



- 🌱 Website & newsletter delivered monthly to 400,000 readers
- 🌱 Managed by editor, writer and travel journalist Jan Schroder
- 🌱 Part of The 100 Companies content marketing network
- 🌱 Eight 100-word stories with photos or videos in each issue
- 🌱 Many link to much longer content on the website

## 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.

