



## Mariellen Ward Information Kit 2018

Mariellen is known around the world as an award-winning travel writer, digital storyteller, India travel expert, and inspiring female solo traveller.





# Leading travel influencer

Mariellen Ward is one of the world's most inspiring travel influencers.

In 2005, she packed up and left her apartment in Toronto and went on a life-changing journey to India for 6 months. On that trip she fell in love with travel, India, travel writing, and blogging.

After blogging casually for 4 years, she launched her professional travel blog, *Breathedreamgo* in 2009.

*Breathedreamgo* has grown to be one of the world's top travel blogs, and a leading travel blog about female solo travel & travel in India. It's #45 on the list of [top travel blogs](#) from EverythingEverywhere.com.



“My name is Gaía and I’m a writer from São Paulo, Brazil. I was very scared to go to India alone and found precious advice in Mariellen’s blog when I was reading and planning the trip. Thank you, Mariellen, for sharing what you’ve learned during this time. And for the inspiration.”

~ *Gaia Passerelli*



# Breathedreamgo by the numbers

Breathedreamgo has a strong following on both the blog and social media platforms among educated readers in USA, India, Canada, UK, and Australia. The site has a Domain Authority 47, an Alexa global rank of 170,000 and ranks very high in Google for numerous travel related search terms.

<b>Total page views</b>	<b>3.2 million</b>
<b>Average page views per month</b>	<b>55,000</b>
<b>Twitter</b>	<b>24,000</b>
<b>Facebook</b>	<b>16,000</b>
<b>Instagram</b>	<b>5,000</b>
<b>Pinterest</b>	<b>21,000</b>

Over the past 9 years, Mariellen has received thousands of emails, comments and messages from people who were inspired to make travel decisions based on reading her blog and other writings. She has acquired a strong, loyal and engaged following – one person at a time.



# Award winning travel writer

Mariellen is an award-winning writer and blogger. She has a B.A. in Journalism and writes for many of the world's top publications such as BBC Travel, National Geographic Traveller (India), Vogue (India), Conde Nast Traveller (India), Toronto Star, Times of India, HappyTrips, Zoomer Magazine and many more.

Mariellen has been on many international press trips such as:

- **India:** Sponsored by India Tourism: Northeast India (2010); Ladakh (2014)
- **Bhutan:** Sponsored by Uma Paro Hotel (2011)
- **Ireland:** Sponsored by Ireland Tourism and The Gathering (2013)
- **Prince Edward Island:** Invited by Destination Canada to attend GoMedia (2013)
- **Costa Rica:** Sponsored by Costa Rica Tourism, part of EcoAdventureMedia trip (2013)
- **Alberta & British Columbia:** Sponsored by Alberta Tourism and BC Tourism (2014)
- **Sri Lanka:** Invited by TBC Asia to attend press trip and conference (2014)
- **Chhattisgarh:** Invited by Chhattisgarh Tourism to attend Sirpur Festival (2014)
- **Varanasi and Lucknow:** Invited to attend Uttar Pradesh Travel Writer's Conclave (2015)
- **Goa:** Sponsored by Goa Tourism (2016)
- **Maharaja's Express:** Travelled on world's most luxurious train (2017)





“Mariellen your blog about your first trip to India was inspiring, highly spiritual and motivated me to explore my own country with a different perspective. Thanks for your love of India.”

*~ Hariharan Alora Veedu*





## Awards

- 2011 Canadian Weblog Award for **Best in Travel**
- 2012-16 **Top 50** Indian Blogs Award
- 2013 Canadian Weblog Award for **Best in Travel**
- 2013 Made in Blog Award for **Best in Travel**
- 2014 Finalist for Best Blogger at **Canadian Tourism Awards**
- 2015 Nominated for World Responsible **Tourism Award**
- 2015 Ontario Tourism Award of Excellence for **Best Travel Story**
- 2016 Outlook OSM **Traveller of the Year**, India

Breathedreamgo is on many lists of top travel bloggers and top female solo travellers worldwide, and is one of the top 20 travel influencers in India.



# India & solo female travel expert

Mariellen is a passionate female solo traveller who has travelled alone in numerous countries, including more than 3 years in India.

She is often interviewed and consulted for her expertise on travel in India and female solo travel. She's been featured in many publications & outlets such as:

- **BBC World Radio show:** World Have Your Say (3 times)
- **Vogue India:** 2-page spread about the Mirabai Expedition (2015)
- **Outpost Magazine:** 16-page spread about her travels in India (2015)
- **India Today magazine:** 1-page in the Independence Day special issue (2014)
- **USA Today** interview about travel in India (2014)
- **Profiled by Frommers** as a travel iconoclast (2014)





“Ever since I found your blog, Mariellen, I have been inspired to travel to India on my own. As a woman, we’re made to feel like adventuring off to a place like India on your own is just down right irresponsible, but it was your blog that made me realise it is possible. So thank you Mariellen, you’ve no idea how much it means to me to have had your support throughout. A true blessing, India style.”

*~ Eiméar Ní Shaobhais*



## Speaking and workshops

- Himalayan Travel Mart speaker 2018
- TBEX Asia speaker 2015
- Twillingate Unscripted Digital Arts Festival workshop presenter, Newfoundland 2015
- Explorers Club, Canadian chapter, presenter 2015
- Women's Travel Festival speaker, New York City 2014
- Travel Massive seminar on Travel Writing for Bloggers 2014
- Travel Blog Success seminar on Travel Writing for Bloggers 2013



# Selected brand campaigns

- **Emirates Airlines:** Campaign to showcase business class Toronto-Delhi flight and Dubai stopover program.
- **American Express:** Road trip in Canada to discover Irish family roots.
- **Ireland Tourism:** As part of The Gathering tourism initiative, Mariellen visited Ireland to trace family roots back to County Cork.
- **Costa Rica Tourism:** One of 6 responsible tourism bloggers to take part in EcoAdventure Media Trip to highlight ecotourism in Costa Rica.
- **Kensington Tours:** Visit to Costa Rica to showcase private guided tours.
- **TBC Asia:** One of 40 top bloggers invited by Sri Lanka tourism, Professional Travel Bloggers Association and Cinnamon Hotels.
- **Corning Gorilla Glass and Samsung:** One of the “Gorilla 4” chosen to visit Oregon on the Tough Drops tour to showcase the new Gorilla Glass 4.
- **Royal Bank of Canada:** Road trip to Grail Springs Spa to promote RBC Your Future by Design retirement planning.



“Mariellen writes with a passion few other bloggers can reach, and with an honesty few people can take pride in. She’s a modern Scheherazade who intertwines magic in her tales.”

*~ TenMania’s 50 Travel Bloggers to Follow*



# Travel Massive and #WeGoSolo

Mariellen has been actively involved in the development of travel blogging since the early days.



She held the first travel tweet-up in Toronto, and is the co-founder of Toronto Travel Massive, one of the very first Travel Massive chapters (2010). Travel Massive is now in about 150 cities worldwide.



An advocate of female solo travel, Mariellen founded the successful #WeGoSolo movement, which produced a weekly tweetchat, a hashtag and a blogging campaign.





# Brand Ambassador

## DESTINATION CANADA

As part of a strategy to reach key international markets, Mariellen worked with Destination Canada on a year-long campaign to promote tourism to Canada in the Indian market (2014). She produced 14 blog posts, hundreds of social media updates, syndicated the Canadian blog posts to one of India's leading travel sites (Times of India's HappyTrips) and wrote online guides to Canada's major cities.

## KENSINGTON TOURS

Mariellen was part of the Kensington Tours "Explorers-in-Residence" program (2014) and given an Explorers Grant to undertake a cultural expedition in India. She followed in the footsteps of a revered 16<sup>th</sup> century saint, Mirabai, who travelled in north India. She wrote a 7-part blog series, created dozens of social media updates and wrote for other outlets and channels. This campaign resulted in features in both Conde Nast Traveller India online and Vogue India magazine.



“Mariellen, your blog encouraged me to go to Varanasi and put my mother’s ashes in the Ganges.... for this I thank you.”

~ Kira Godbe



# Case Studies

## **DESTINATION CANADA**

As part of a strategy to reach key international markets, Mariellen worked with Destination Canada on a year-long campaign to promote tourism to Canada in the Indian market (2014). A PDF summary is available.

## **CORNING GORILLA GLASS 4**

Mariellen was one of the “Gorilla 4,” chosen to visit Oregon on the Tough Drops Tour to showcase the new Corning Gorilla Glass 4 and Samsung Galaxy S6. A report is available.

## **KENSINGTON TOURS EXPLORER-IN-RESIDENCE**

In 2014, Mariellen was invited to become part of the Kensington Tours “Explorers-in-Residence” program and given an Explorers Grant to undertake a cultural expedition in north India.

## **INDIA TRAVEL INFLUENCER**

Mariellen is regarded as one of India’s top 10 travel influencers. She inspires many people to travel.



# Contact

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Pinterest: <http://www.pinterest.com/breatheditdreamgo/>

LinkedIn: <http://www.linkedin.com/in/mariellenward>



“Canada is the one country I want to visit after seeing Mariellen’s gorgeous pictures. I will be reading Breathedreamgo and reaching out to Canada travel expert Mariellen when I do.”

~ *Siddhartha Joshi,  
Sid The Wanderer*

