

MEDIA KIT 2025

jayney travels
TRAVEL CREATOR



@JAYNEYTRAVELS
WWW.JAYNEYTRAVELS.COM

JAYNE Gorman



Jayne Gorman is a UK-based luxury travel blogger & creator who helps women plan holidays with their family or friends through content that's visually beautiful, detailed and useful.

Over the past 15 years, Jayne has built a loyal audience of 100,000 professional women who seek stylish getaways but might be short on time to plan them. Known for her aesthetic visuals and authentic voice, Jayne has gained a reputation for finding unique places to stay and writing informative travel guides that can be easily replicated.

Jayne has partnered with over 100 hotels, tourism boards and travel brands to help them reach new audiences in a way that's memorable and meaningful, and is considered a trusted voice in the travel space with insights and testimonials that reflect it.

SOCIAL STATS

69K

Instagram
Followers

1M

Accounts
reached/pm

8%

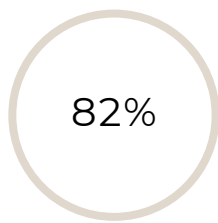
Av engagement
Rate

25K

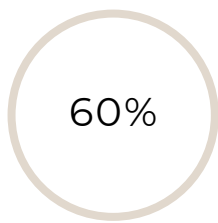
Blog views/pm

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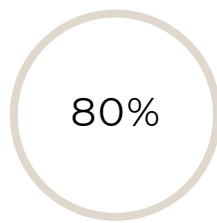
Audience Demographics



Women



UK & US



Age 25-54

TOP AGE RANGES

35-44

38%

25-34

27%

45-54

18%

Recent Brand Work



Ritz-Carlton Abama

Supported the launch of a
new retreat through blog post
+ social media shares

490K

Content views

472K

Impressions

30K

Engagements



Recent collaborations include: W Algarve, Singapore Tourism Board, Marriott Hotels, ABTA, Jet2, Chateau Les Carrasses, Gran Melia Hotels

How we can work together

- Social media campaigns
- Dedicated blog posts
- UGC content for social media
- Press trips



hello@jayneytravels.com



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