



Expertly-written travel content now available for affordable download

July 18, 2018 – Travel agencies, publishers and companies desperate to keep up the supply of quality content to keep their customers engaged can now access affordable articles written by mainstream travel journalists and popular bloggers.

More than 100 travel writers globally have made their work available for syndication on the innovative new platform **WellTravelled.Media** (<https://welltravelled.media/>).

Created by Australia's travel content specialists, WellTravelled.Network (<http://welltravelled.network/>), the first-to-market content marketplace solves significant problems facing both content creators and publishers as the traditional models for both continue to fragment.

For publishers, to be able to access the work of A-List writers for as little as \$AU50 per story is a massive cost-saver and for writers, accessing a new and ongoing revenue stream is critical right now.

"With continually contracting revenues for publishers having an obvious knock-on effect to commissioning budgets impacting writers' livelihoods, our syndication platform solves both issues," said Well Travelled's Co-Founder and CEO, Brent Rees.

"We like to think of ourselves as the *Spotify* or *Getty* for writers - we offer ongoing royalty payments for content creators who until now, were relying on the traditional buy-out model that left them with no ongoing commercial value in their IP.

"By putting their rights-owned content in front of global publishers of all sizes that are hungry for a constant flow of quality content, we have created a new revenue stream at a time when many writers are struggling to work out how they can adapt and capitalise on the modern high-churn content world."

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By offering quality travel content at highly-affordable prices, WellTravelled.Media also takes the pressure off in-house production for travel brands.

“When a junior staffer is tasked with creating content for all the required engagement channels like EDMs, newsletters, social posting, blogs etc, you’ll often end up with a poor outcome,” says Well Travelled’s Chief Content Officer, Jason Dutton-Smith. “They’re rarely trained writers, their core role is inevitably compromised and the content itself isn’t being shared nor driving open rates.

“Engaging readers with well-written stories is of course a honed skill and the work of our highly experienced writers ensures customers and audiences keep coming back for more.”

- For further information contact **Brent Rees** on 0407 557733 or brees@welltravelled.com.au
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About WellTravelled.Network

Well Travelled is a next-generation media company specialising in travel content creation, publication, syndication and distribution to global markets.

Its innovative approach offers end-to-end solutions for travel brands, publishers and content creators.

Across the network, we;

- Create shareable, always-on content marketing for companies and destinations
- Amplify that content via exclusive media company partnerships & our own travel magazines and digital sites
- Create custom published magazines for travel companies and suppliers
- License travel content to publishers and travel agencies
- Monetise content for writers, photographers and videographers
- Retail travel product via ecommerce and loyalty programs
- Consult on travel content and digital strategy