



2026 MEDIA KIT

Jayne Travels
TRAVEL CREATOR

JAYNE Gorman



Jayne Gorman is a UK-based travel blogger who helps families plan considered holidays through informative yet relatable content.

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

Known for her consistent performance and engaged audience, Jayne has partnered with over 100 tourism boards, hotels 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

75K

Instagram
Followers

1.2M

Accounts
reached/pm

13%

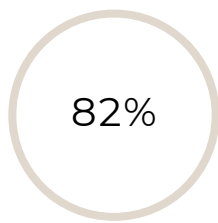
Av engagement
Rate

25K

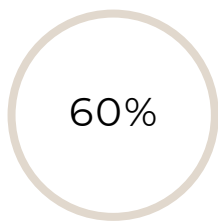
Blog views/pm

[@jayneytravels](#)
www.jayneytravels.com

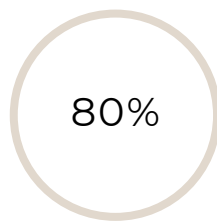
Audience Demographics



Women



UK & US



Age 25-54

TOP AGE RANGES

35-44

38%

25-34

27%

45-54

18%

Recent Brand Work



AKI Family Resort

1st creator to review a new luxury family-friendly spa hotel in the Dolomites generating brand awareness & driving bookings.

1M+

Organic Content views

1.089M

Impressions

62K

Engagements



Fairmont

Singapore
TOURISM
BOARD

hillside
BEACH CLUB

Jet2

TUI

MARRIOTT

ABTA
The Travel Association

How we can work together

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



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