



ABOUT THE WRITER

Hello there! I'm Alethea (which means "truth" in Greek). My background in Anthropology and English Literature ignited a passion for people, places, and words that I simply can't contain. I adore exploring, embracing new experiences, and savouring everything life offers, and then, of course, writing about it. My hope is to extend the journey beyond myself, allowing you to share in the adventure.

A dream years in the making finally came true in 2024 when I launched my online travel blog, Explore2find.blog. I envision it as the go-to spot for experiential travel, a place where personal narratives paint vivid pictures and inspire the need to explore.

I am a mom to two beautiful little boys. I have been incredibly lucky to work with partners who welcome our whole family, allowing us to explore together. This has allowed us to work in a little niche: family travel.

When we are on location, I focus on organically growing Explore2find by networking with fellow travellers and immersing ourselves in local life. This is featured on the destinations page. When we engage in bespoke experiences, this is featured on the blog page.

14

travel reviews done to date

10

countries visited & counting

0

chance of giving up

OPPORTUNITY TO YOU

- **Reach** a wider international audience: explore2find is actively building a global readership, providing you with exposure to potential guests from various countries.
- **Boost** your online presence: Being on the explore2find website enables your review to transcend time and will still be relevant and available in years to come allowing for a greater return on investment.
- **Gain** valuable feedback: Our honest and detailed reviews provide valuable insights into the guest experience, allowing your guests more confidence in your hotel.
- **Tap** into the growing demand for authentic travel experiences: explore2find caters to travellers seeking genuine and personalised recommendations, positioning your hotel as a top choice for those looking for something special.
- Have your review **published** in relevant magazine publications speaking to your target market.



I use my own photography & high res images provided



Reviews are 100% authentic, no use of AI to complete reviews

NITTY GRITTY

- Travel within South Africa is 2 nights. International stays 4 nights.
- I do not charge for reviews, only that the cost of stay is covered.
- Please include breakfast in the stay (unless it is a self-catering establishment).
- Extras are not expected, it is up to your discretion if you want to add in anything additional for us to experience and include in the review piece. Any additional will be mentioned in the review write up.
- I travel with my husband and children (5 year year old and our baby)
- You will receive a copy of the review in a pdf or word format that you may use in your marketing activities. Links to the blog and digital magazine publications will also be shared.
- If you would like social media posts, I would be happy to create them for you at no additional cost.
- Social media posts will be shared on the Explore2 Find pages: Instagram and LinkedIn where you will be added as a collaborator.

I look forward to working with you!

Thank you.

ORGANIC WEBSITE STATS

Please take note of the following organic website statistics for explore2find.blog. These were obtained from Google Analytics as of 10 February 2026 and reflect the stats for the last year. No paid promotion has been done on the website.

Overview of website analytics

Active users

1.8K

↑ 211.1%

New users

1.7K

↑ 222.9%

Scrolled users

327

↑ 294.0%

Views

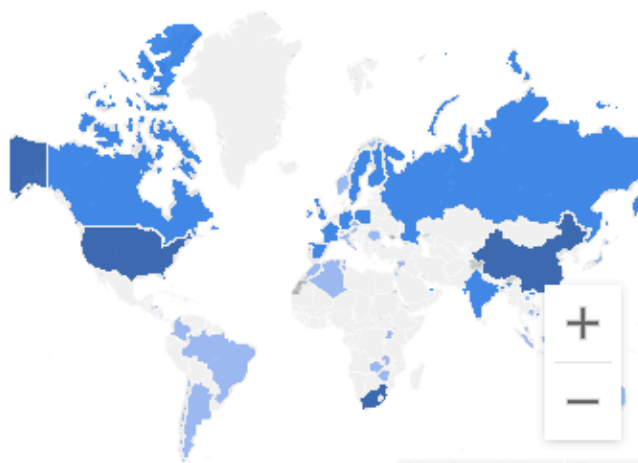
2.7K

↑ 107.5%

- An active user is a unique visitor who accesses a website or application within a defined time frame. Organisations monitor their active users to gain an accurate measure of how many people use their site or app daily, weekly and monthly.
- "New users" refers to individuals visiting a website or app for the very first time within a specific period, identified by a unique browser/device ID.
- In web analytics, "views" (often called Page Views) mean the total number of times a specific webpage loads or reloads in a browser, counting each instance, even from the same user, to gauge content popularity and engagement. It's a fundamental metric showing content interest, tracking views from new visitors and repeat visitors refreshing the page, providing insight into which content resonates most with audiences.
- "310 scrolled users" is a website analytics metric indicating that 310 unique individuals scrolled down a specific web page to a certain depth. This number is used by website owners and marketers to understand user engagement and how much of the content is actually being consumed.

*Above obtained from Google to understand what is being measured.

Active users by Country



COUNTRY	ACTIVE USERS
China	546 ↑ 857....
United States	521 ↑ 71.9%
South Africa	158 ↑ 79.5%
Germany	133 ↑ 291....
Singapore	119 ↑ 2,87...
Poland	47 ↑ 2,25...
Netherlands	45 ↑ 1,02...

User aggregate

Active users ▾

1.4K

↑ 161.8%

Event count ▾

7K

↑ 99.4%



— Last calendar year — Previous period

Last calendar year ▾

Views by page

Views by

Page title and screen...



PAGE TITLE AND S...		VIEWS
Make Memories to L...	1.1K	↑ 385.8%
Destinations - Explor...	186	↑ 73.8%
Blog & experiences - ...	0	↓ 100.0%
Blog & experiences - ...	139	↑ 148.2%
Explore2Find – A tra...	0	↓ 100.0%
Nkosi Lodge, Victori...	48	↓ 20.0%
Le Jadis Beach Reso...	97	-

Last calendar year [View pages and s...](#) →

Session aggregate

Sessions ▾ by

Session primary ch... ▾



SESSION PRIMARY ...		SESSIONS
Direct	1.3K	↑ 128.4%
Organic Social	179	↑ 126.6%
Unassigned	120	↑ 224.3%
Organic Search	72	↑ 278.9%
Referral	31	↑ 933.3%
-		

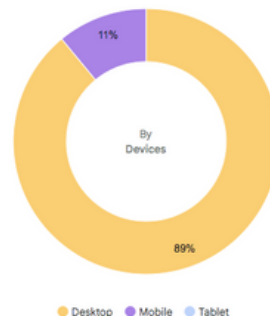
Last calendar year [View traffic acqu...](#) →

Extras :



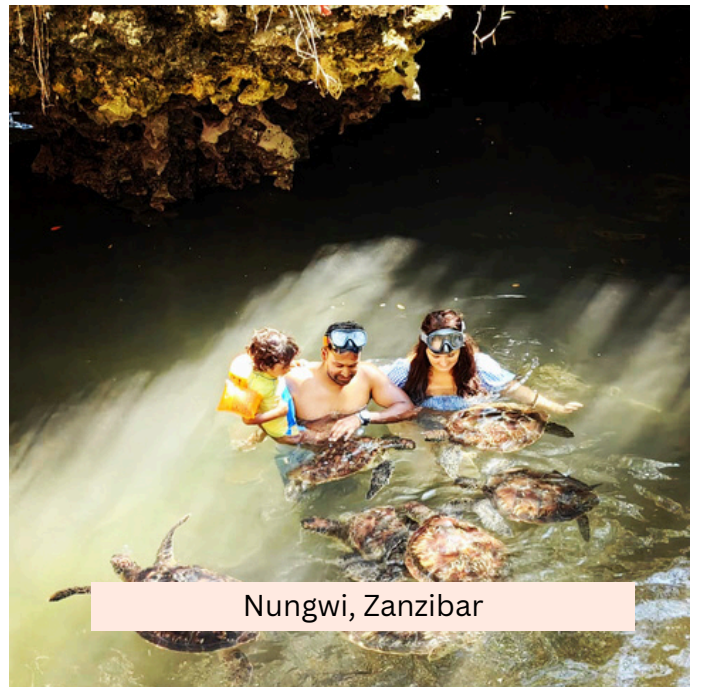
Top content by pageviews

A Premium Experience with Bushtracks - Victoria Falls - Explore2Find





Brooklyn Bridge, New York City



Nungwi, Zanzibar



Victoria Falls, Zimbabwe



Signal Hill, Cape Town



Acropolis, Athens



Oudtshoorn, Western Cape