There’s a “GT” Partnership for your organisation

For diverse perspectives on sustainable tourism & responsible travel ... because travel & tourism is 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.

As a natural extension of a glowing, growing tourism media brand, in May 2021 a younger sibling was born. Whereas The “Good Tourism” Blog publishes content by, for, and about the tourism industry, The “GT” Travel Blog offers informed inspiration for travellers from tourism insiders.

“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.

What is a “GT” Partnership?

A “GT” Partnership is a bundle of advertising, advocacy, branding, news sharing, and storytelling benefits. The various categories of “GT” Partnership deliver tremendous value to travel & tourism stakeholders of all types and sizes.

David cherishes “GT” Partners because they help sustain, grow, and add great depth to not only “GT’s” growing network, but also to the blogs at its heart.

David spends more time personally looking after extant “GT” Partners than chasing new ones, believing that new win-win partnerships will form naturally IF “GT’s” publications, services, values, and value-for-money are outstanding.

And they certainly are, as evidenced by these “GT” Partner testimonials.
“GT” Partnership standard benefits

ALL “GT” PARTNERS enjoy the following value-packed benefits:

- Contribute positive news to the ~weekly “GT” newsletter;
- Write and invite informed opinion about tourism for “GT”;
- Write and invite informed inspiration for travellers for “GT” Travel;
- A “Good Partner” button (85 x 85) on both “GT” and “GT” Travel;
- A generous 33% Partner discount on sponsored posts;
- Input into “Friends indeed”, a curated list of charitable causes;
- Opportunities to suggest topics and themes for “GT” to explore; and
- Regular reminder emails about these benefits.

“GT” Partnership categories and rates FY 2022 / 23

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 post + ‘unlimited’ sponsored posts.

“GT” DESTINATION PARTNERSHIP … US$3,312 for 12 months
For a confident destination keen to showcase its special places. Includes a dedicated “GT” Places & “GT” Travel destination page + 12 sponsored posts.

“GT” EDUCATION PARTNERSHIP … US$2,112 for 12 months
For an institution of higher learning that sees value in bridging theory and practice for future generations. Includes six sponsored posts.

“GT” INDUSTRY PARTNERSHIP … US$912 for 12 months
For an exceptional travel & tourism SME, NGO, or other organisation with interesting things to say about our industry. Includes three sponsored posts.

“GT” TRAVEL PARTNERSHIP … To be negotiated
For a generous travel service provider keen to facilitate “GT” travel.

Updated June 7, 2022 … check for newer version
2 of 5 pages
“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 “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. If you would like “GT” to write your sponsored post for you too, that can be negotiated.

All of that is outstanding value, of course.

However, prospective “GT” Partners should understand that while they may influence conversations via their contributions to and suggestions for “GT” content, they may never dictate what is published.

“GT” has values, don’t you know ...

“GT” values
Prospective “GT” Partners should expect the following:

Trust & transparency
To build trust with "GT" readers, and between Partners, “GT” always discloses Partner/sponsor relationships.

Every post authored by a third party that has not been subject to the "GT" Insight guidelines has “Partner / Sponsor Message” in the byline i.e. it’s clearly marked as a sponsored post. Furthermore, within news, editorial, and even social media posts, "GT" always discloses Partner/sponsor relationships.

“GT” Travel post writers are also encouraged to disclose their biases and vested interests, lest commentators call them out.

Independence & integrity
“GT” cherishes freedom of expression and assumes “GT” Partners do too.

“GT” will never sign up to an industry ‘coalition’ or ‘declaration’ or other initiative that has wide-ranging and potentially unforeseeable implications for travel & tourism. “GT” believes industry media should maintain a critical distance lest
they become partisan; that publishers, editors, and journalists should explore evidence and ideas that challenge mainstream opinion, swim against political currents, and even contradict their own personal views.

“GT” will always publish good-faith counter-arguments on any travel & tourism-related topic. “GT” will never censor a reasonable point of view for fear of a "GT" Partner withdrawing support. And “GT” would sooner lose an important sponsor than abuse the trust or insult the intelligence of its readers.

“GT” believes travel & tourism stakeholders, especially those who follow “GT”, are more open-minded and accepting than the average person. They are diverse in the truest, least superficial sense of the word. And they are smart. “GT” readers are more than capable of drawing 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” to attract new readers. “GT” and its young sibling “GT” Travel appeal to people who are sincerely interested in diverse perspectives on travel & tourism.

The “GT” blog sites together serve an average of 2,000 unique visitors per month from almost every nation on Earth. Think of “GT” as an always-on international tourism industry conference in which the content is king.

“GT” supports its own and Partners’ content with shares across a range of social media accounts, including Facebook (3,300+); Instagram (3,000+); LinkedIn (2,200+); Twitter (9,000+); and others; plus an item in the “GT” newsletter.

1 “GT’s” Twitter account was created in 2008 for a “Good Travel & Tourism Wiki”, now defunct.
“GT” content
Supported by the aforementioned array of social media channels, the “GT” blog’s primary content categories are, as follows:

“GT” INSIGHTS
“GT” Insights are original posts by academics, experts, and practitioners keen to share their sustainable and/or responsible tourism insights, expertise, and experiences for the benefit of all travel & tourism stakeholders.

“GT” NEWS & EVENTS
“GT” News & Events posts are based upon Partner/sponsor news and events.

“GT” PLACES / “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 Partners’ and sponsors’ goods and services that help travel & tourism industry stakeholders.

INTRODUCING The “Good Tourism” Travel Blog — Tips for travellers from tourism industry insiders

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