

There's a "GT" Partnership for your organisation

For diverse perspectives on travel & tourism: everyone's business.



Since May 2017 the mission of [The "Good Tourism" Blog](#) has been to connect the dots between theory and practice, rhetoric and reality when it comes to diverse notions of sustainability and responsibility in the travel & tourism industry.

"GT" does this by publishing informed perspectives and sincerely-held opinions about what's 'good' (or what could be better) about travel & tourism.

Founder [David Gillbanks](#) would appreciate your help, through "GT" Partnership, to continue to build a unique platform for independent thought and inquiry.

Unlock outstanding value for your brand via a "GT" Partnership

As a stakeholder in the tourism industry, you deserve the best when it comes to **advocacy, storytelling, news sharing, and branding**. As a "GT" Partner, you'll receive exclusive access to a range of benefits, including:

Advocacy & storytelling: "GT" will help you share your story and opinions *in your own words* with an open-minded audience.

News sharing: Keep the "GT" network in the loop by sharing your latest news and insights. "GT" provides opportunities for you to keep its readers informed.

Branding: Boost your brand visibility and gain recognition as a responsible tourism stakeholder and opinion leader via "GT's" websites and social media.

Personalised attention: "GT" values partners and believes in providing exceptional customer service. David Gillbanks will work closely with you to understand your goals and tailor offerings to meet your specific needs.

Partnership spots are limited

Don't miss out on this opportunity. Contact David to discuss how to collaborate.

“GT” PARTNERSHIP ... US\$999 for 12 months

For an **exceptional travel & tourism organisation** — public, private, commercial, academic, governmental, non-governmental, industry, or industry-adjacent — with interesting things to say about our industry, and open to the free expression of heterodox opinions. **Includes four Partner messages (valued at US\$1,332) to be used over the 12-month Partnership period.**

“GT” Partnership benefits

ALL “GT” PARTNERS enjoy the following benefits over 12 months:

- **Advocacy & storytelling:**
 - Write and invite informed opinion about tourism for [“GT” Insights](#);
 - Write and invite informed travel inspiration for [“GT” Travel](#);
 - Contribute to [“Friends indeed”](#), a curated list of charitable causes;
 - Suggest topics and themes for “GT” to explore in [“GT” Insight Bites](#).
- **News sharing:**
 - Leverage your included Partner messages;*
 - Feature in the [“Good news in travel & tourism” wraps](#);
 - Enjoy a 33% Partner discount on additional Partner messages*.
- **Branding:**
 - A “Good Partner” button (85 x 85) on both “GT” and “GT” Travel;
 - An archive page for your Partner messages;*
 - Listings on [“GT” Friends](#) pages and the “GT” newsletter;
 - Formal and informal social media support.
- Introductions to “GT” Partners and guest authors upon request.
- Regular reminder emails about these benefits.

* “GT” Partnership includes a bundle of complimentary and complementary Partner messages (sponsored posts) that you can use as you see fit (within reason) over a 12-month period. They are supported by shares to “GT’s” social media channels and the “GT” newsletter.

Sponsored posts ... US\$333.00 each (US\$222 for active “GT” Partners)

[Sponsored posts](#) are available if you would prefer to work with “GT” on an ad hoc basis. “GT” will share your post across a range of social media accounts (see below) and feature it in the next [“GT” newsletter](#) and “Good news” wrap.

Writing service

For an additional fee, “GT” can arrange for a professional writer to write your Partner message or sponsored post for you: US\$333 for up to 1,000 words; 100% of the fee goes to the writer who will liaise with you on your content.

Special partnership categories

“GT” NAMING RIGHTS PARTNERSHIP ... US\$xxx,xxx (negotiable) for 12 months

The [Your Brand] “Good Tourism” Blog & The [Your Brand] “GT” Travel Blog.

“GT” PREMIER PARTNERSHIP ... US\$xx,xxx (negotiable) for 12 months

For a **leading international brand** that supports and celebrates diversity of opinion about everyone’s business; the travel & tourism industry. **Includes a 300x250 Premier Partner banner on every “GT” blog post (if exclusive).**

“GT” TRAVEL PARTNERSHIP ... To be negotiated

For a **travel service provider** keen to facilitate “GT” travel.

“GT” EVENT PARTNERSHIP ... To be negotiated

For an **industry event** that would facilitate “GT’s” attendance and coverage.

“GT” INSIGHT PARTNERSHIP ... Free of charge (but not free of effort)

For a **charity or not-for-profit** with stories to tell and [“GT” Insights](#) to share.

*Prospective “GT” Partners of any category should understand that while they may influence the broader conversation via their contributions to and suggestions for “GT” content, and through their “GT” Partner messages, they may **never dictate** who and what “GT” publishes.*

“GT” shall remain independent and shall adhere to the following values ...

“GT” values

Expect the following:

Trust & transparency: Building confidence with and between readers and Partners

“GT” values trust and transparency in all relationships, including with its readers.

That’s why “GT” always discloses partner/sponsor relationships in every post that has **not** been subject to the [“GT” Insight guidelines](#). “GT” clearly marks these posts with “A “GT” Partner message or sponsored post” in the byline. Also, guest authors are required to disclose vested interests and conflicts of interest.

Independence & integrity: Upholding freedom of expression

“GT” cherishes freedom of expression and diversity of opinion (within reason) and assumes “GT” Partners do too.

“GT” will never sign up to an industry coalition, declaration, or political initiative that may have unforeseen implications for travel & tourism. “GT” believes that industry media should maintain a critical distance, and that publishers, editors, and journalists should explore diverse evidence and ideas, even if they challenge mainstream opinion or contradict personal views.

Good-faith debate: Respecting different world views

“GT” is committed to publishing good-faith counter-arguments on any travel & tourism-related topic, and will never censor a reasonable point of view for fear of losing support from “GT” Partners.

“GT” values the trust of its readers and would never compromise that for the sake of sponsorship. “GT” believes that its readers are open-minded, accepting, diverse, and smart. We respect their ability to draw their own conclusions.

“GT” readers will ALWAYS come first.

*Speaking of which, “GT” will never claim that half of the world’s population regularly visits its posts and pages. That would be nonsense! “GT” is more like a large open-door tourism industry conference whose participants come and go based on their interest in **content** rather than coffees, cocktails, and canapés.*

“GT” readers

Another “GT” value: Just as tourism destinations must eventually start to focus on quality, clickbait is NOT and never will be a strategy employed by “GT”.

“GT” and “GT” Travel appeal to people who are sincerely interested in diverse perspectives on travel & tourism. (See Appendix for indicative demographics.)

In keeping with “GT’s” value of transparency, [here are the 28-day active user statistics for the “GT” blog](#); automatically updated daily by Google Analytics.

“GT” supports guest authors’ and Partners’ content with shares across a range of social media accounts, including [Facebook](#) (4K+ followers; 3K+ likes); [Instagram](#) (3K+); LinkedIn (4K+ followers); [Twitter/X](#) (8K+¹ followers); and others; plus an item in the [“GT” newsletter](#). The numbers are real. Check them out..

(¹“GT’s” Twitter/X account was created in 2008 for a “Good Travel & Tourism Wiki”, now defunct.)

“GT” content

“GT’s” primary content categories:

“GT” INSIGHTS

[“GT” Insights & Insight Bites](#) are posts by travel & tourism stakeholders keen to share their tourism insights, expertise, stories, and experiences for the benefit of a global industry audience willing to listen to diverse opinions and perspectives.

“GT” NEWS & EVENTS

[“GT” News & Events](#) posts are based upon Partner/sponsor news and events.

Content from a primary category may also fit into:

“GT” PLACES

Where content is geographically focused, it will be categorised as such. [“GT” Places](#) posts are about destinations, their special spaces, and the stakeholders therein who are keen to share their news, opinions, and best practices.

INTRODUCING [The “Good Tourism” Travel Blog — Informed inspiration for travellers](#)

Contact “GT”

Email: info@GoodTourismBlog.com

WhatsApp: +61 481 881 924

LinkedIn: [@GoodTourism](#)

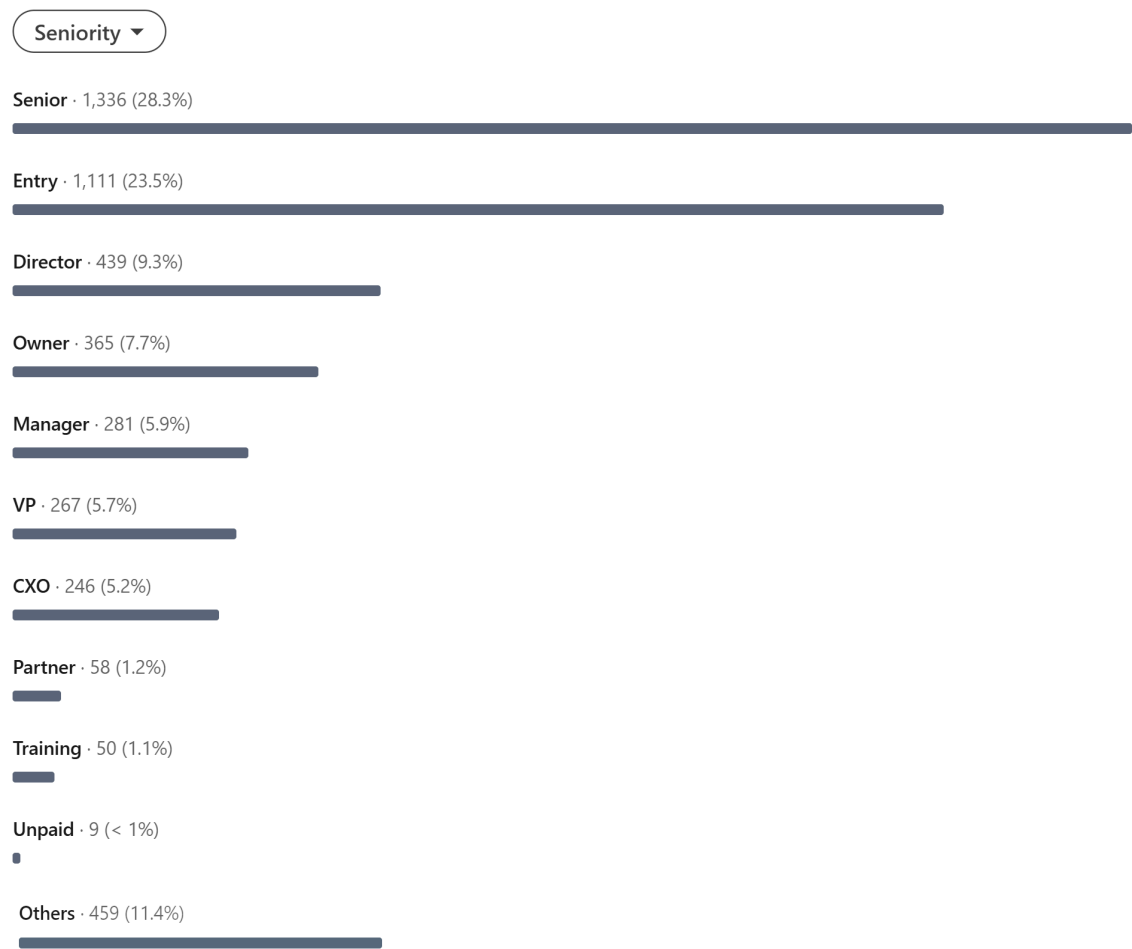
Appendix: Indicative demographic profile of readers/followers of *The “Good Tourism” Blog*.

Snipped from the analytics of [“GT’s” LinkedIn page](#) on March 7, 2025.

Follower highlights ?

4,723
Total followers

Follower demographics ?



Industry ▾

Travel Arrangements · 1,522 (32.2%)



Higher Education · 397 (8.4%)



Hospitality · 315 (6.7%)



Business Consulting and Services · 155 (3.3%)



Government Administration · 133 (2.8%)



Non-profit Organizations · 93 (2%)



IT Services and IT Consulting · 82 (1.7%)



Advertising Services · 74 (1.6%)



Airlines and Aviation · 57 (1.2%)



Civic and Social Organizations · 54 (1.1%)



Job function ▾

Business Development · 971 (20.6%)



Operations · 791 (16.7%)



Education · 333 (7.1%)



Sales · 266 (5.6%)



Media and Communication · 213 (4.5%)



Community and Social Services · 188 (4%)



Marketing · 174 (3.7%)



Research · 108 (2.3%)



Customer Success and Support · 88 (1.9%)



Consulting · 83 (1.8%)

