



**ROAD LESS
TRAVELLED**



@ROADLESSTRAVELLED.LIFE



@ROADLESSTRAVELLEDBLOG



BEN AND JENNY FARRELL

**TRAVEL WRITING, FILMMAKING, SOCIAL
MEDIA INFLUENCING, DIGITAL MEDIA
PRODUCTION**

www.tourismmarketing.travel

**ROAD LESS
TRAVELLED**

WANDER PROFOUNDLY
TRAVEL DEEPLY
SURRENDER WHOLLY
OR DON'T GO AT ALL...

TAKE THE ROAD LESS
TRAVELLED

ABOUT US

Ben is a professional writer, photographer and media producer. His diverse and extensive experience in psychology, arts, and communications coupled with desire to connect with audiences, creates content that is engaging, thought-provoking and unique.

Ben is trained in theatre and film with extensive performing arts experience spanning TV, film and stage, making him a natural in front of the camera. Jenny is a professional singer, musician and performer and together with their kids Lilly and Lewis, they create authentic story telling that captures amazing family holiday experiences, couple vacation experiences, or solo travel.

The 'Road Less Travelled' blog, has received well over half a million yearly views since 2015 onwards from a diverse and engaged audience and they have tens of thousands of followers on Facebook, Twitter, Instagram and YouTube who regularly engage with the original content they share.

Ben and Jenny appreciate the beauty of language and media and the way in which good storytelling can evoke emotion, profound realisations and awe. This comes across in their writing, photography and videos through vivid symbolism, creative imagery, intelligent humour and the ability to place the reader into the middle of any scene with them.

In short, we create content that moves people.





PHOTOGRAPHY AND VIDEO

Ben is a professional photographer, filmmaker and media producer specialising in travel footage & vlogging, landscapes, cityscapes, cultural images, and drone footage. He has an exquisite eye for lighting, composition and colour, always creating stunning images and footage that engage audiences in the story. It is this combination of quality media production and creative writing that make Ben's work so unique, providing readers with a truly immersive experience.

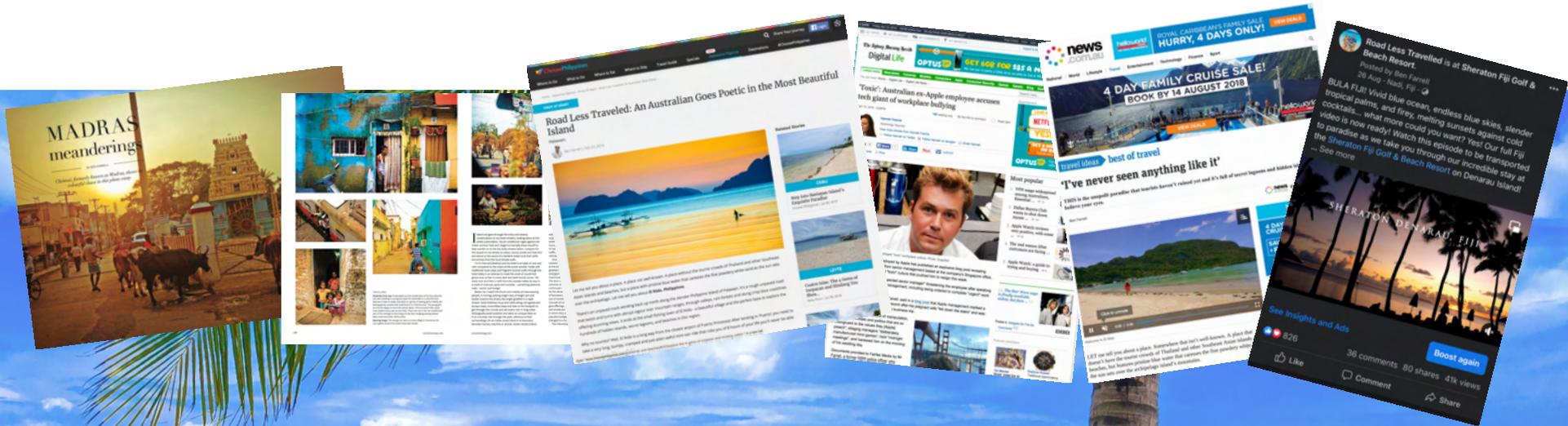
Ben has been living life behind the lens for over 20 years and brings a wealth of experience to any image or video footage he captures with an extensive armoury of creative media equipment.



PUBLISHED WORKS AND PARTNERS

Ben and Jenny's work has been published in local and international travel and lifestyle publications and they regularly contribute to several magazines, print publications and websites globally. They collaborate with tourism boards and tour operators around the world, regularly travelling on media 'famil' trips documenting incredible destinations as well as appearing on travel TV segments on Australian television Networks such as Network Ten

Their work has been published by some of the biggest names in publishing and translated into multiple languages across the globe. Recent collaborations include Tourism Philippines, Tourism India, Tourism Kerala ('Human by Nature' campaign), Sydney VIVID Festival and more.



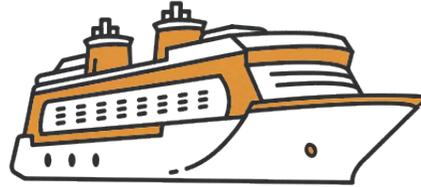


TOP AUDIENCE INTERESTS

ROAD LESS TRAVELLED



AIR TRAVEL



LUXURY TRAVEL

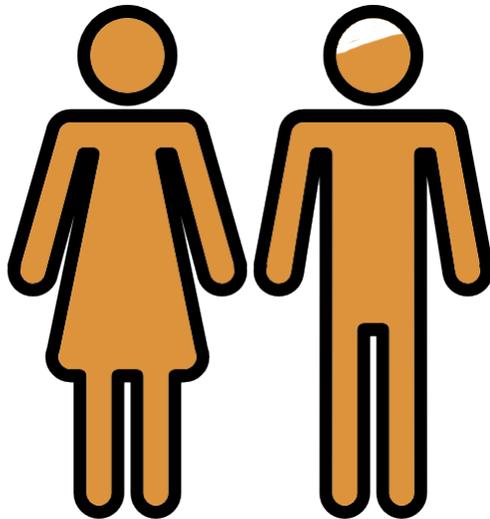


TECHNOLOGY



STARTUPS

GENDER



52%

48%

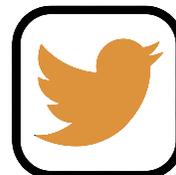
SOCIAL MEDIA FOLLOWING



17K



16K

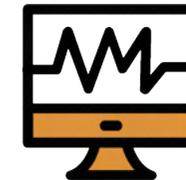


4K



3K

WEBSITE TRAFFIC



3K
MONTHLY
VIEWS



2K
MONTHLY
VISITORS



**ROAD LESS
TRAVELLED**

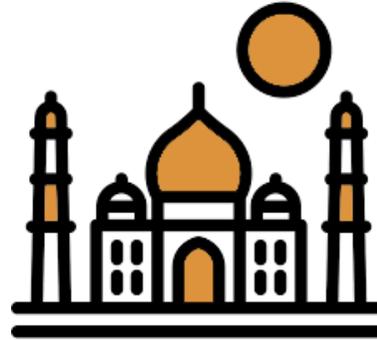
TOP COUNTRIES AND REGIONS OF READERSHIP



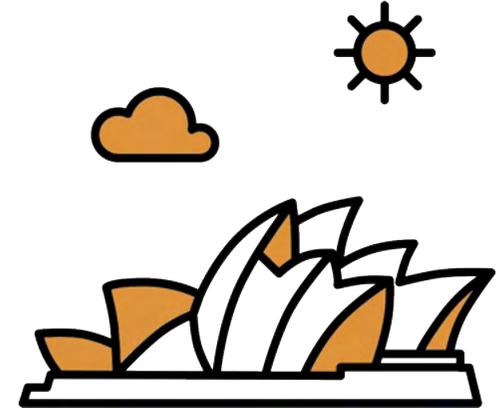
1. USA



**2. SOUTH EAST
ASIA**



3. INDIA



4. AUSTRALIA



5. UK



6. ITALY



7. CANADA



8. GERMANY

WHY ROAD LESS TRAVELLED



There are plenty of excellent content creators and blogs out there. There's a lot of adventurers armed with GoPros who have made travel their life and create great media capturing their experiences. So why Road Less Travelled? What makes their work different?

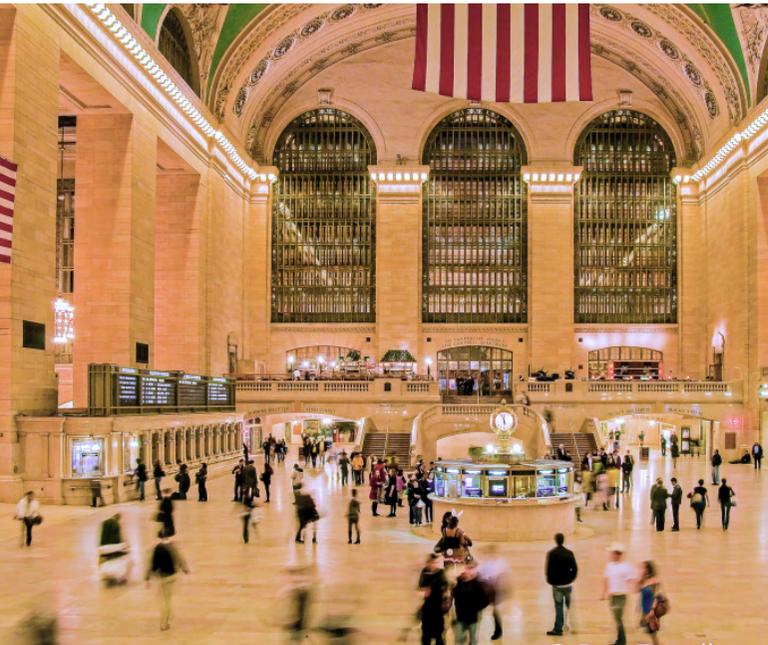
Ben and Jenny are not simply a content creators and Road Less Travelled is not simply a blog. They are creative and talented artists capable of bringing together the craft of writing and the art of media production in a way that blends seamlessly creating an immersive experience for the reader. Their work isn't simply a blog with 'how-to' tips, 'where to stay' advice or 'top ten' style click-bait articles. Road Less Travelled is experiential travel, thought-provoking psychology and awe-inspiring cultural journeys.

Ben writes and photographs in such a way that the reader gains an emotional and sensory experience of a destination, concept or idea without needing to travel anywhere. Of course their work still has all the details that help people make the right decisions when travelling the globe however, it's much more than that.

Ben's experience in psychology, philosophy and arts give him an ability to articulate his experiences in an incredibly vivid and unique way. It's this journey of story-telling, imagery and footage that takes readers away and this is what makes Road Less Travelled so unique.

**WANDER PROFOUNDLY, TRAVEL DEEPLY,
SURRENDER WHOLLY, OR DON'T GO AT ALL...**

TAKE THE ROAD LESS TRAVELLED





To take the Road Less Travelled and contact us today. You will be awe-struck with simply the best quality content, incredible photography and thought-provoking creativity.



- Email: benfarrell@roadlesstravelled.life
- Blog: www.roadlesstravelled.life
- Web: www.tourismmarketing.travel
- LinkedIn: [linkedin.com/in/bencfarrell/](https://www.linkedin.com/in/bencfarrell/)
- Facebook: [@roadlesstravelled.life](https://www.facebook.com/roadlesstravelled.life)
- Twitter: [@rdlesstravelled](https://twitter.com/rdlesstravelled)
- Instagram: [@roadlesstravelled.life](https://www.instagram.com/roadlesstravelled.life)

“Ben is an absolutely talented, sharp writer. The text he produces is so rich. He is an absolute pleasure to deal with.” – Alec A.

“Ben injected energy, enthusiasm and out of the box thinking. He produced superb quality work time after time and was widely applauded” – James B.



**ROAD LESS
TRAVELLED**

**INSPIRED TRAVEL AND CULTURE
FOR THE AWOKEN AND CURIOUS**

“Ben was THE single super star that I have had the honour to work with. A rare talent with both artistic and technical skills.” – Cindy L.

SERVICES OFFERED

WRITING	PHOTOGRAPHY	MEDIA PRODUCTION
Article & Blog Writing	Travel Photography	Destination Videos
Travel & Tourism Promotion	Destination & Culture Images	Promotional Videos
Resort, Destination, & Experience Reviews	Location Shoots	Vlogs and Live Broadcasts
Creative Writing	Drone & Ariel Photography	TV, Radio & Talk Show Appearances
Freelance Journalism & Commissioned Writing	Editorial Images	Creative Consultaion



BEN FARRELL



**ROAD LESS
TRAVELLED**

