

# MEDIA KIT 2025

*Jayne Travels*  
TRAVEL CREATOR

# JAYNE Gorman



Jayne Gorman is a UK-based luxury travel blogger who helps women plan stylish getaways with friends or family through visually beautiful, informative content.

Over the past 15 years, she's built a loyal audience of 100,000 professional women who value characterful stays and easy-to-follow travel guides.

Known for her aesthetic visuals and authentic voice, Jayne has partnered with over 100 hotels, tourism boards, and travel brands to create meaningful, memorable campaigns—and is widely regarded as a trusted voice in the travel space.

**Click here to view a [reach report](#) of some of her latest hotel reviews.**

## SOCIAL STATS

**69K**

Instagram  
Followers

**1M**

Accounts  
reached/pm

**8%**

Av engagement  
Rate

**25K**

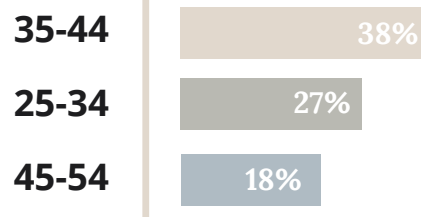
Blog views/pm

[@jayneytravels](#)  
[www.jayneytravels.com](http://www.jayneytravels.com)

## Audience Demographics



### TOP AGE RANGES



## Recent Brand Work



### Ritz-Carlton Abama

Supported the launch of a new retreat at a luxury family-friendly hotel through blog post + social media shares

**500K**

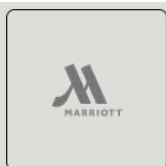
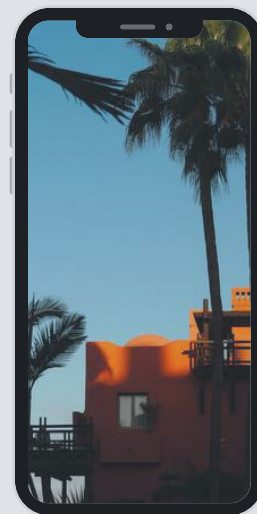
Content views

**482K**

Impressions

**31K**

Engagements



## How we can work together

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



hello@jayneytravels.com



@jayneytravels



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