

NO DESTINATIONS

2019 Media Kit



ABOUT NO DESTINATIONS

No Destinations is a travel and lifestyle brand created by Chris & Danika Garlotta, a married couple that gave up everything to travel the world full-time.

In March of 2014, we quit our jobs, sold everything, and left our home in San Francisco with nothing but a one way ticket to Rome and a desire to travel just about everywhere. Since then we've visited over 150 different destinations around the world; from London and Paris, to Hong Kong and Bangkok... and (almost) everything in between!

We started No Destinations as a way to share our travel experiences and inspire others to get out and see the world. Whether it's us swimming with sea turtles in the Maldives, sampling street food in Malaysia, or hiking a glacier in Iceland, our goal is to get people excited to explore new places, discover new cultures, and try new things.

The past 4 years of non-stop travel has been a wild ride for us, and we're thrilled that we've been able to connect with over 250,000 people who share our passion for traveling and discovery. And we're equally honored that our words and photographs have been featured by many leading news and travel publications like Travel & Leisure, BBC Travel, The Travel Channel, Beautiful Destinations, CNN, and many more.

TRAVEL+
LEISURE

BBC
TRAVEL

travel
CHANNEL

B
BEAUTIFUL
DESTINATIONS

CNN





WHY WORK WITH US?

Working with No Destinations allows you to leverage the trusted relationship we've established with a highly targeted audience that shares our passion for travel.

Over the years we have proven ourselves to be a leading voice in travel and tourism by sharing our experiences in an authentic way that connects with our followers. Our posts inspire people to visit new destinations across the globe; giving them ideas for where to stay, which restaurants to try, and what experiences they can have while there.

Our audience mainly consists of females (69%) between the ages of 18-35 (76%) who live in United States (58%), the United Kingdom (8%), Australia (4%), and Canada (3%). Our primary way of reaching our audience is through social media, where on the average, each post is seen by 30% of our audience; resulting in a 12.5% average engagement rate (i.e. the number of people who see our post, that then proceed to like, share, or comment on it). The bottom line — people like what we're doing, and it shows!

BY THE NUMBERS: NO DESTINATIONS AUDIENCE REACH (MARCH 2018)

177,000

Instagram Followers

31,300

Twitter Followers

11,800

Facebook Fans

19,700

Page Views/Month

WHAT WE DO FOR YOU

We help you connect with travelers by creating highly engaging content and images that promote your business on social media and across the web.

- **Photography:** Our images are one of the main ways we engage our followers and transport them to the destinations we visit. Wherever we go, our camera is always close by, capturing every detail we see. And after we leave we'll even provide you with a few photos that you can use on your website and social media profiles.
- **Travel Reviews:** We'll craft a beautiful, informative, and authentic review about your business and publish it on NoDestinations.com. We handle all of the search engine optimization and link everything back to your website and social media profiles, so travelers are able to easily find you.
- **Online Promotion:** We know how to drive social media engagement, and we'll actively promote your business on our website and across social media channels like Facebook, Instagram, and Twitter. Even long after our stay is over, we continue promoting you, so the exposure you'll receive is never ending.

We have been fortunate enough to have worked with many leading travel and lifestyle brands including Four Seasons, Waldorf Astoria, Ritz-Carlton, Delta, Norwegian Air, Tumi, BMW, and many others. For examples of our work, please visit www.nodestinations.com.



We Engage Travelers

Travel is not only our passion, it's also our business. Danika used to run marketing for a San Francisco based hotel group, so she understands the needs of tourism-based businesses, and how to craft messages that resonate well with travelers. Chris has been involved in online marketing for over 15 years, and has the experience required to drive user engagement that leads to measurable results.

The following pages highlight a few of our recent campaign success stories.





SUCCESS STORY

Soneva Fushi & Soneva Jani

Imagine yourself stranded on a tropical island a million miles from anywhere — but with every luxury at your fingertips. Exquisite accommodations, gourmet meals, and the overwhelming sense that anything you desire can be made possible by your own personal butler. That's life at the two Soneva properties in the Maldives; Soneva Fushi, and the newly opened Soneva Jani.

We spent a week at these two luxury resorts, soaking up the sun in our 15,000 square foot beach house, flying down waterslides into the ocean, and riding bikes through a tropical island paradise. We published 7 photos from our stay, and the results have blown away all expectations. In the two months immediately following our visit, the images we shared on social media had been reposted by over 150 major social media accounts including Travel & Leisure, CNBC, Beautiful Destinations, Fodors, and Naked Planet, reaching over 73,000,000 people.

RESULTS FROM OUR WORK WITH SONEVA

73.5 Million

People Reached

1.38 Million

Likes & Shares

19,900

Comments



We couldn't be more pleased with the results No Destinations has delivered. They have enabled us to get the Soneva brand in front of the luxury travel community on Instagram in an authentic way, resulting in tremendous exposure for our resorts on social media.

Victoria Chiao
PR & Marketing Executive
Soneva

The overwater villas at Soneva Jani

SUCCESS STORY

Kandolhu

Kandolhu is one of the top rated luxury resorts in the Maldives. In an effort to drive awareness of it's property and get more followers for their Instagram account, Kandolhu worked with No Destinations to launch a contest on Instagram offering a chance to win a free 4 night stay for two adults at the property, plus a complimentary spa treatment, and sunset cruise.

The contest, which was launched in July 2017 generated massive amounts of excitement on social media, generating over 20,000 comments, and nearly 30,000 likes and shares in just 3 days. In addition to high engagement on the posts, the Kandolhu Instagram account (@kandolhu) grew by 37% as more than 5,800 people started following them as a result of the promotion. What's more is that 2 weeks after the contest ended, Kandolhu still retained over 98% of the newly aquired followers -- showing just how many targeted and highly qualified people the contest was able to reach.

RESULTS FROM OUR CONTEST WITH KANDOLHU

29,560

Likes & Shares

20,570

Comments

5,884

New Followers



An aerial photograph of a tropical resort. In the foreground, a white sand beach curves along the edge of a crystal-clear turquoise lagoon. A prominent building with a large, circular thatched roof sits on the beach, surrounded by lush greenery and palm trees. The lagoon transitions into a deeper blue ocean where a white sailboat is visible. In the distance, the horizon is flat under a clear sky, with a few small islands visible. A tall antenna tower stands on the left side of the resort.

We've worked with No Destinations multiple times over the past 2 years and have been consistently blown away by exposure they deliver through social media. They've helped us get our resort in front of a targeted and highly engaged audience with work that has resulted in measurable results for our property.

Marc LeBlanc
Resort Manager
Kandolhu



SUCCESS STORY

Conrad Maldives

Crystal clear water, soft sandy beaches, and bright blue skies; nothing says "tropical beach vacation" quite like the Maldives. And there is no more quintessential example of this than the Conrad Maldives. With its famed underwater restaurant, and its iconic over-water spa; the Conrad Maldives was one of the first — and most desirable — resort destinations in this tropical island country.

We spent 5 days at the Conrad Maldives, eating at their varied restaurants, enjoying spa treatments, and taking part in a several of their excursions like reef snorkeling and a sunset cruise. During our stay we produced over 100 images, and published a wildly popular review that is still highly read almost 1 year later. Our work from here has been republished in Chloe Magazine, and our images have been featured countless times by travel influencers like Jetsetter, Matador Network, and Beautiful Destinations. In fact, the photo you see on the right has become our most re-shared, and liked, image ever!

RESULTS FROM OUR WORK WITH THE CONRAD MALDIVES

12 Million

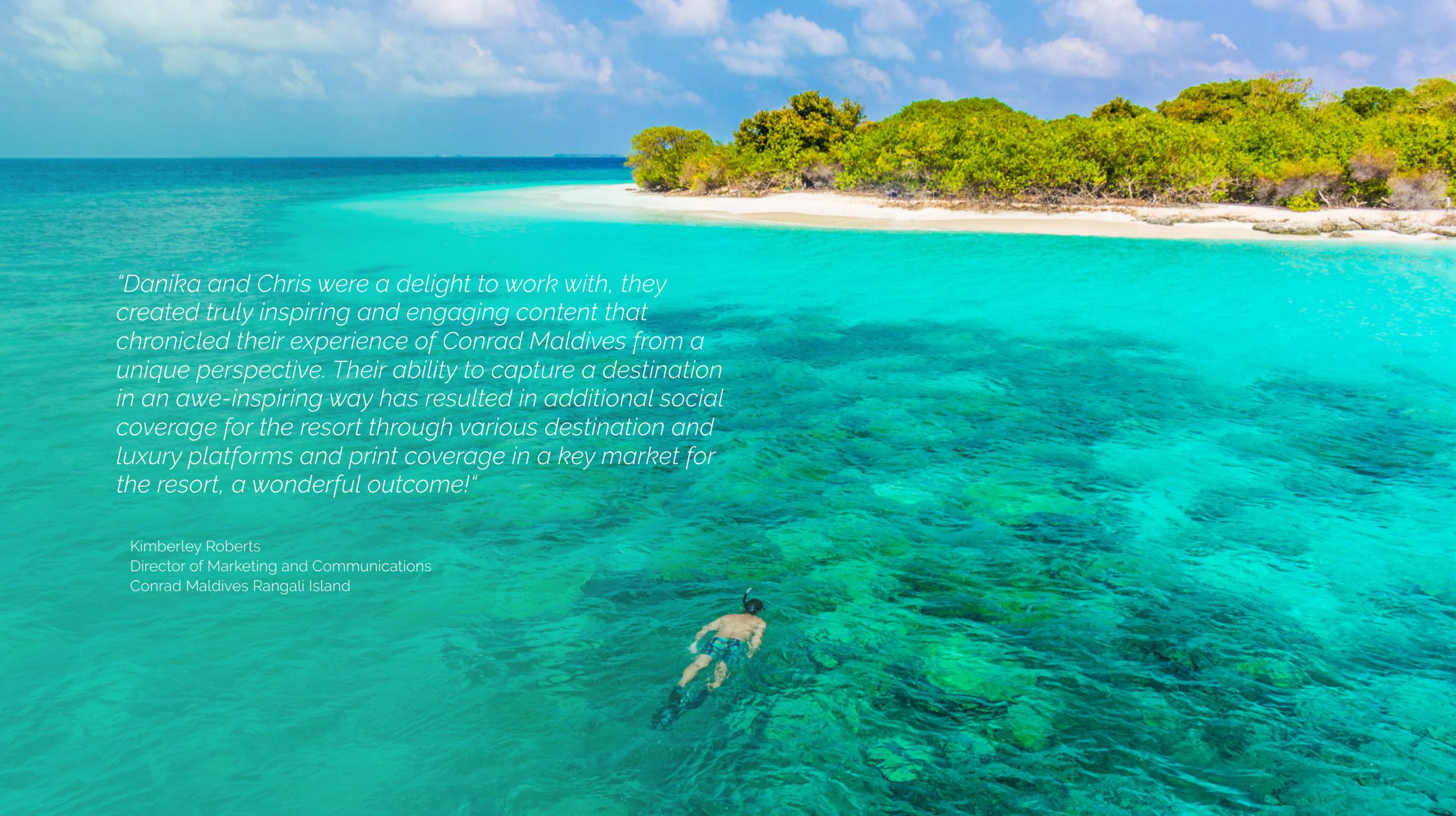
People Reached

233,100

Likes & Shares

4,200

Comments

An aerial photograph of a tropical beach. The water is a vibrant turquoise color, transitioning to a deeper blue further out. A white sandy beach is visible, bordered by lush green vegetation. In the foreground, a person is swimming in the water, wearing a snorkel mask and blue shorts. The sky is bright blue with scattered white clouds.

"Danika and Chris were a delight to work with, they created truly inspiring and engaging content that chronicled their experience of Conrad Maldives from a unique perspective. Their ability to capture a destination in an awe-inspiring way has resulted in additional social coverage for the resort through various destination and luxury platforms and print coverage in a key market for the resort, a wonderful outcome!"

Kimberley Roberts
Director of Marketing and Communications
Conrad Maldives Rangali Island

SUCCESS STORY

Qsar Al Sarab

Sand dunes as tall as skyscrapers, long caravans of camels trekking through the desert, and a once-in-a-lifetime chance to watch a breathtaking sunrise over the dunes of the world's largest sand desert; it's like something straight out of the movie "Lawrence of Arabia" — except, we were able to see it all in person and not just watch it on TV. This was our experience at Qsar Al Sarab, which is quite possibly the most sought after resort in all of the United Arab Emirates.

We spent several days at Qsar Al Sarab, which is located in the middle of the massive Liwa Desert, almost 3 hours from Abu Dhabi. We dined under the stars, rode camels, went dune bashing in tricked out Land Rovers, relaxed in their spa, and discovered that there is much more to the desert than just sand and sun. Our stay resulted in over 80 images, many of which have been featured by popular travel publications like Beautiful Hotels (part of Beautiful Destinations), Town and Country, and Hotels and Resorts.

RESULTS FROM OUR WORK WITH QSAR AL SARAB

7.9 Million

People Reached

161,500

Likes & Shares

2,200

Comments





"Working with Danika and Chris was a great experience, all the way from the early planning stage, to hosting their visit at the resort. They delivered tremendous exposure to the hotel as promised across all their platforms, and took stunning shots that are worth a thousand words".

Laura Cazeaux
Marketing & Communications Manager
Anantara Hotels & Resorts (Qsar Al Sarab)

A woman with long dark hair, wearing a white lace bikini, is sitting in a rooftop infinity pool. She is smiling and looking towards the right. The pool's edge is tiled with purple and blue mosaic tiles. In the background, a dense cityscape with red-tiled roofs is visible under a bright blue sky with scattered white clouds. A prominent white building with a large dome and a bell tower stands out among the houses.

We'll Share Your Story

It has been said that first, traveling leaves you speechless, and then it turns you into a storyteller. We couldn't agree more. Which is why we love to share travel experiences with others in hopes that they too can become storytellers!

The following pages showcase select examples of past work we've published for our clients.

For over the top luxury on one of Dubai's most coveted stretches of land, Jumeirah Beach, the Four Seasons is the place to be for a bit of glamour & fun.

There is elegance around every corner, yet the attitude is comfortable, glitzy and non-pretentious. It's a place you can dress up for a glamorous evening filled with cocktails and mesmerizing views, or lounge around the pool and beach in nothing but your bathing suits. I understand why this property specifically attracts the trendsetters and celebrities. It's beautiful, elegant, discreet, and despite some of the traditional decor, feels utterly modern and cool.

From our review of the Four Seasons Dubai, Palm Jumeirah Beach in the United Arab Emirates published Jan 2016



The Lobby at the Four Seasons Dubai, Jumeriah Beach



AOC is not a place for a quick bite to eat, it's a performance, an edible show, so come with time, savor each bite and sip.

Every dish is playful, some making you work for that tasty bite and others an extravagant, time consuming display hiding the best single (smallest) baked potato. At AOC time is not important and imagination rules. They aren't an expensive restaurant serving large portions of consumer satisfied dishes. Instead the chef does what he wants, making each dish with the same passion an artist exudes over a painting, or an architect over a blueprint.

From our review of AOC Restaurant, in Copenhagen, Denmark published Dec 2015

AOC Restaurant in Copenhagen, Denmark

Hidden in the Arabian desert is Qsar Al Sarab, a place where sand dunes are skyscrapers, camels lead the way & breathtaking sunsets illuminate the sky.

Qsar al Sarab reminds me of a glamorous mirage you see in an Arabian fairytale. The entire area of the Liwa Desert seems to have a golden glow and the contrast between the sand dunes and the blue sky, is simply breathtaking. As if constantly on cue, camels trek by, making imprints in the perfectly smooth sand and the slight wind, causes the dunes to take new forms and shapes.

From our review of Qsar Al Sarab in the United Arab Emirates published Feb 2016



Camel Trekking in the Liwa Desert with Qsar Al Sarab.



Our suite at the Four Seasons Shanghai, Pudong

With a stunning rooftop pool, views overlooking iconic skyscrapers and a modern design, the Four Seasons at Pudong sets a new standard in luxury for Shanghai.

As you approach the Four Seasons, suit clad concierge welcome you into the lobby, which is gleaming from the tone on tone marble and shimmers of carefully placed chandeliers and eccentric art pieces. Conceptual images of wildlife and portraits of celebrities hang throughout the hotel and common areas have the feel of being in an upscale apartment with coffee table books strewn around for your viewing pleasure.

From our review of the Four Seasons Shanghai, Pudong in the China published Mar 2016

The pages of National Geographic were becoming real, and we were seeing something that only very few people get to experience.

Colors of blue and white from the ice and dark grey from the lava, swirl around to make peaks that pop out into a triangular maze. To us, everything seemed to look the same, but to our experienced guide the scenery was always changing, always different, and always new. As the ice melts and snow falls, the landscape of Sólheimajökull changes, with new peaks and pathways emerging. The result are unique trails which make every visit different. It's nature in all its glory.

From our review of the Glacier Hike we did with Icelandic Mountain Guides in Iceland published Apr 2015



Hiking the Sólheimajökull glacier with Icelandic Mountain Guides

Ready to Get Started?

If you have any questions about No Destinations, or if you'd like more information about how we can work together, please get in touch with us:

✉ hello@nodestinations.com