

Lori Sorrentino

Lori Sorrentino and her husband Angelo are travel writers and photographers for Travlinmad travel blog. They are currently embarking on a two-week Gulf Coast road trip. They will begin their travels in Lafayette, Louisiana, followed by several days in New Orleans, Mobile, and then onto Gulf Shores and Orange Beach. Then they will continue east to Tallahassee, Florida, and down to Cedar Key, before heading home to Naples, Florida. They will be highlighting the best food and local culture of the Gulf Coast, as well as the local producers, chefs, farmers and fisherman who help create the cuisine.

“A specialty of Travlinmad is our photography, and we love highlighting each destination in stunning imagery from the food to the people to the landscape. But that doesn't always mean covering the typical tourist hot spots. We love finding unique people and off-the-beaten-path attractions in every destination and having our photography-rich articles include this fresh angle as well,” said Lori.

Lori and Angelo worked in tourism and destination marketing for years before branching out on their own. They know what brands are looking for, and they aim to be a creative partner with a destination. Their social media includes Facebook and Instagram stories and are featured in real time, while Pinterest and short videos are included in their final presentation. Often, their social media posts continue for weeks following a press trip, and publication of articles and video are typically within 30-45 days of a visit. They are also highly-skilled in SEO, which means their content generally ranks well and drives traffic, awareness and bookings to partner sites and social media. A win-win for their partner relationships.

Hosting a travel writer or blogger for a meal, a stay or an activity is a great way to generate publicity for your business. You can further extend their message by sharing on your own social media channels.

Gulf Shores & Orange Beach Tourism vets and qualifies all travel writers who work with us to ensure their audiences match our own and that their reach is large enough to make an impact. If your business is interested in hosting these writers, please contact Kay Maghan at 251-974-4625 or KMaghan@GulfShores.com.