey I choose to document. Through my writing I am able to connect with the countries I visit on another level, and I am motivated to write creatively and concisely in order to present engaging content for my readers.

I come from a strong writing background, through studying literature and creative writing at university and having my poetry published both online and in print. This creative streak makes my work less about hotel reviews and top ten lists, and more about discovering what makes a place unique. It's stories, culture and people which fascinate me the most.

I am an honest writer, with strong opinions and no hesitation to be upfront about my feelings while on the road. I have a humorous and engaging writing style, and I pay close attention to specifics and details.

The most common themes in my writing are long-form narrative storytelling about solo female travel, volunteering and voluntourism, backpacking, language learning and slow travel. However, I've also begun to write more about wellness, mental health, spirituality and grief.

I see myself as a storyteller, and my readers feel a connection to me as an author because of the way I choose to write. See '**Testimonials**' for more details.

# Flora The Explorer Site Profile

## Audience Demographics

My demographics are split between the USA (37%), UK (15%), Canada (5.7%), Australia (4.4%), India (3.2%) and the rest of the world.

23.9% of my audience are returning visitors, while 76.1% are new visitors.

## Traffic Statistics (June 2018)

- All time views (6 years): 1,088,000+
- Average monthly unique visitors: 13,000+
- Average monthly pageviews: 27,000+
- Average visit duration: 00:02:11
- Comments on site: 5,000+

## Social Media Statistics (June 2018)

I have over 29,000 social media followers, predominantly on the following networks:

- Twitter followers: 6,000+
- Facebook fans: 11,100+
- Instagram followers: 12,000+

## Writing, Press Trips, Partnerships and Awards

This site has consistently received awards in the blogging sphere: HostelBooker's Best Blogs (2012), Huffington Post's Travel Blogs to Watch (2013), Skyscanner's Best International Newcomer Blog (2013), and Viator's Top 25 Travel Blogs (2015). I also won National Geographic Traveller's annual Travel Writing Competition in 2015 – my proudest writing achievement thus far!

Since launching in 2012, I've worked regularly with tourism boards to write stories about their campaigns and destinations. Each of these projects has resulted in thoughtfully crafted articles, well-edited photography and repeated sharing across all my social channels. Content for the following campaigns was particularly well received:

- **Antigua** with Traverse and the Antigua & Barbuda Tourism Board (April 2018)
- **Malaga** with Jet2 (January 2018)
- **Queensland, Australia** with Visit Queensland (June 2017)
- **Menorca** with Traverse and Visit Spain (May 2017)
- **Latvia & Gibraltar** with Must Love Festivals (July and September 2015)
- **Glasgow, Scotland** with Visit Scotland (May 2015)
- **The Philippines** with Philippines Tourism (June 2015)
- **South Africa** with South African Tourism & Ethos Marketing (March 2015)
- **Copenhagen** with Visit Denmark & Generator Hostels (August 2014)
- **Edinburgh's Blogmanay** with Visit Scotland & Edinburgh Festivals (January 2013)

## Reader Testimonials

Through my writing, I hope to inspire others to travel and see the world. Here are some testimonials from **Flora The Explorer** readers:

"Thank you so much for all of this wonderful information. I am planning on going to the Galapagos this June with my mom and your blog is EXTREMELY helpful for trying to plan a trip on a budget!"

- Talia (*on 'Six Days for \$900: Doing the Galapagos on a Budget'*)

"Hey Flora! Just wanted to drop a line and say that you are one of my new-found role models! I absolutely love your bucket list and taste for adventure, I have no doubts you'll be published in Lonely Planet one day! Just keep it up!"

- Katherine Clark (*on 'About' page*)

"I love reading your pieces. Although I have not "explored" as much of South America as you have, when I read this particular blog entry, I find myself saying "yes I do that too".."

- Sharon Burke (*on 'On Fear, Self Deprecation and my Traveler Alter Ego'*)

"Wow. I am blown away by your honesty and your beautiful words. Thank you so much for sharing this with all of us – it is so very brave, and makes me like you even more (hopefully not a strange thing to say, though I suppose I am a stranger)."

- Brenna Holeman (*on 'Can Drinking Ayahuasca Change Your Life?'*)

"Flora, I found your writing to be hilarious, highly entertaining & far more detailed than most 'professional' travel writers. In addition to all your current endeavors, if you ever decided to write for a travel site or magazine, I've a feeling you'd be awesome at it! Also, love your courage to travel solo as a woman! Says so much about you. Please continue!"

- Leah Marcles, America (*on 'Dogs, Mozzies and Celebrity Siblings'*)

"Oh, so well written! I am VERY happy to have been directed to your site by Twenty-Something Travels Blog House Review! I've never been to Lisbon but this account makes me want to visit very badly! I look forward to reading more of your blog!"

- Chrystal McKay, Canada (*on 'Why I Fell in Love with Lisbon'*)

"I've never been interested in visiting South East Asia but you've really turned me on to the idea. Honestly, girl, you should really write a book. Your writing is incredible. The way you tell these stories is just remarkable. I can't help but get sucked in to it."

- Ceri, 25, Wales (*on 'Indulging in Italy: the Bold, the Boiling & the Inebriated'*)

## Get in touch

If you would like to contact me for further information or for the suggestion of a partnership, please don't hesitate to do so through any of the below channels.

**Email:** [flora@floratheexplorer.com](mailto:flora@floratheexplorer.com)

**Skype:** [flora.baker](#)

**Facebook:** [www.facebook.com/floraexplorer](http://www.facebook.com/floraexplorer)

**Twitter:** [www.twitter.com/florabaker](http://www.twitter.com/florabaker)

**Snapchat:** [ExplorerFlora](#)

**LinkedIn:** [www.linkedin.com/pub/flora-baker/42/987/961](http://www.linkedin.com/pub/flora-baker/42/987/961)