

2025 MEDIA  
KIT

jayne travels  
TRAVEL CREATOR



@JAYNEYTRAVELS  
WWW.JAYNEYTRAVELS.COM



# JAYNE Gorman



Jayne Gorman is a UK-based travel blogger who helps British families plan elevated, affordable luxury holidays through visually beautiful, informative content.

Over the past 15 years, she's built a loyal audience of 100,000+ readers who seek stylish family escapes with a sense of place and value Jayne's detailed reviews and easy-to-follow travel guides.

Known for her considered recommendations and authentic voice, Jayne has partnered with over 100 hotels, tourism boards, and travel brands to create content that converts. Through repeat clients and industry awards she is widely regarded as a trusted professional in the travel space.

## SOCIAL STATS

**70K**

Instagram  
Followers

**700K**

Accounts  
reached/pm

**8%**

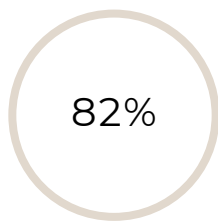
Av engagement  
Rate

**25K**

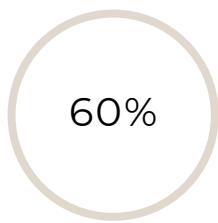
Blog views/pm

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

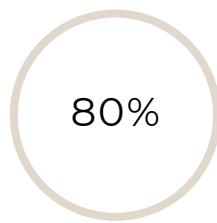
## Audience Demographics



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 at a luxury family-friendly hotel through blog post + social media shares

**509K**

Content views

**489K**

Impressions

**31K**

Engagements



## How we can work together

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



hello@jayneytravels.com



@jayneytravels



[jayneytravels.com](http://jayneytravels.com)