



OFF THE PATH

- WALKING THE EXTRA MILE -

WWW.OFF-THE-PATH.COM

WHAT IS OFF THE PATH?



Founded in 2011, Off-The-Path.com is a leading travel blog focusing on one of the fast growing segments of the travel industry:

Flashpackers and Adventure Travel

The team behind Off-The-Path publishes highly regarded travel articles from around the world. It's one of the premier information resources for active travelers, offering the finest adventure travel advice from around the world.

The aim is to show normal travelers and tourists that adventure travel is for everybody and that there is no need of leaving the comforts of luxury from home to experience an actual adventure.

TABLE OF CONTENTS

P1. WHAT IS OFF THE PATH?

P4. WHAT DO WE OFFER?

P7. ADVENTURE & SPA

P2. BEHIND THE SCENES

P5. WHAT ARE THE RESULTS?

**P8. PUBLIC SPEAKING,
CONSULTING & BLOG CAMP!**

P3. SO FAR

P6. WHAT DO PEOPLE SAY?

P9. GET IN TOUCH!



BEHIND THE SCENES

Off The Path was founded and is managed by Sebastian Canaves. Sebastian has been traveling and living abroad since 2007. He is half Spanish and half German but considers himself more as a citizen of the world. In the last years he lived as an expat in Australia, The Netherlands, Bulgaria and Thailand. He currently resides in Berlin, Germany!

Sebastian studied International Business and Management Studies and Journalism and Mass Communication. He worked as a Marketing Consultant all over the world and is now consulting businesses and DMOs in Blogger Relations and Social Media.

Sebastian is an adventure seeker who loves outdoor travels and always travels with his D7000, D90 and his two GoPros.

Besides Off-The-Path.com he also runs the photography travel blog Worth-A-Journey.com.

Get in touch today to find out how you can work with Sebastian and Off The Path!

sebastian@off-the-path.com



SO FAR!

Numerous international magazines wrote articles about Sebastian and Off The Path. Off The Path has also partnered up with premier hospitality providers such as Four Seasons Hotels, Starwood Group, Centara Hotels, Roomorama, Swissotels, Hostelworld, Hostelbookers and leading travel product companies such as Deuter and Osprey.

To find out how to maximize your online exposure get in touch with Sebastian today:

sebastian@off-the-path.com



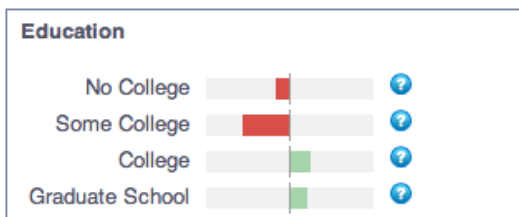
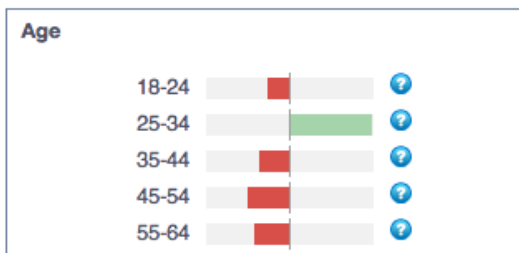
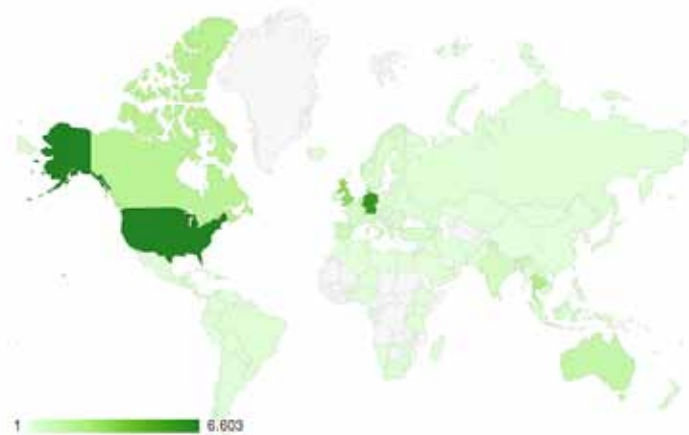
WHAT DO WE OFFER

We offer a platform to promote your products and services. We are able to spread the word about your destination or brand to a large audience of travelers.

Our skills include Journalism/Blogging, Photo & Video and Marketing Consulting.

We have more than **25.000 visitors each month** and according to site analytics our visitors are mostly females between 25-34 with high education and no children.

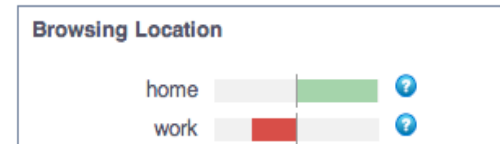
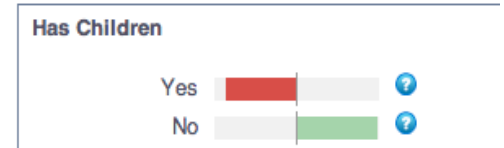
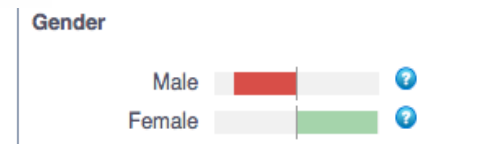
Besuche



FACEBOOK: 9.000+
TWITTER: 13.000+
INSTAGRAM: 12.000+
GOOGLE+: 350+
YOUTUBE: 7.200+
PINTEREST: 200+
TRIPADVISOR: 9.000+

50K

Followers...



WHAT ARE THE RESULTS?

NORWAY (5 DAYS)

Before the trip	During the trip	After the trip
<ul style="list-style-type: none">- one teaser article- Creating buzz and involving community in trip via social media networks	<ul style="list-style-type: none">- Real time updates via Social Media Networks- Upload Photo Of The Day on Blog, Facebook, Twitter and Instagram	<ul style="list-style-type: none">- 10 Photos- 5 Articles about the trip- One Video

RESULTS

40.000 post views - 500.000 impressions via Twitter - 6.000 likes via Instagram - 400 shares via Facebook - 2 international magazines



WHAT ARE THE RESULTS?

WHITE START GAMES - AUSTRIA (3 DAYS)

Before the trip	During the trip	After the trip
<ul style="list-style-type: none">- Creating buzz and involving community in trip via social media networks	<ul style="list-style-type: none">- Real time updates via Social Media Networks- Upload Photo Of The Day on Blog, Facebook, Twitter and Instagram	<ul style="list-style-type: none">- 24 Photos- 3 Articles about the trip- Two Videos

RESULTS

30.000 post views - 513.091 impressions via Twitter - 3.000 likes via Instagram - 150 likes via Facebook



WHAT DO PEOPLE SAY?



Rosaria @rosaria_89

Mar 5

@offthepathcom good timing :) I'm planning to go there soon and, of course, appreciate your recommendations ;)

Hide conversation ← Reply 1



Val Hamer @Farawayhammer

Jul 9

@sebaboerner Great post. Never used them but will def check out now. @roomorama

View conversation



Erick Widman @erickwidman

@sebaboerner Nice work - very resourceful! I'm adding Peles castle to my list of spots to visit.

View conversation



Kara @LuvHaleiwa

Dec 14

@offthepathcom Thanks for the follow. I read your review of the Tauern Spa - it sounds amazing. It's now on my bucket list!



Lonely Planet @lonelyplanet

Dec 5

RT @sebaboerner: A #photoessay with the best pictures from a two weeks #roadtrip in #Australia! bit.ly/TJ4lfc #ttot #travel #rtw #lp



Life of SomethingNew @LifeofSN

Mar 12

@offthepathcom dude! I'm going this September. I'm going to check out your blog now.



Whitney @whitneypiper

Jan 25

Thinking about a wine-tasting trip to Melnik in March off-the-path.com/2011/10/wine-t... via @offthepathcom

Expand ← Reply ↻ Retweeted ★ Favorited ⋮ More

WHAT DO PEOPLE SAY?



Cole Burmester

CEO and Publisher at Four Jandals Adventure Travel Blog

“ Sebastian and I presented together at the Vigo Destination 2.0 conference in Galicia. We explained how travel bloggers can work closely with tourism boards and companies to help promote their regions to travellers.

Sebastian is extremely hard working and very knowledgeable about how to provide the best results from press trips using social media. I highly recommend him to anyone looking to promote their destination. **less**

January 30, 2013, Cole was with another company when working with Sebastian at Off The Path



Catalina Ospina Serrano

Public Relations and Corporate Communication

“ Working with Off The Path has helped us to increase the brand visibility of our clients through great content. With Off The Path we have been able to reach a targeted audience according to our clients requirements and needs.

We have been working with Off The Path on different campaigns and the quality of the site as well as the positive impact of the content are just some of the important assets to highlight. In addition, we enjoyed the personal and professional way the team behind Off The Path handled all our proposals! **less**

October 13, 2012, Catalina was Sebastian's client

ADVENTURE & SPA

WHY ADVENTURE & SPA?

We want to write about all aspects of traveling. By including the spa aspect to the blog it is easier to write about the accommodations we stay at. Active traveling is coming more and more popular and due to the search queries and e-mails we get from readers we are more or less forced to start this program. Adventure travels is far bigger than most believe, with turnover of an estimated \$89 billion (international outbound from the Americas and Europe exclusively), excluding air travel costs, in 2009, and estimated growth rates of 17% since then.

WHAT ARE ADVENTURES?

The ATTA has defined “adventure travel” as a blend of three different types of travel. The well-known traditional type is a physical activity of some kind in a destination. But cultural tourism, where travellers experience a new culture in some way, and nature tourism, ranging from eco-tourism holidays to hiking trips, also fall under the association’s broad definition. The sector tends to be divided into ‘hard’ and ‘soft’ adventures. Hard adventures tend to involve more physically demanding activities and/or specialised training. Whereas ‘soft’ adventure - which is where the most promising growth lies - blends physical adventures with such enriching activities as culinary pursuits, agritourism, archaeological and wildlife viewing by day, while offering comfortable stays in family-owned accommodations with gourmet experiences by night. Basically, people are increasingly stepping outside of their comfort zones to seek self-discovery and authentic, transformative experiences. People’s views of the world have changed. People increasingly want to get back to basics, to experience real things.

Examples can be: Kayaking, Boat trips, Hiking, Animal Encounters, Bike trips, Snorkeling and Diving, Skydiving, Canioning, Paragliding, Helicopter rides, Zip lining, HorseBack Riding, Road Trips, Shark Cage Diving, Racing, Mountain Biking, White Water Rafting, Local Markets, Cooking Classes, Safaris and much more...

WHAT ARE SPA'S?

The combination of Adventure and Spa is becoming very popular. People like to relax after a long active day. Things such as Spa Treatments, Massages, Sauna, Yoga, Ayurveda, Gyms, Hot Springs and much more are part of this programme.

PUBLIC SPEAKING, CONSULTING & BLOG CAMP

Numerous companies, DMO's & Bloggers trusted our knowledge in the past.

We regularly speak at tourism conferences like ITB about blogging and how companies can benefit from working with bloggers. We have been blogging successfully for over two years and helped many companies to maximize their brand exposure online.

We consult companies and DMO's in blogger relations and social media and have been working with DMO's such as Innovation Norway (visitNorway) and the Polish Tourism Bureau where we helped to organize famtrips with bloggers, held workshops regarding how to work with bloggers and how social media really works.

Bloggers trust our success at the Blog Camp. Every two months we organize a blog camp in Europe where up to 20 Bloggers get together for a weekend full of workshops how to maximize the potential of their blogs.

If you want to be a sponsor, partner, need consulting or want to book us please contact us.



WWW.BLOG-CAMP.DE

GET IN TOUCH!

To further discuss your needs and how we can help you to maximise your online exposure please contact us.



Off-The-Path.com
z. Hd. Sebastian Canaves
Reichenberger Str. 48
10999 Berlin
Germany



Cell: +49 (0) 1523 69 64 183
Phone: +49 (0) 30 33 85 79 64
E-Mail: sebastian@off-the-path.com
Skype: sebaboerner