Editorial Strategy of The Travel 100

Editorial includes reviews of destinations, travel products, hotels and resorts, cruises and cars – along with travel tips. While the newsletter publishes 100-word stories, linked website versions are often more than 2,000 words and are SEO-optimized.

Some of our top stories include 7 Best Things About Wonder of the Seas, Amazingly Fun Things to do in Gulf Shores, Spectacular Spa Sets This All-Inclusive Resort Apart

The Travel 100 has a YouTube channel now adding content. The two most popular videos are one on Emerald Waterways (22k views) and Origami Paddler Review (20k views)

Quick Facts about The Travel 100

Through April, 1.26 million emails were delivered in 2023, with an open rate of 20%.

First distributed in February 2019, The Travel 100 delivered close to 6 million newsletters in the past year with 1.1 million openers.

Some of the stories in The Travel 100 also appear in some of the other publications of The 100 Companies, which is in 28 markets in the U.S.

Jan Schroder, an award-winning writer and editor with more than 25 years’ experience, is editor in chief of The Travel 100 and writes the majority of stories.

Chris Schroder, owner and founder of The 100 Companies, and Chris Butsch, a car reviewer, are contributors. A few professional travel writers contribute as well.

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