I started Valerie & Valise a decade ago, in October 2013. Since then, I’ve developed a trusted personal travel brand and reputation for thorough, informative content, particularly focusing on Alaska and the American West. In 2019, I introduced "Mr. V" (real name: Jacob), my husband and photographer.

Our mission is to inspire travelers through captivating and informative stories and resources and colorful, engaging visual assets. If our readers book that trip and have an unforgettable experience, we have achieved our goal!
Traffic

Per Google Analytics 4, in August 2023, I received 356,000+ views (277,000+ users). This is an increase of 66% over June 2022 and 14% growth from May 2023.

Engagement

Google Organic traffic contributes 84.9% of my sessions. Visitors stay an average of 5:21 on my site and create an average of 4.52 views per session.
Demographics

Top 3 Countries:
1. United States (91%)
2. Canada (3%)
3. United Kingdom (1%)

Gender Breakdown:
- 57% Female
- 43% Male

Community

114,300+ Followers across four social networks:
- 1,100+ Followers
- 24,800+ Page Followers
- 80,100+ Group Members
- 8,300+ Followers

In particular, my Alaska Travel Tips Facebook group is an excellent opportunity for relevant sponsored content; most links produce 600-800 clicks when shared.

15,800+ email subscribers, with over 95% of subscribers segmented to at least one geographic area of interest, and a 50% average open rate over the last 90 days.

Results

In 2022, Valerie & Valise drove:

- Over 2.1 million pageviews (from 1.8 million users in 2021) to highly targeted content about the Western U.S.

- Over 900 hotel/vacation rental bookings, resulting in roughly $329,000 in revenue (Booking.com/Hotels.com/VRBO)

- Over $86,000 in revenue for the top five promoted retailers

- Average revenue of $80 per sale for top five promoted service providers/tour operators
Ready to Collaborate?

What We Offer

- Press Trips & Ambassadorships
- Licensed Photo & Video Assets
- Email Newsletter Advertising
- Bespoke Partnerships

Testimonials

Valerie is one of the most versatile travel journalists we have worked with. She is a skilled writer with a wealth of experience at the highest levels. Her creative approach to finding the story behind the story is remarkable. The quality of her work shines through in the stories she writes.
– Chris Vomvolakis, Visit Santa Rosa

It was a pleasure working with Valerie from Valerie & Valise. She was not only easy to work with but helped in every way possible from building social media followers to giving the hotel the exposure that it needs. I look forward to working with her again!
– Joyce Lee, Best Western Premier

The team loved following along on your trip, and members commented that your Stories made it seem like they were right there with you. We had a great time working with you and can’t wait for future collaborations!
– Maddie Rubalcava, Allison+Partners on behalf of Toyota

"As part of my role with the Huntsville/Madison County Convention & Visitors Bureau, I had the great pleasure to work with Valerie Stimac Bailey. I found her approach to covering my destination to be thoroughly researched, thoughtful, unique, and crafted with an eye for detail. Furthermore, even after publishing, she remained vigilant about making our tourism partners feel included and that their stories would be told in a way that represented their public messaging and brand. Valerie is a consummate professional and I continue to look for ways to work with her in all my hospitality industry roles."
– Leslie Walker, CHSP - Program Manager, Tourism ALL-a-Bama

Ready to work together? Contact Valerie via email: v@valisemag.com
Need more info? See Testimonials and past partners at:
valisemag.com/work-with-us