Artsy Traveler

Culture-Focused Travel by Novelist & Travel Writer Carol M. Cram



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ArtsyTraveler.com | ArtInFiction.com
Based in Canada | Traveling internationally

ABOUT ARTSY TRAVELER

Artsy Traveler specializes in **immersive cultural experiences** related to **art**, **history**, **performing arts**, and **literature**. Five award-winning **historical novels** inform the perspective behind every post, bringing a novelist's eye for detail and storytelling to arts-focused travel. The site connects to **Art In Fiction**, a database of 2,700+ novels organized by art form; **Artsy Traveler Companion**, a cultural trip planning tool; and **The Art In Fiction Podcast** (81 episodes).

Content is **long-form**, **research-driven**, and **evergreen**, attracting readers who are actively planning cultural trips and booking tours, experiences, and accommodations. Top audiences are based in the United States, United Kingdom, Canada, Australia, and Italy.

CONTENT FOCUS

- Art & cultural travel
- Historic sites & heritage tourism
- Museums, architecture & archaeology
- Performing & literary arts
- Cultural travel experiences
- Creative activities
- Slow & independent travel

WHY PARTNERS WORK WITH ME

- Long-form, evergreen editorial content
- High-intent travel audience
- Trusted, experience-based recommendations
- Clear disclosure & ethical standards
- Content that performs long after publication
- Ad-free by choice; no competition for reader attention
- Available for commissioned editorial content

AUDIENCE & REACH

ArtsyTraveler.com: 12 months to Nov. 2026

- 257,000+ sessions & 375,000+ page views
- 223,000+ active users
- 68.9% engagement rate
- 1m 06s average engagement
- ~83% of traffic from organic search
- Nearly 1,500 newsletter subscribers
- 81 episodes of The Art In Fiction Podcast (10,000+ downloads)

RECENT COLLABORATIONS

- **Moresby Explorers**: multiday, small-group expedition, Haida Gwaii
- **Canadian Rocky Mountain Resorts**: hosted stays, Emerald Lake Lodge, Post Hotel & Buffalo Mountain Lodge
- **Grand Hôtel des Îles Borromées**: heritage hotel feature, Stresa, Italy
- **Italiana Tours**: multi-day art workshop, Italy
- **Airalo**: eSIM travel dedicated post