There’s a "GT" Partnership for your organisation

For diverse perspectives on travel & tourism ... because it’s 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.

“Good Tourism” founder and publisher David Gillbanks would appreciate your help, through “GT” Partnership, to continue to build this unique platform for independent thought and inquiry for all tourism stakeholders.

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. "GT" Partnership is here to deliver tremendous value to organisations of all types and sizes.

Join as a “GT” Partner and experience the benefits to you that will also sustain, grow, and add depth to not only our growing network, but also to the heart of our humble blogs. We believe in building long-term relationships. We prioritise taking care of our existing partners, knowing that new win-win partnerships will form through outstanding content, services, values, and value-for-money.

As a “GT” Partner, you’ll receive exclusive access to a range of benefits tailored to your needs, including:

Advocacy & storytelling: We’ll showcase your brand through our platform, amplifying your message and promoting your responsible and sustainable tourism initiatives and opinions. Our approach will help you connect with our audience and share your story in a meaningful way ... in your own words.
News sharing: Keep the “GT” network in the loop by sharing your latest news and insights. We provide opportunities for you to keep our audience informed.

Branding: Boost your brand visibility and gain recognition as a responsible and sustainable tourism leader via social media, newsletters, and our websites, giving you increased exposure to our growing readership of open-minded and engaged travel & tourism stakeholders.

Personalised attention: We value our partners and believe in providing exceptional customer service. “GT’s” publisher will work closely with you to understand your goals and tailor our offerings to meet your specific needs.

Don’t miss out on the opportunity to unlock the full potential of your brand through “GT” Partnership. Join today and let’s work together to make a positive impact on the world of travel & tourism. Contact us now to discuss how we can collaborate and create a win-win partnership for your brand!

Annual “GT” Partnership standard 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;
  - Leverage your included Partner messages (sponsored posts);*
  - Contribute to “Friends indeed”, a curated list of charitable causes;
  - Suggest topics and themes for “GT” to explore in “GT” Insight Bites.

- News sharing:
  - Contribute news ‘tidbits’ to the “GT” newsletter;^
  - Feature in the “Good news in travel & tourism” wraps;
  - Leverage your included Partner messages;*
  - 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 other “GT” Partners and guest authors.

- Regular reminder emails about these benefits.

* Some Partnership categories are based upon pre-purchasing a number of 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. ^ News ‘tidbits’ are one- or two-sentence news items that can link to more information.
“GT” Partnership categories and rates in 2023

In addition to the standard benefits (above), there are more benefits for your organisation depending on its “GT” Partnership category, as follows:

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

“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” DESTINATION PARTNERSHIP ... Purchase 10 Partner posts @ US$300 ea
For a confident destination keen to showcase its special places. Includes a branded “GT” Places & “GT” Travel destination archive page.

“GT” EDUCATION PARTNERSHIP ... Purchase 6 Partner posts @ US$300 ea
For an institution of higher learning that sees value in bridging theory and practice for future generations.

“GT” INDUSTRY PARTNERSHIP ... Purchase 3 Partner posts @ US$300 ea
For an exceptional travel & tourism SME, NGO, or other organisation with interesting things to say about our industry.

“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 for “GT” Events.

“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.

Sponsored posts ... US$300.00 each (US$200 for active “GT” Partners)
Clearly marked 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. For an additional fee (negotiable) “GT” can ghost write it.

Updated February 27, 2024 – check for newer version
3 of 7 pages
All of that is outstanding value, of course.

However, prospective “GT” Partners should understand that while they may influence the broader conversation via their contributions to and suggestions for “GT” content, and via their sponsored Partner posts, they may never dictate who and what “GT” publishes. “GT” has values …

“GT” values
Expect the following:

Trust & transparency: Building confidence with and between readers and Partners
At "GT" , we value trust and transparency in all our relationships, including with our readers. That's why we always disclose any partner/sponsor relationships in every post authored by a third party that has not been subject to the "GT" Insight guidelines. We clearly mark sponsored posts with "A “GT” Partner or sponsored post" in the byline. In addition, guest authors are required to disclose vested interests and conflicts of interest.

Independence & integrity: Upholding freedom of expression
At "GT" , we cherish freedom of expression and diversity of opinion (within reason) and assume “GT” Partners do too. We will never sign up to an industry coalition, declaration, or political initiative that may have unforeseen implications for travel & tourism. We believe that industry media should maintain a critical distance to avoid becoming partisan, and that publishers, editors, and journalists should explore diverse evidence and ideas, even if they challenge mainstream opinion or contradict personal views.

"GT" is committed to publishing good-faith counter-arguments on any travel & tourism-related topic, and we will never censor a reasonable point of view for fear of losing support from “GT” Partners. We value the trust and intelligence of our readers and would never compromise that for the sake of sponsorship. We believe that “GT” readers are open-minded, accepting, diverse, and smart. We trust 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 (3K+ followers); Twitter/X (8K+¹ followers); and others; plus an item in the “GT” newsletter. The numbers are real. Check them out..
(“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 a secondary category:

“GT” PLACES or “GT” PRODUCTS
“GT” Places posts are about destinations, their special places, and the stakeholders there who are keen to share best practices and showcase their good, better, and best. “GT” Products posts are about goods and services that help travel & tourism industry stakeholders.

INTRODUCING The “Good Tourism” Travel Blog — Informed inspiration for travellers

Contact “GT”
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Wechat: davidgillbanks Instagram: @GoodTourism
WhatsApp: +61 481 881 924 LinkedIn: @GoodTourism
Appendix: Indicative demographic profile of readers/followers of The “Good Tourism” Blog.

Snipped from “GT’s” LinkedIn page analytics on December 5, 2023.

Follower highlights

3,279
Total followers

173
New followers in the last 30 days

Follower demographics

Senior
954 (29.1%)

Entry
715 (21.8%)

Director
377 (11.5%)

Owner
270 (8.2%)

Manager
210 (6.4%)

VP
202 (6.4%)

CIO
194 (5.9%)

Partner
52 (1.6%)

Training
28 (< 1%)

Unpaid
5 (< 1%)

Follower demographics

Travel Arrangements
993 (30.2%)

Higher Education
216 (6.9%)

Hospitality
222 (6.8%)

Business Consulting and Services
121 (3.7%)

Government Administration
82 (2.5%)

Non-profit Organizations
77 (2.3%)

Advertising Services
67 (2.1%)

IT Services and IT Consulting
60 (1.8%)

Research Services
46 (1.4%)

Environmental Services
41 (1.3%)
### Follower demographics

#### Job function

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<th>Count</th>
<th>Percentage</th>
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<tr>
<td>Operations</td>
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<td>Education</td>
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<td>Media and Communication</td>
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<tr>
<td>Marketing</td>
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<td>Community and Social Services</td>
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<tr>
<td>Research</td>
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#### Company size

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<td>5001-10,000 employees</td>
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<tr>
<td>Others</td>
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