

PACK LIGHT GLOBAL ITINERARIES MEDIA KIT

TRAVEL PLANNING AND INSPIRATION FOR
CREATIVE, WISE WOMEN OF COLOR 40+

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PACK LIGHT GLOBAL

FOUNDER AND TRAVEL CURATOR DAWN BOOKER

Dawn Booker is a fearless traveler and culture curator who inspires women over 40 to “pack light” by shedding the encumbrances that can be a barrier to travel and to see the world.

Many women create amazing lives and careers that are always on point. However, on the path to making these happy families, marriages, and careers women often set aside their “inner explorer” to affirm and honor the many commitments to others. Realizing this in her own life, in her mid-40s, Dawn moved to France to pursue an MA in Global Communications at the American University in Paris and returned to North Carolina, transformed and committed to a life that honors her desire to see the world.

Through her global experiential travel business, Pack Light Global, Dawn inspires and connect women of color who would love to travel internationally. She is a member of the editorial board for Journeywoman Magazine and a frequent speaker and presenter on topics of sustainable and inclusive travel.

“In addition to planning and leading small group trips, I share my favorite destinations, what I have discovered about myself through travel, and reveal practical tips and advice that will help curious Black women travelers make that first trip, or the next trip to a dream destination, fearlessly.”

So yes, life is short, but it is also wide so Travel Fearless and Pack Light.



PACK LIGHT GLOBAL

SMALL GROUP LUXURY TRAVEL

Pack Light Global curates unforgettable vacations for small groups of women to enjoy with other travelers with whom we hope they will become friends. These small, immersive experiences allow us to truly connect with a location and to create community. We typically travel with a group of fewer than 15, which allows everyone to feel engaged and a part of the collective. We have prepared an itinerary that allows you to discover the beauty and culture of a destination and we take care of practically all of your meals, ground transportation along with many excursions. We do not overbook and jam-pack every day with activities, because we know that for some, travel should provide time for rest and reflection, or to just "Do You." We want the trip to feel like traveling with a group of really cool girlfriends, but if you prefer to get away from the group, you are always free to explore the destination on your own, the group and group accommodations can serve as your base, it's totally up to you. Pack Light Global is not a travel agency, however, we do have relationships with travel professionals that can help you book your flight, we want to make the process as easy for you as possible.



TRAVEL | FEARLESS

pack light





THE PACK LIGHT GLOBAL WOMAN

PACK LIGHT GLOBAL ITINERARIES SERVES A DISCERNING COMMUNITY OF WOMEN, WITH A PARTICULAR FOCUS ON BLACK WOMEN 40+—AN OFTEN OVERLOOKED BUT VIABLE MARKET IN THE TRAVEL INDUSTRY.

OUR CLIENTELE:

OUR CLIENTS ARE WIVES, MOTHERS, DAUGHTERS, SISTERS AND AUNTS WHO GIVE GENEROUSLY TO THEIR FAMILIES. THEY'RE ALSO POWERFUL PROFESSIONALS, COMMUNITY LEADERS AND INCREDIBLE FRIENDS WHO SHOW UP CONSISTENTLY FOR OTHERS.

WHY PACK LIGHT GLOBAL ITINERARIES?



- **CULTURALLY CURATED ITINERARIES**
- **SUSTAINABILITY & CULTURAL COMPETENCE**
- **EQUITABLE & INCLUSIVE TRAVEL**
- **WOMEN-CENTERED**
- **LUXURY REDEFINED**

TRAVEL | FEARLESS™
pack light

Fact Sheet



About Us

Pack Light Global Itineraries is an experiential travel company serving the overlooked but viable market of Black women travelers aged 40+

We create global spaces of freedom and joy through expertly curated small-group travel.

Launch Date: August, 2018
First Trip - Bali & Singapore

Destinations:

Four Trips a Year

Japan, South Africa, Thailand, Tanzania, Island Hopping in Croatia, Egypt, Ghana, Senegal, Luxury Train Journey in Peru, Morocco, France, Portugal, Italy's Amalfi Coast, France, Costa Rica and Rotterdam.

info@packlightglobal.com

www.packlightglobal.com

[@packlightglobal](https://www.instagram.com/packlightglobal)

WHAT WE OFFER

Small Group Travel

Typical group size is 8-12 travelers

Concierge Travel Planning Services

Personalized itineraries and travel planning guidance for families, friend groups and couples

Thought Leadership/Travel Writing

Founder Dawn Booker

- Launching Editor in Chief- DetourXP - Travel Publication distributed through McClatchy Media
- Speaker - Inclusive Travel, Cultural Competence and Sustainable Travel
- Editorial Board, Travel Writer - Journeywoman Magazine for solo travelers 50+



Media Coverage

Pack Light Global Itineraries



Traveling Fearless and Packing Light with Dawn Booker - Soul of Travel Podcast



Loving And Leaving Morocco During Coronavirus Pandemic - WUNC/NC Public Radio



Got Shot, Will Travel - Tested Podcast



Editor's Letter - Miami Herald/Detour Best Stories in Black Travel

Travel as an Expression of Love - Miami Herald/Detour, Best Stories in Black Travel



30+ Travel Experiences (Including Beach Getaways) That Are Just What You And Your Chakras Need - Yoga Journal



Why More Women Are Traveling Solo, Together - Travel + Leisure



Dawn S. Booker - Muck Rack Profile

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COLLABORATE

Branded or Co-Created Itineraries

Offer to build premium small-group or private itineraries with tourism boards, hotel groups, or lifestyle brands.

Trips typically range from \$3,500 to \$7,000 per guest. Support can include hosted stays, in-destination services, or \$5,000 to \$10,000 in sponsorship funding.

Sponsored Blog Features or Travel Guides - Partner with travel-adjacent brands to create high-impact, evergreen content. Packages include

- Blog posts
- Email features, and social media amplification. Investment: \$2,000 to \$6,000 depending on scope and exclusivity.

Affiliate or Referral Partnerships

- Includes custom codes or links and cross-promotion via blog, email, and social media.
- Performance-based revenue opportunities available.

Hosted FAM Trips or Site Visits

Explore partnership potential through a hosted scouting trip. Includes blog recap, social content, and possible future group booking. Ask includes 4 to 7 nights lodging, meals, activities, and ground transport.

Paid Speaking Engagements

Book Dawn Booker as a speaker or panelist on topics including: – Inclusive Travel – Accessible Travel – Solo Travel for Women 40 and up – Luxury and Sustainable Travel – Culturally Competent Travel Available for conferences, brand trainings, and virtual or in-person events. Rates available upon request.

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