



# **A Pair of Boots and a Backpack**

*Adventure Travel for the Uncoordinated*

by Kristin Repsher

<http://www.bootsandabackpack.com>





## What Is A Pair of Boots and a Backpack?

Adventure travel can mean different things to different people: some like jumping off of cliffs with only a parachute on their back, while others love the adventure of just immersing themselves in a foreign culture. A Pair of Boots and a Backpack shows people that these adventures -- and many more -- are possible on their travels. It is a website that provides valuable information to those that are considering adventure travel and inspires those that may not have thought it an option otherwise.

One of the key features of A Pair of Boots and a Backpack are its stories. For me, nothing beats a great story that really immerses me in an experience and lets me see it through the writer's eyes. I show people how it feels to stand behind a thundering waterfall on the Milford Track in NZ and what it's like to watch a teetering human pyramid of Catalonians perform outside a medieval castle. On the flip side, I also find the humour in difficult travel situations, like the time I fell into a parked car that resulted in a concussion and a first-hand experience of Britain's National Health Service.

As I am an expat living in Australia, the focus for A Pair of Boots and a Backpack is on travel in Australia & New Zealand. Other topics covered include air travel, solo travel, budget travel, expat issues in Australia (such as applying for visas), travel gear, and travel books. Destinations in North America and Europe are also featured on the site— particularly Lapland and Northern Norway, which I fell in love with while traveling through in winter 2013.



# A Pair of Boots and a Backpack Audience & Demographics (As of November 2015)



## Audience

45% of readers are from Australia and 12% are from the United States. Much of the rest of the readership is composed of New Zealanders, Brits, Canadians, Indians, and Finns.

A Pair of Boots and a Backpack attracts a diverse range of visitors. At least 15% of visitors each day are expats living in Australia. Many of the rest are independent travellers looking for tips on which adventure activities to add to their itineraries.

## Traffic Statistics

Monthly Visits: 3500+

Monthly Pageviews: 5100+

## Social Media

[Google+ Followers](#): 5,909

[Instagram Followers](#): 3,430

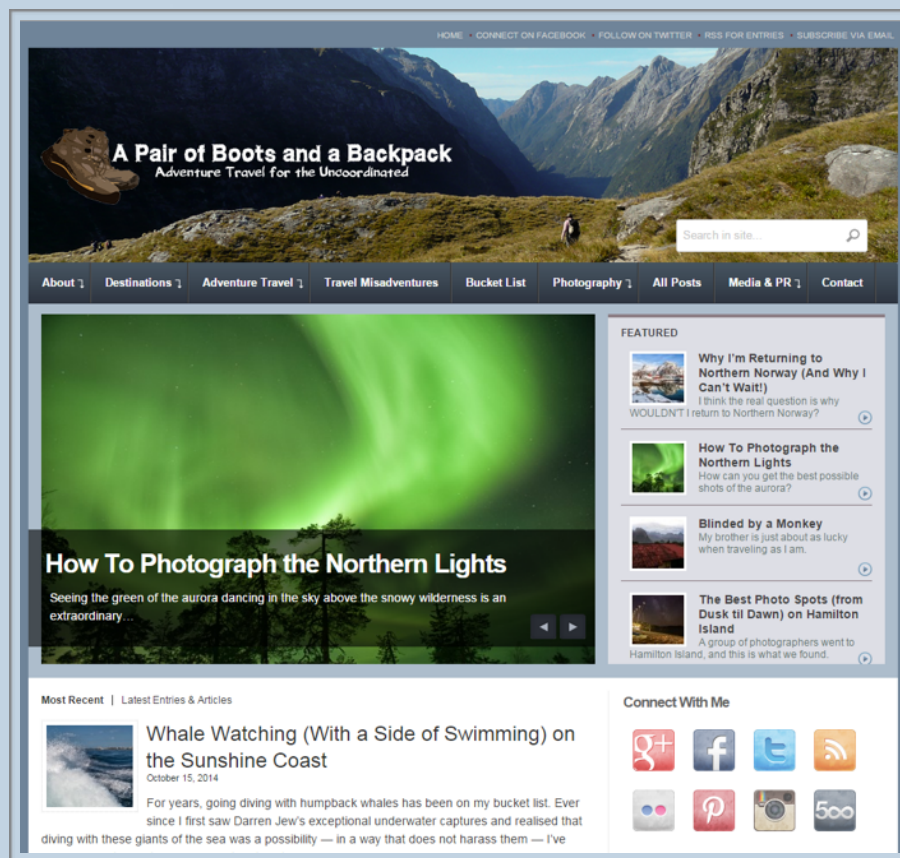
[Facebook Fans](#): 900 (+5,100 on

[Kristin Repsher Photography](#))

[Twitter Followers](#): 1,324

[Trover Followers](#): 860

[Subscribers](#) (RSS+Newsletter): 95



## Who Am I?

I'm a 30-year-old American expat who is currently living in (and loving) the land down under. I've been traveling since I was three weeks old and I've been hooked ever since. Plus, it's in my genes — my grandparents took a seven-year trip from England to Brazil after WWII, and my mother moved from England to America at the age of 22 and never went back.

Since then, I've traveled the world as much as I could with the time I was given. During university, I jumped at the chance to study abroad in Australia -- and that decision ultimately led to me picking up and moving across the world three years later.



For the last seven years, I've been (mostly) restricted to traveling within the four weeks a year allowed by my day job as a software engineer. This doesn't lend itself to getting out of the office much during the week either, so I'm always looking for interesting ways to enjoy the outdoors when I can. I like pushing myself out of my comfort zone and pushing the boundaries of what people usually do when they travel, like when I:

- Did the Three Peaks Challenge (climbing the tallest mountains in Wales, England, and Scotland in 36 hours) with the Meningitis Trust, raising £500 in the process
- Immersed myself in the NZ backcountry by doing 6 overnight hikes (including 4 of the "Great Walks")
- Traveled around Lapland for a month, trying every winter activity I could find, including ice swimming, dogsledding, hovercrafting, and cross-country skiing

Along with travel, photography is one of my passions. I am an avid landscape photographer that is never far from a camera, whether it be film (which I develop in my garage darkroom), a digital SLR, or my camera phone. I love photographing anything from scenic vistas to city lights and I always try to make time on any trip to get photos that show off the destination in its best light.



I really enjoy capturing the glow of a city at night. This shot of San Francisco at night was featured on *National Geographic's* website.



## Why Partner With Me?

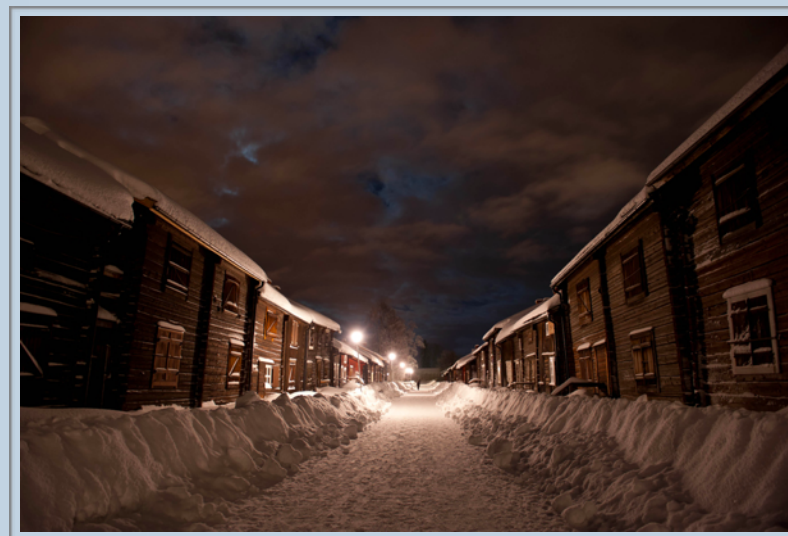


Travel bloggers are able to provide content in a much more timely manner than traditional media without compromising on quality. They are followed by an engaged audience that trusts what their favourite bloggers have to say, and who are very often influenced by what they've read when it comes to planning their own travel adventures.

I pride myself in the quality of content on my blog. Along with entertaining stories, informative articles about destinations, and product reviews, I showcase my professional-level photography in every post. Since I am always looking for a different angle on every shot, I feel like I see destinations in a very different way than I would have otherwise. This, in turn, lets me show sights to my readers in a new light.

I share all of my content across many different social media platforms to get maximum exposure. These platforms also allow me to share content even more quickly than on my blog, because while I may not have time during a trip to write an article, I do have time to send quick tweets or snap a few photos and share them through Instagram. This allows my audience to follow my travels in real time and gives them even more reason to come back to my blog and read the full story later.

As the tagline for A Pair of Boots and a Backpack shows, I'm always up for an adventure. I jump at nearly every opportunity I'm offered to try something new and different, not only because I enjoy doing it, but because it makes for unique content for my readers. This means that my partners are able to benefit from coverage of both mainstream activities and those that are a little off the beaten track.



*Showing readers the magical side of the long night hours of Swedish winter.*



## What Will I Post?



A variety of post types are featured on 'A Pair of Boots and a Backpack.' I usually choose the best post type to showcase an experience, but I am happy to discuss which one is used. Links relevant to the experience can be included in any type of post.

### Review

A review can be of an activity, accommodation, transport, gear, or anything else that could be of interest to fellow travelers. While these have a personal touch to them, they are mainly about what the reader can expect from this product or service. Because of this, reviews will always be honest. An example of a review can be found at <http://www.bootsandabackpack.com/dozing-off-under-the-northern-lights/>.

### Anecdote

As I've mentioned, I like to tell stories about anything that happens while I travel -- from the normal to the outlandish (which seems to happen more often than not!). One of my anecdotes can be found at <http://www.bootsandabackpack.com/on-missing-trains-and-meeting-communists/>.

### Photo Essay

These posts consist of a text description of the location or activity, anecdotes about what it was like to be there, and more than ten photos. These photos are captioned but are chosen for their ability to give the reader a sense of the location or activity even without the words. An example of a photo essay can be found at <http://www.bootsandabackpack.com/photo-essay-picture-perfect-reine/>.

### Photo Guide

A photo guide consists of both destination information and details on how to shoot in the specific conditions that that destination presents. These are designed to help people travel to that destination and get the best photos possible. An example can be found at <http://www.bootsandabackpack.com/photograph-northern-lights/>.





## Previous Campaigns

### A Texan in Lapland, 2013

In March 2013, I organised a 28-day itinerary that would take me around the best that northern Norway and Lapland had to offer. True to the tagline of my blog, I made sure I did as many adventurous activities as I could possibly find, including snorkelling in a snow-covered fjord in Norway, running from a sauna into a frozen lake in Finland, and sleeping in the world-famous Icehotel in Sweden.

On this trip, I partnered with a number of local tourism agencies and providers, including Visit Finland, Inari-Saariselkä Tourism, Visit Rovaniemi, Hurtigruten, and Lyngsfjord Adventure. I produced a series of high-quality blog posts, all of which included my own photos and many of which included highlight videos. I also highlighted activities and destinations through my social media channels, both general (Facebook, Instagram, etc) and photographer-specific (Flickr, 500px).

Because I partnered with a number of providers, I was able to get a much broader view of Lapland and what it has to offer than I would have otherwise. As a result, in December 2014, I released *A Guide to Lapland in Winter*, a 130-page, fully-illustrated guidebook to the region.

This guide is for people that are frustrated with having to use guidebooks for the three different countries to get information about the region and helps to highlight the differences to look out for (such as changes in time zone, currency, etc). It is also oriented towards 'winter beginners' who don't know if they will be able to handle an Arctic winter.



## Wotif Tiki Tour of Canterbury, 2012

In April 2012, I went to Canterbury, NZ with Wotif and Christchurch & Canterbury Tourism. The tiki tour was nine days long and designed to take in all of the best parts of Canterbury.

The main goal of this campaign was to show Australians that Canterbury is very much open for business after the Christchurch earthquakes. To do this, I blogged throughout the entire trip at <http://www.wotifblog.com>, producing 26 blog entries with accompanying photos during the nine days as well as 7 entries and a video following the trip.

On my return, I successfully pitched the idea of turning my Instagram photos into a book to Wotif to raise money for the Christchurch Earthquake Appeal, which would further help the people of Canterbury.



### Sponsored Posts Also Written For:

- Sunreef
- Visit Inari/Lake & Snow Inari
- Hotel Kakslauttanen
- Travelon
- Porto & Northern Portugal Tourism
- RBT KAN (The Regional Tourist Board for Arnhem and Nijmegen)

## Testimonials



“I had the pleasure to take Kristin around to meet some of the suppliers [in northernmost Finnish Lapland] and I was very glad to see how enthusiastic Kristin was about the various programs and also willing to experience them herself. Later on I have read the blogs she has already published and I think they are very good publicity for the region.” — *Markku Oravainen, Director of Marketing for Inari-Saariselkä Tourism*

I was so inspired by Kristin’s blog [about how Travelon gear can keep your belongings safe while traveling] that I put together quite a shopping list of Travelon gear – which quickly expanded once I showed my husband what was available! Now I can relax knowing that [my Anti-Theft Signature Cross-Body Bag]'s features are going to confound pickpockets / bagsnatchers / ID thieves. — *Helen Byers, reader*

I can't recommend Kristin Repsher and her blog, A Pair of Boots and Backpack, highly enough to any travel brand or tourism body who may be looking for a professional and accomplished travel blogger to promote their brand.

Kristin has an excellent grasp of the balance between public relations and editorial blog content, and was able to quickly understand the Wotif.com brand and incorporate that into her blog content.

Her writing is of an excellent standard, as is her photography work. In my experience in the travel industry, it is rare to be able to engage a blogger who delivers such a professional standard in both written and photographic content

During her time blogging for Wotif.com, Kristin worked extremely hard, going above and beyond the work we had requested. Not only did she deliver blog posts on deadline, but she worked hard to promote the content and the Wotif.com brand via her social media accounts, which have a loyal following. — *Kirsty Wallett, former PR and Social Media Manager, Wotif.com*





## Contact Me

I am happy to talk with any potential partners so we can find an arrangement that is mutually beneficial. You can find me at the following:

**Email:** [kristin.repsher@gmail.com](mailto:kristin.repsher@gmail.com)

**Skype:** k.repsher

**Google+:** <http://plus.google.com/+KristinRepsher/>

**Instagram:** [@kristinrepsher](https://www.instagram.com/kristinrepsher)

**Twitter:** [@kristinrepsher](https://twitter.com/kristinrepsher)

**Facebook:** <http://www.facebook.com/bootsandabackpack/>

and <http://www.facebook.com/kristinrepsherphotography/>

**Trover:** <http://www.trover.com/u/kristin.repsher>

**Flickr:** <http://www.flickr.com/photos/eideticmemory/>

**500px:** <http://www.500px.com/stomps/>

**LinkedIn:** <http://www.linkedin.com/in/kristinrepsher>

