

HikeBikeTravel

*Embrace nature and the outdoors. Be curious.
Discover the adventurer in you.*



LEIGH MCADAM

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Leigh McAdam is a Calgary-based writer, photographer and social media enthusiast with over 48,000 followers. Her blog: HikeBikeTravel.com is frequently cited as one of the top travel and outdoor adventure blogs in Canada, and consistently receives over 135,000 monthly page views. She shares her enthusiasm for the outdoors as a brand ambassador for Sporting Life, and has worked

on campaigns for Travel Alberta, Expedia and Flight Hub. Leigh is the author of Discover Canada: 100 Inspiring Outdoor Adventures. Currently, she is co-authoring: 125 Nature Hot Spots in Alberta (spring 2018). A true adventurer, Leigh will try anything once, except perhaps bungee jumping...

WHAT I'LL DO FOR YOU

- Showcase your destination with compelling imagery and distinctive stories.
- Share, promote and engage through my social media network.
- Act as your brand ambassador.
- Honest product and outdoor gear reviews.
- Content creator.
- Act as your brand or destination spokesperson.
- Speaking engagements.

NOTABLE

- Recognized as Top 10 Twitter Influencer in Calgary by Twitter Canada - August 2017.
- Lead influencer in national Los Cabos Tourism and Sunwing Campaign.
- Photographs featured in the Smithsonian, travel books and tourism destination literature.
- Donated numerous photographs to charitable organizations.
- International travel to more than 55 countries.
- Domain authority: **59** Page Authority: **52**

WRITTEN FOR:

WestJet Magazine, BC Living Magazine, Reader's Digest, Impact Magazine, CanoeRoots Magazine, Snowseekers, Travel and Escape, Get Out There Magazine

GUEST APPEARANCES:

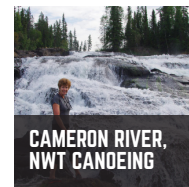
Global TV, CTV and Breakfast TV; Interviewed by numerous local and national radio stations.

WORKED WITH:

Visit California, Travel Alberta, New Hampshire Tourism, CMH Heli-skiing & Adventures, Country Walkers, Los Cabos Tourism, Parks Canada, Destination BC, Ontario Travel, Ontario Parks, World Expeditions, CIBC, Montana State Tourism, Canadian Rocky Mountain Resorts, Visit Mesa, Grand County, Colorado Tourism, New Brunswick Tourism, Tourism Quebec, Travel Manitoba

MEMBER

- Travel Media Association of Canada (TMAC)
- Society of American Travel Writers (SATW)



STATS AS OF NOVEMBER 2017 (STRICTLY ORGANIC FOLLOWING)

14.6K
Twitter

6.6K
Facebook

13.2K
Pinterest

12.8K
Instagram

135K
monthly pageviews

DEMOGRAPHICS

55% male 45% female

Canada - 55%
United States - 29%
International - 16%



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