Who We Are

CoolTravelStories is a travel storytelling platform created by professional storytellers Maarten Schafer and Anouk Pappers.

We tell the story of a destination through the experiences we have there: the people we meet, the places we discover, the hotels we stay in and the moments that make a trip memorable.







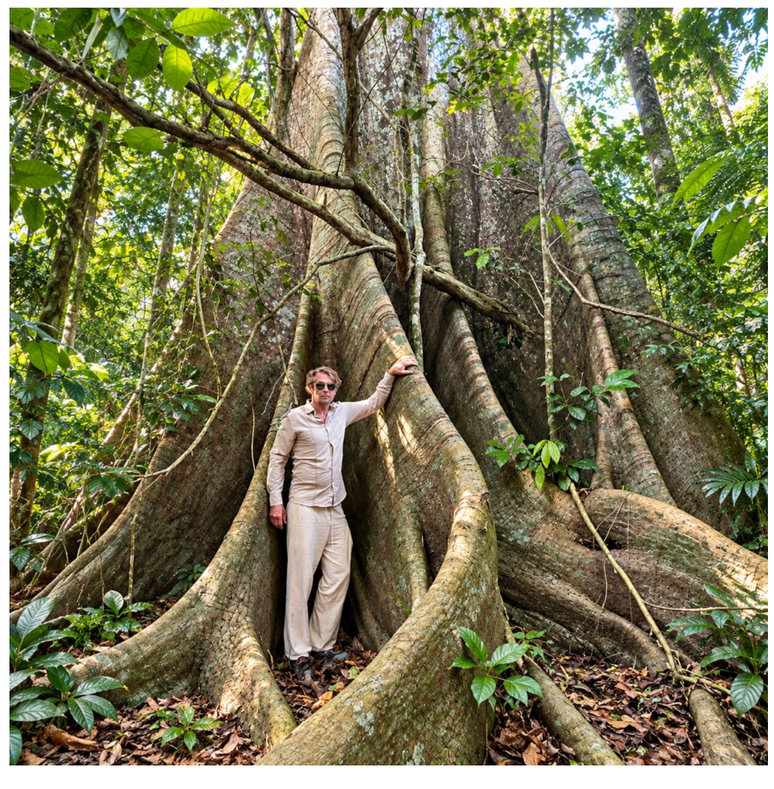












COOL TRAVEL STORIES

What We Create & Who We Reach

Our content combines written stories, photography, video and social content. Our audience is largely business executives aged 40+ and 50+, reached through LinkedIn, where we have close to 20,000 followers, as well as Medium, WordPress, speaking engagements and other online platforms.







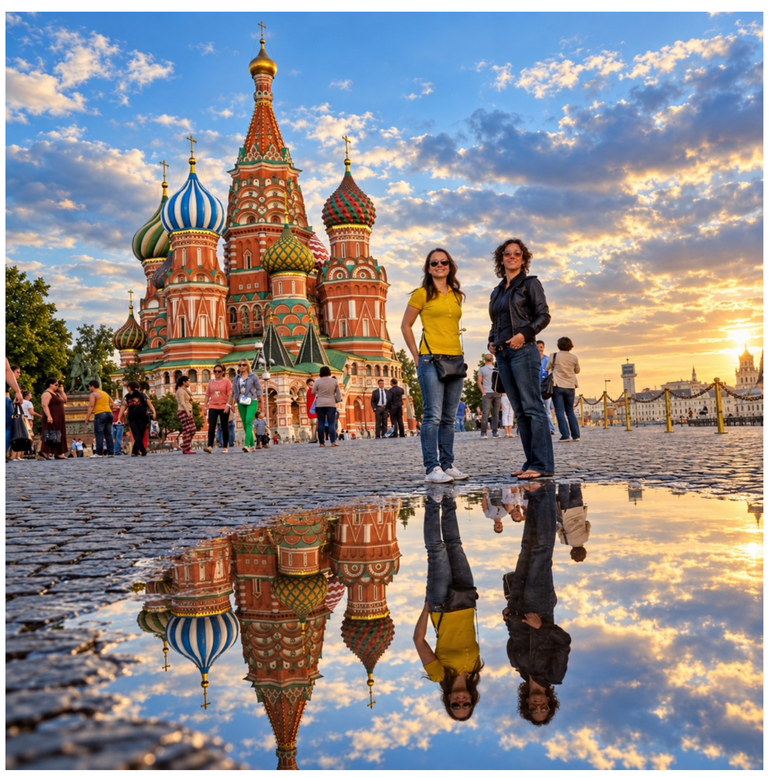










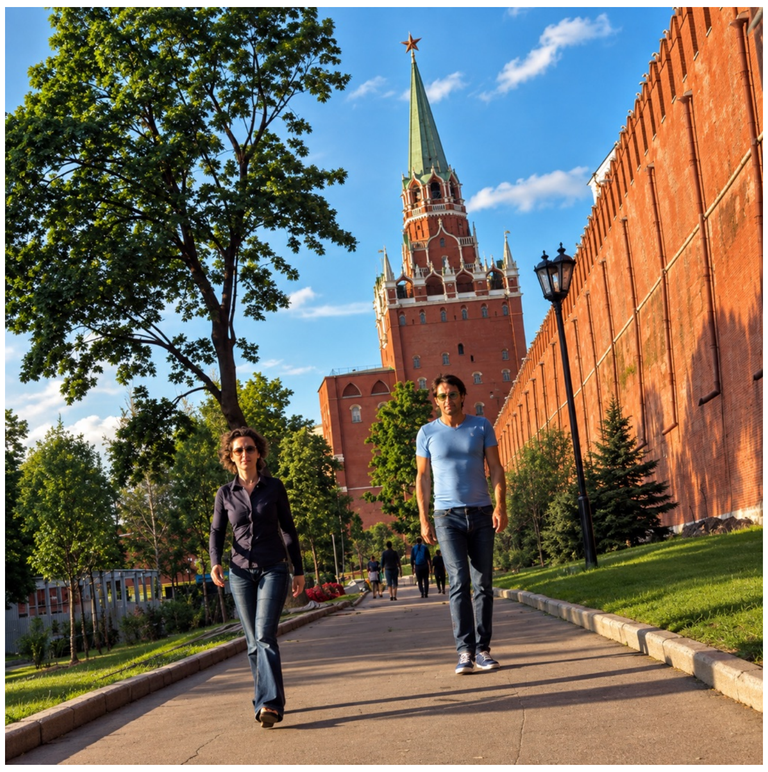


COOL TRAVEL STORIES

How We Work With Tourism Boards

We create destination stories that can bring together hotels, local experiences, culture, food and people into one connected narrative. The content is shared through our own channels and can also be made available for use by the tourism board and partners.

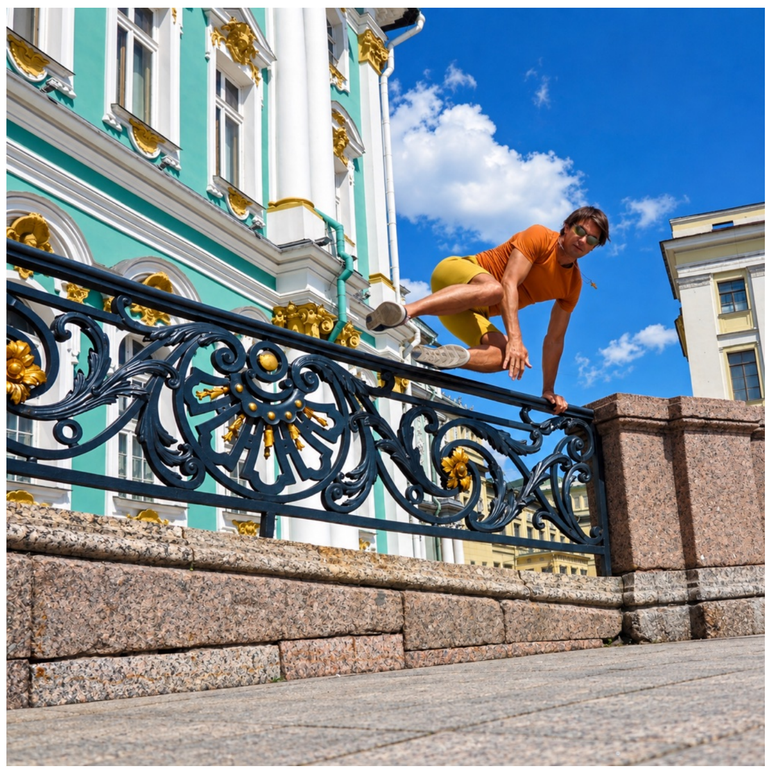


















COOL TRAVEL STORIES

Our Track Record - For more than 20 years, we have traveled the world creating stories about destinations, people and experiences. We have visited 96 countries, published 14 books and worked with tourism boards including Brazil, Jamaica, Cuba, India and Tanzania, as well as hotels, resorts and travel brands around the world.





















The books we published

For more than 20 years, we have traveled the world, collecting stories about the people we met, the destinations we explored and the experiences that stayed with us.

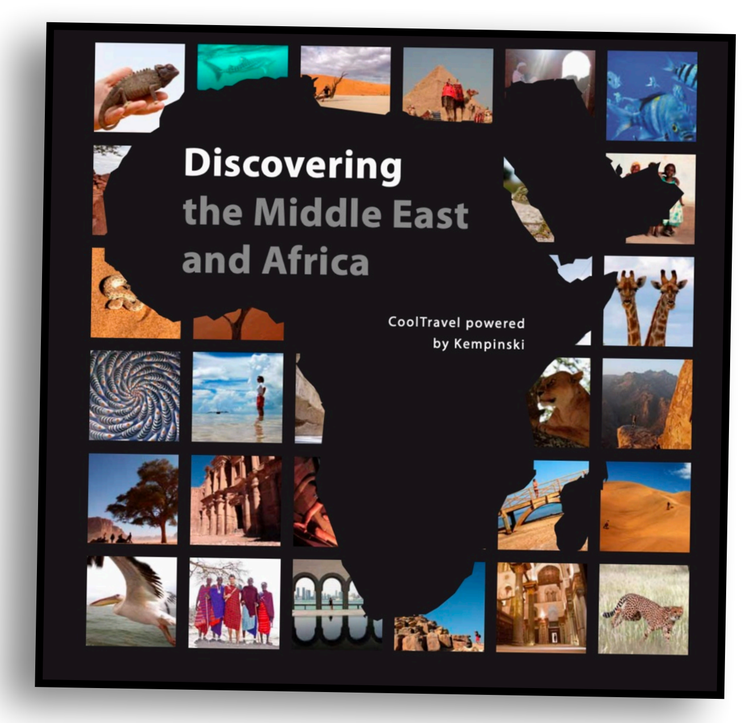
Along the way, we turned many of those stories into books. So far, we have published **14 books**, bringing together some of our favorite travel stories, photographs and encounters from around the world.

Click on some of the book covers to discover what's inside.













CoolTravelStories.com

COOL TRAVEL STORIES

Three stories.
A taste of what we create



Mount Kilimanjaro:
Five days on the mountain,
from the rainforest
to summit night.



Suriname:
A journey into the rainforest,
a remote resort
and an encounter with a jaguar.



Mexico City:
Discovering the city
through its street art, museums
and Frida Kahlo’s house.

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COOL TRAVEL STORIES






We tell the story of a destination through the people we meet, the places we discover and the experiences we have.

One destination or property. Up to three days on location.

Together, we choose the audience and story angle. We then create original content that helps travellers picture the experience before they arrive.

The pilot includes

Paid Storytelling Pilot

- Two original feature stories.
- Fifteen edited photographs.
- Six social posts drawn from the stories.
- Publication on CoolTravelStories and sharing through our LinkedIn and Medium channels.
- Use of the delivered content on your own website and organic social channels for 12 months.
- A short performance report after publication.

Fixed pilot fee: US $7,500

Plus travel and accommodation, arranged by the partner or quoted separately and agreed before booking.

Payment: 50% on booking ($3,750) and 50% on delivery ($3,750). We agree on the visit dates and delivery schedule before work begins.

The next step

Does this fit your plans and budget? Let us choose the destination or property, agree on the story and set the dates.







Maarten Schafer | maarten@coolbrands.org

CoolTravelStories.com



Where we share your stories

PLATFORMS & DISTRIBUTION / COOLTRAVELSTORIES

We publish travel stories and share them with an audience of executives and experienced professionals interested in travel, culture and local experiences.

Included in the $7,500 paid pilot
CoolTravelStories website

Full feature stories and photography, with links you can share.

Medium - CoolTravelStories Magazine

Selected stories published for readers on Medium.

LinkedIn

Stories shared with our network of executives and experienced professionals.

Your own channels

The pilot includes use of the delivered content on your own website and organic social channels for 12 months.

Additional channels, when agreed
Instagram and Facebook

Photographs and short stories that direct readers to the full articles.

YouTube

Travel videos when video is included in the assignment.

Audience and reporting

Our core audience includes professionals aged 40+ interested in travel, culture and local experiences. After publication, we provide a short report using the readership, reach and engagement data available for the channels used.

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