

# heckKtic travels

no possessions ~ no plans ~ just travel



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[www.hecktictravels.com](http://www.hecktictravels.com)

Contact: [info@hecktictravels.com](mailto:info@hecktictravels.com)

## About Us

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We are Dalene and Pete Heck, a Canadian couple who sold everything in 2009 to travel the world.



We are real-time storytellers.

Readers follow along on our journey of adventure and cultural exploration told through chronological travelogues, exceptional photography and video. We weave our personal story into every post, and our highly engaged audience is always anxious to see where we go next!

A vertical photograph on the left side of the slide shows the silhouettes of five people standing on a dark rock or shore, fishing with rods. The background is a vibrant sunset over the ocean, with the sky transitioning from orange to yellow and the water reflecting the warm light. The horizon is visible in the distance.

# How You Can Benefit

From a partnership with Hecktic Travels:

**Voice:** Through our large social media platform we will promote your brand or destination to a wide variety of faithful readers and travelers

**Value:** We guarantee that we will present the utmost professionalism, initiative and enthusiasm when promoting your destination, and give our readers an informed opinion about our experience.

**Investment:** By creating everlasting high quality evergreen content, articles on [hecktictravels.com](http://hecktictravels.com) will appear in search engines for years to come.

**Quality:** We take immense pride in writing exceptional and entertaining articles. We constantly are improving our skills in writing, photography, and video to keep people coming back for more.



# What We Offer

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**Partnerships:** We are actively seeking partnerships and sponsorships with tourism boards and travel companies to promote destinations and brands. We provide honest and personal reviews of destinations, hotels, products and events

**Advertising:** We offer a variety of on-site advertising options.

**Introducing "Hecktic Media":**

- We help evaluate, build, implement and improve your social media platforms and strategy
- Want to implement a broad social media marketing campaign but don't know where to start? We can help you recruit bloggers and design the program for maximum impact



# Our Numbers

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The stats are current as of Dec 31, 2013. If you would like more detailed information, please send us an email

## Digital Reach

Avg. Monthly Pageviews

53,000+

Avg. Monthly  
Unique Visitors

29,000+

Subscribers

1,400+

Facebook Fans

5,500+

Twitter Followers

14,400+

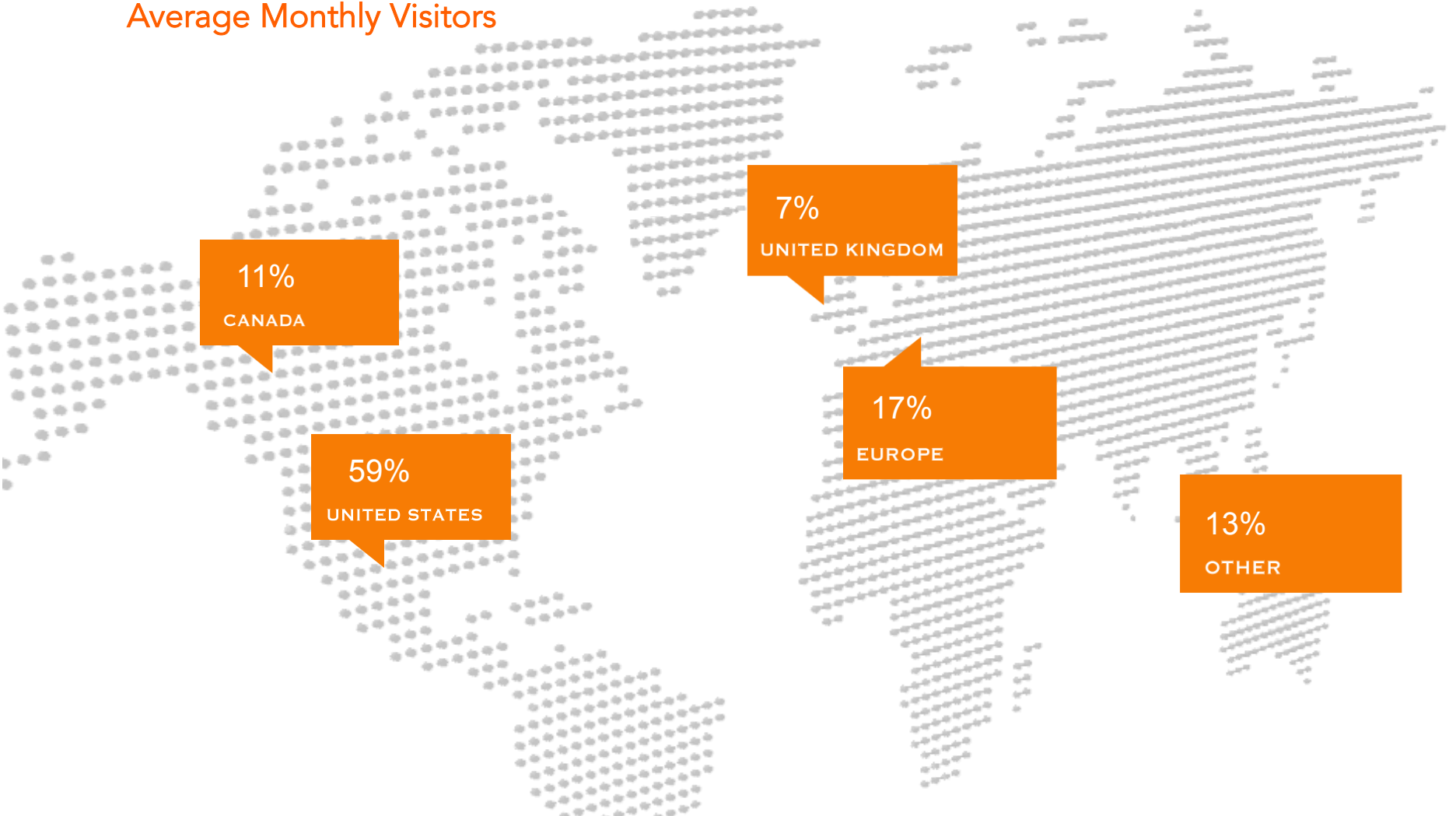
Instagram Followers

2,900+

# Our Reach

## Global Reach

Average Monthly Visitors



# Our Partners

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# Case Study

## Tourisme Montréal, 2013

We spent six days in Montréal in June 2013, and produced six blog posts from our visit.

The Results: *\*(after 1 month)*

**Total Pageviews: 6,400+**

Average of 1,000+ views per post

**Total Tweets: 250+**

~2.4 million twitter impressions

**Total Facebook Reach: 18,000+**

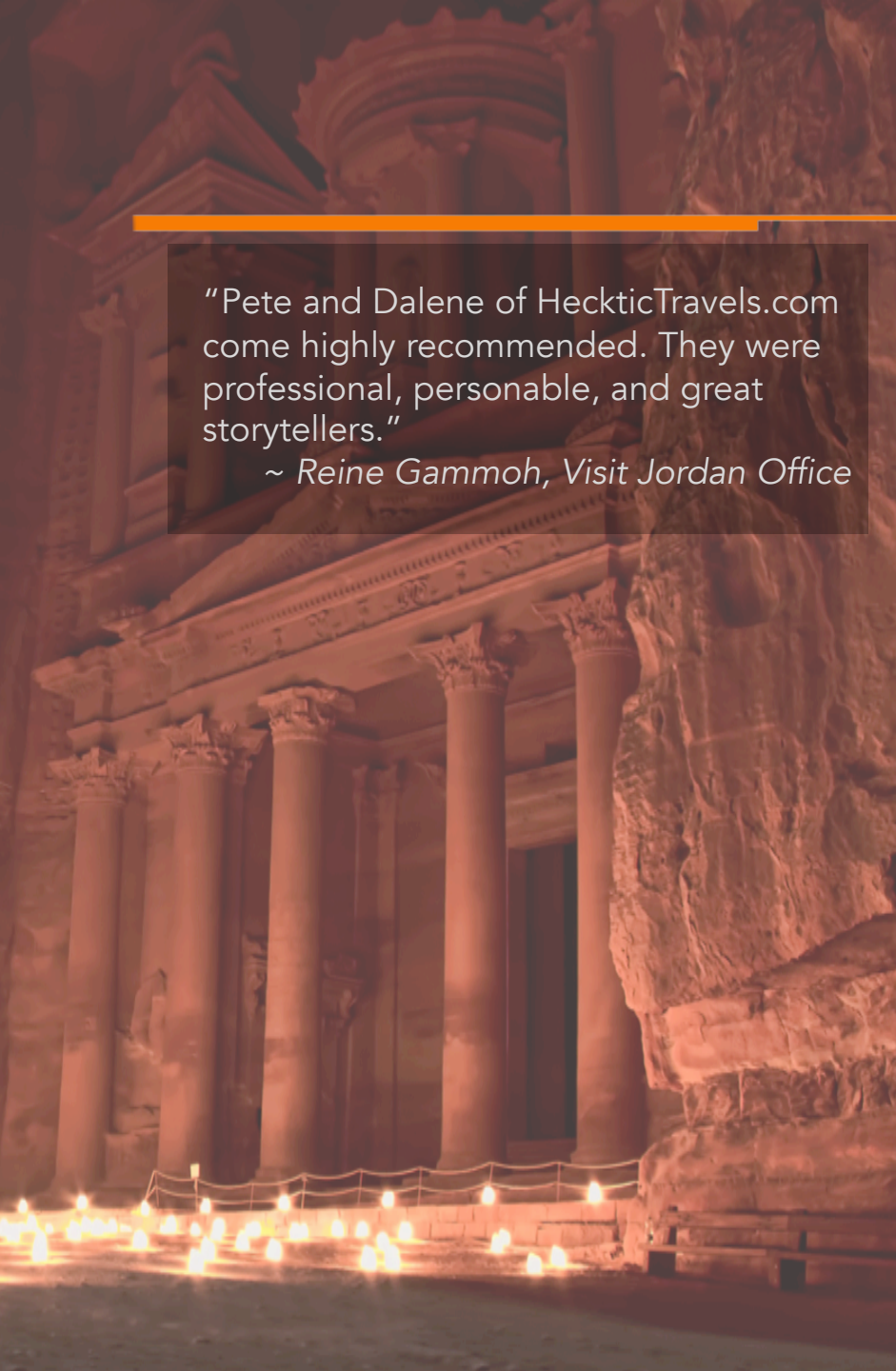
**Total Instagram Reach: 43,000+**

"Your posts are my favourite this year and I'd say that in the face of every blogger and journalist who'd ask me."

~ Hugo Leclerc, Tourisme Montréal Office



# Case Study



"Pete and Dalene of HeckticTravels.com come highly recommended. They were professional, personable, and great storytellers."

*~ Reine Gammoh, Visit Jordan Office*

## Jordan Tourism Board, 2012

We traveled through Jordan for nine days in June 2012 working with Visit Jordan. We produced eleven blog posts from our visit.

The Results: *\*(after 6 months)*

**Total Pageviews: 8,400+**

Average of 760+ views per post

**Total Tweets: 600+**

~2.6 million twitter impressions

**Total Facebook Impressions: 1000+**

# Reader Feedback

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## What Our Readers Have to Say:

"The internet universe thanks you for breaking up the monotony of travel blogging."

"Love the pictures, love the writing, love the honesty about the highs and lows of travel, love the regularity of the posts...it's like a good reality TV show!"

"The way the writer makes me feel is like I'm peeking in the window of someone's house/life."

"I like the personal nature of the stories, written sincerely and in a non-formulaic manner. Too many other blogs follow a set routine - hoorah for keeping it fresh."

# Press and PR

## As Seen On:



## Awards and Recognition:

- Dalene was named a "Voice of the Year" by BlogHer
- Dalene is a regular contributor to **Travel + Escape - Canada's travel channel**, and has written for The Huffington Post. Hecktic Travels blog posts regularly appear on National Geographic Traveler
- Hecktic Travels has appeared in several news outlets across Canada

## Other:

- Dalene is an elected board member of the Professional Travel Bloggers Association





# Contact Us



To further discuss how we can work together, please contact us at:



[info@hecktictravels.com](mailto:info@hecktictravels.com)



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