

HikeBikeTravel

Discover the outdoor adventurer in you.

LEIGH MCADAM

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Leigh McAdam is an award winning Calgary-based writer, photographer and social media expert with over 57,000 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. With her enthusiasm for the outdoors Leigh has acted as a brand ambassador for Sporting Life over the past three years. She has worked with outdoor adventure organizations

including Wilderness Ireland, ATTA, Exodus Travel and G Adventures and traveled with them to Japan, Jordan, Ireland and Ireland in the last year. Leigh is the author of Discover Canada: 100 Inspiring Outdoor Adventures (December 2014) and the co-author of 125 Nature Hot Spots in Alberta (April 2018) - a Globe and Mail bestseller. At home in wild places, Leigh is a true adventurer and will try anything once, except bungee jumping.

WHAT I CAN DO FOR YOU

- You can count on me to work bloody hard and deliver results in this ever-changing media landscape. Quickly.
- Does your destination, lodge or adventure company need some love? I can showcase it with compelling imagery and distinctive stories.
- Do you require help with your social media strategy? Let me tell your story on Facebook or through Instagram and IG stories.
- Do you have a great outdoor-themed product or brand? I'd love to discuss opportunities to be your brand ambassador.
- Need a speaker who's passionate about adventure travel at your next event? Sign me up and I'll do radio and TV too!
- If it's content you're after, I can help.

NOTABLE

- Top 10 Twitter Influencer in Calgary by Twitter Canada - August 2017
- Four time judge for the Tourism Industry Association of Canada awards
- Numerous photographs featured in travel books and tourism destination literature.
- International travel to 60 countries
- 10th anniversary of the blog in June 2019
- 2,500 newsletter subscribers

WRITTEN FOR:

WestJet Magazine, Avenue, BC Living Magazine, Get Out There Magazine, Impact Magazine, Reader's Digest

GUEST APPEARANCES:

Global TV, CTV and Breakfast TV; Interviewed by numerous radio stations including CBC

WORKED WITH:

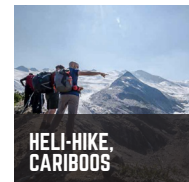
Visit Jordan, Adventure Travel Trade Association (ATTA), Travel Alberta, Parks Canada, Destination BC, Ontario Travel, Le Boat, Wilderness Ireland, Tourism Quebec, CMH Heli-Skiing & Summer Adventures, La Paz Tourism, Florida Keys Tourism

MEMBER

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



SWIMMING WITH WHALE SHARKS IN LA PAZ, MEXICO



HELI-HIKE, CARIBOOS



BOATING, RIDEAU CANAL



CYCLING, JORDAN

SOCIAL MEDIA FOLLOWERS - AS OF MAY 2019 (ALL ORGANIC)

14.7K



7.6K



16.8K



17.2K



135K+

monthly pageviews

DEMOGRAPHICS

55%  45% 
male female

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



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