

# The Occasional Traveller

OCCASIONALLY TRAVELLING, ALWAYS INSPIRING

**The Occasional Traveller** ([theoccasionaltraveller.com](http://theoccasionaltraveller.com)) is a well-regarded travel blog that has been around since 2010, inspiring travel-loving professionals all over the world to travel more despite their busy schedules. The blog was founded by **Jaclynn Seah**, a Singaporean travel lover who has a full-time job and a professional background in communications. She has been a prolific freelance travel writer since 2013 and her writing has been published in The Straits Times, Today, The Culture Trip and Turkish Airlines Skylife Magazine. The Occasional Traveller has also collaborated with various organisations to create travel-inspiring content like Skyscanner, Silkair, Scoot and Casio.

## SOCIAL as of Aug'19

	<a href="https://www.facebook.com/theoccasionaltraveller">/theoccasionaltraveller</a>	2,000+ Likes
	<a href="https://twitter.com/jac_theocctrav">@jac_theocctrav</a>	1,800+ Followers
	<a href="https://www.instagram.com/theoccasionaltraveller">@theoccasionaltraveller</a>	1530+ Followers

## WEBSITE Google Analytics average for May'19 - Jul'19

Domain Authority	42
Sessions	30,100+ per month
Pageviews	38,900+ per month
Users	25,000+ per month
Location	40% - SG 25% - Asia (MY, IN, PH, HK) 20% - US, UK, AU 15% - Rest of world

## AS SEEN ON

The Straits Times  
Business Times Weekend  
ChannelNewsAsia  
Lianhe Zaobao  
Mediacorp Ch 5  
938 Live  
and more...

For most updated portfolio and partnerships, please check **Work with Me** and **Press** on [theoccasionaltraveller.com](http://theoccasionaltraveller.com)  
For all enquiries, please email [jac@theoccasionaltraveller.com](mailto:jac@theoccasionaltraveller.com) or [theoccasionaltraveller@gmail.com](mailto:theoccasionaltraveller@gmail.com)

# MEDIA TRIPS

## LOOKING FOR

Opportunities to showcase unusual destinations or a different side of popular places that people think they already know - full list of all the countries I have visited so far on the blog. I am looking to tell stories about local experiences, better ways to travel and the must-dos in a country. Popular content on my blog include Asian destinations and street art guides.

## WHAT I OFFER

I usually put together travel guides to help other busy travel lovers get to these destinations on their own. They mostly take the form of text and photos in blog posts, but I sometimes create short video clips and shareable social content as well, both live updates and post-trip. As a freelance writer, destinations that I visit may also be featured in other publications that I write for.

## HOW I TRAVEL

I am curious and easy-going, an indie solo travel lover who loves to meet new people and will try anything at least once. I love having a bit of free time to find my own way, and some flexibility and breathing room in an itinerary is always appreciated. My personal interests tend towards street art, scuba diving and a good beer. Ok with organised group FAMs or Individual itineraries.

## I HAVE WORKED WITH

Destination Gippsland  
Korea Tourism Organisation  
South Sumatra Tourism  
Tourism Authority of Thailand  
Laos Tourism

Garuda Indonesia  
Scoot  
Silkair  
United Airlines  
Xiamen Airlines

Casio Singapore  
Skyscanner  
Pan Pacific Yangon  
and more...



In Flores, Indonesia with Skyscanner - 6 sponsored blog posts were produced, along with 21 Instagram posts and 10 Facebook posts

# SPONSORED POSTS

## LOOKING FOR

Brands or companies who have products and/or experiences that can help me and my readers travel better. It need not be a travel product as long as there is a strong travel angle.

Rates dependent on individual requirements, please email for quote. Blog posts start from S\$600 and up, social posts from S\$100, but open to some negotiation.

## WHAT I OFFER

Depending on whether there is enough content, my reviews usually take the form of social media posts, but sometimes can be blog posts or short video clips if suitable.

For long-term sponsorships, sponsors will be duly credited in the blog's footer which appears throughout the website, and credited and linked in relevant blog or social media posts.

## DISCLAIMER

All sponsored content will be written by me and reflect my honest standpoint. I only choose to work with companies that I trust.

All sponsored content is clearly marked throughout the site so as to be transparent with my readers.

Cash payments for sponsored content is preferred, though barter trade can be considered on a case-by-case basis.

## I HAVE WORKED WITH

### SPONSORED POSTS

Expedia  
Rentokil  
Standard Chartered  
Changi Recommends  
Traveloka

### SPONSORS

Casio SG  
Exabytes SG  
CabinZero  
Sudio  
Changi Recommends (past)

### REVIEWS

TECH	HOTELS	OTHERS
Microsoft	Yotel	UnionPay
Google	Novotel	SEA Aquarium
Oppo	Hotel Jen	WeGo
Motorola	Carlson Rezidor	and more...

In Huacachina, Ecuador wearing a sponsored pair of Matter Prints pants that have been featured in several instagram posts to date

# FREELANCE CONTENT PRODUCER

## LOOKING FOR

Companies that are willing to pay for well written travel content.

## WHAT I OFFER

I am a freelance content producer with a focus in travel and the arts. My portfolio covers print and online articles, digital multimedia and travel guides. I produce original articles for various publications, as well as have my own archive of blog posts available for syndication.

My creative skill set beyond writing includes basic photo editing, basic video editing, publication layout and content strategy.

## PORTFOLIO [theoccasionaltraveller.com/portfolio](http://theoccasionaltraveller.com/portfolio)

The Straits Times

Today

The Culture Trip

Yahoo Travel Inspirations

Income Travel Made Different

Turkish Airlines Skylife

A List Singapore

AccorHotels

Expedia

Finder SG

JapanTravel.com

Matador Network

Mothership.sg

Skyscanner

Urban Adventures

and more...



Exploring the remote Uyuni Salt Flats in Bolivia and gaining more travel knowledge & experience for personal, well-researched travel content