



media passport

ROOM+WILD

is the leading content platform for landscape enhanced accommodation, ecotourism, nature-based destinations and sustainable travel experiences.

We consistently inspire, influence and spread awareness through bespoke trip planning, crafted media, digital channels, events as well as visual and narrative storytelling.

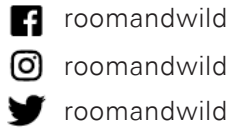




itinerary

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we believe

that the world's best experiences are the ones creatively and beautifully integrated with nature. Our curated selection of exotic retreats around the globe provide guests with an unforgettable experience in a natural setting; lodgings with warmth, personality, great design and adventurous spirit.

Room+Wild is based out of Toronto, Canada and inspired by the world.

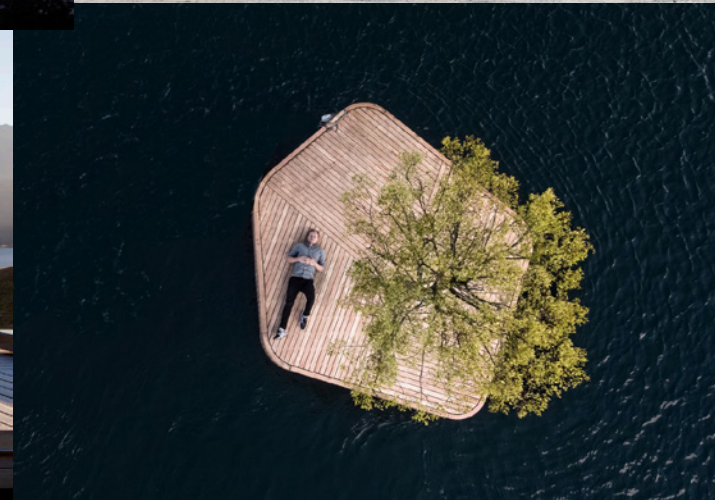
Join our community-enhanced experiences.






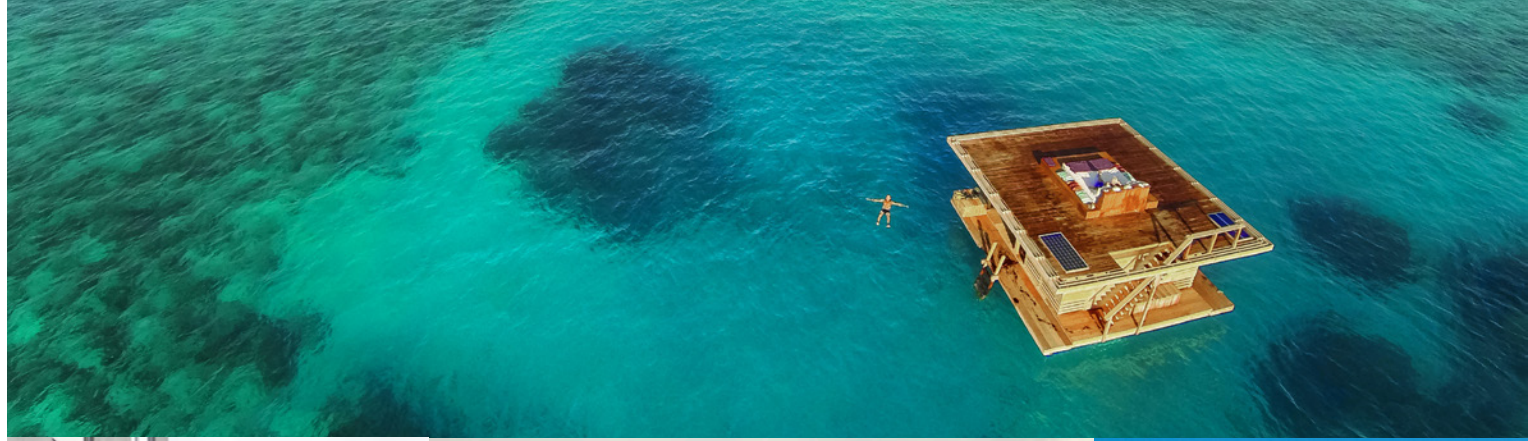
 roomandwild
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 roomandwild

destination experts

We inspire and lead the way for nature-based destinations all over the world. By illuminating the path we shine our light on the much needed protected areas, ecosystems and awe inspiring natural landmarks. We support the sustainability of past cultures, native biodiversity and the unique topography of our partnered properties and their surroundings. Nurturing the well-being of oneself, and our planet through the exploration and connection to our environment.



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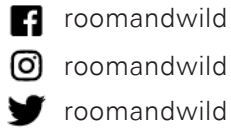


travelers

THE WILD ONES

Unique and inspired travellers, journeying without finite destination or judgment. Ones who find luxury not in pretense. Adventure, not always in the loudest moment. Their passion for travel lies in the experience of discovery.





platform

roomandwild.com is a place where nature, design, and travel lovers come to browse the latest landscape hotels and nature-based destinations.

The platform consists of the R+W magazine, spotlighting unique retreats, our client's journeys, interviews with sustainability-focused hoteliers (R+W Naturals); and our take on mindfulness through landscape (Elements).

Website

roomandwild.com

Average unique visitors per month: 74K





platform

The weekly newsletter promotes unique destinations, our newest hotel members, as well as weekly features from R+W.

Media advertising, listings and promotion are easily integrated into the site and newsletters.

Newsletter

Frequency: Weekly

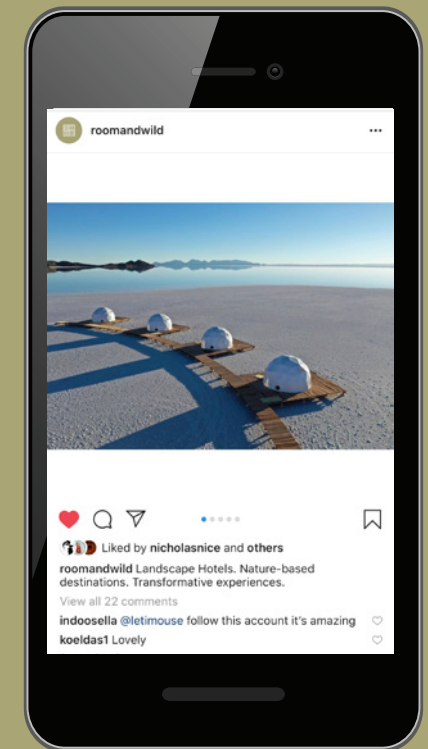
Database size: 5K

Average open rate: 39%

Social

Instagram: 30K

Facebook: 6.5K





case study

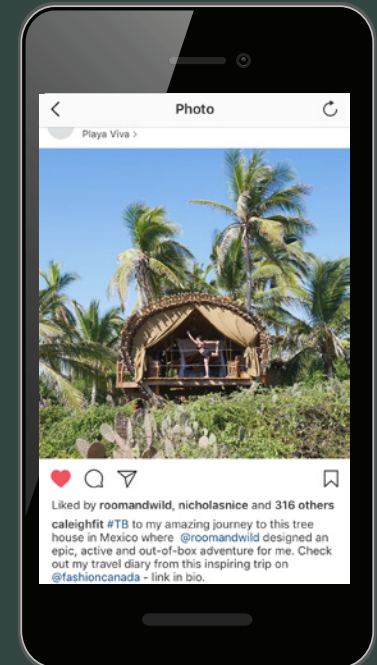
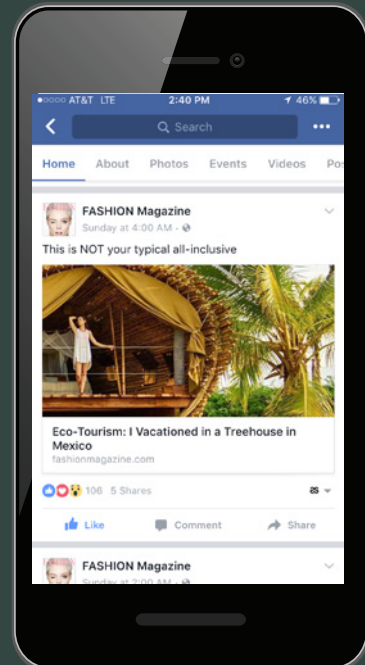
PLAYA VIVA RESORT

Bespoke PR Partnership

Room + Wild collaborated with Playa Viva Boutique Hotel, entrepreneur Caleigh Rykiss and FASHION Canada on a sustainable and out-of-the-box Mexico adventure, promoting the lesser known region of Zihuatanejo.

Total impressions

4M+





case study

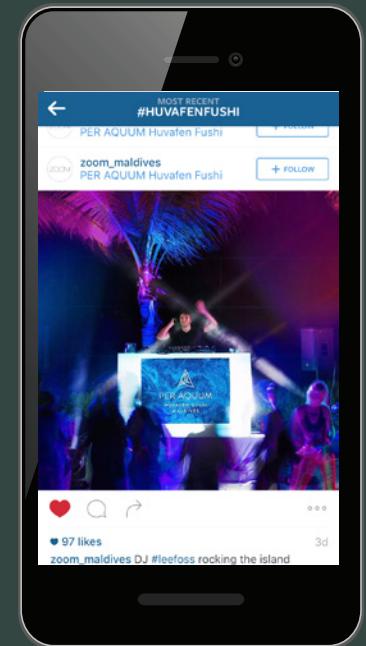
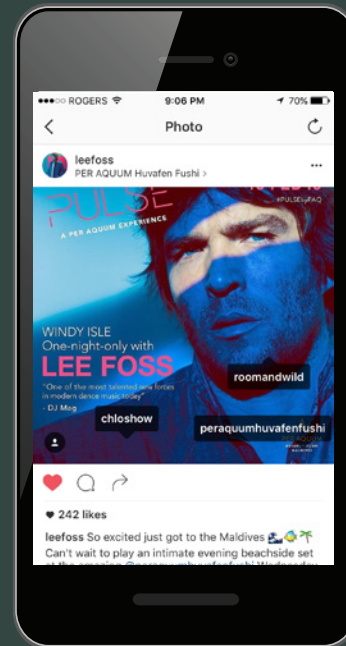
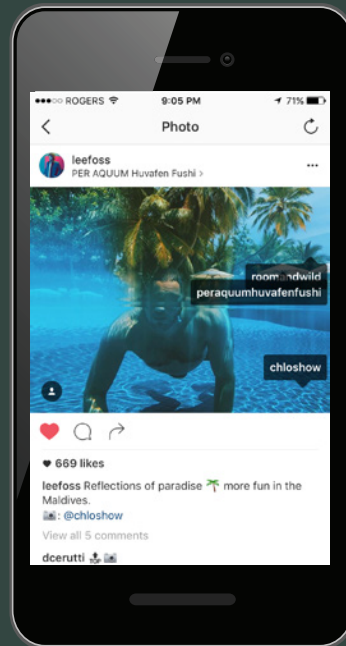
HUVAFEN FUSHI

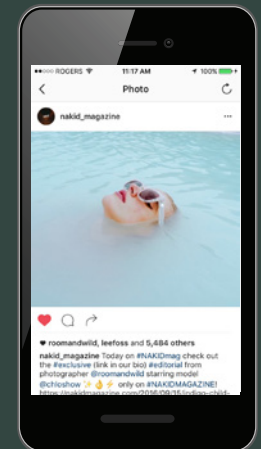
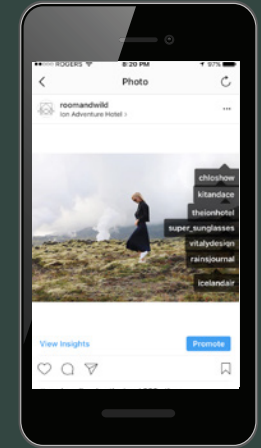
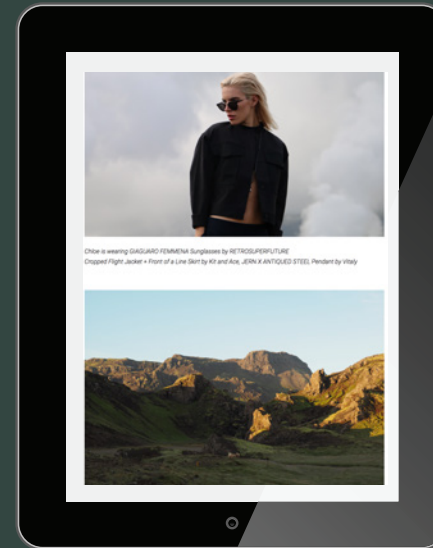
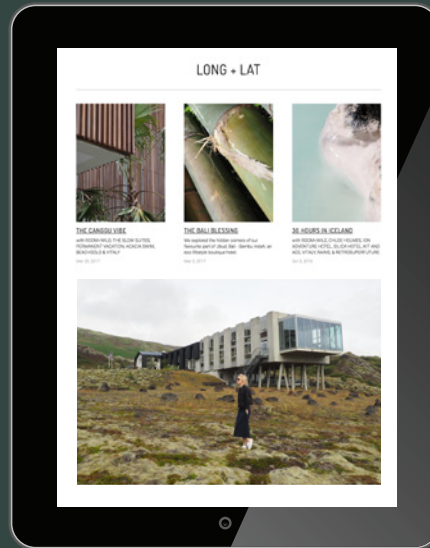
Bespoke XM Partnership

Unique activation with Lee Foss, world renowned DJ and music producer

Room + Wild collaborated with Lee Foss and Per Aquum Huvafen Fushi for a private beach experience in the Maldives exclusively for the hotel's guests and streamed across key media channels.

Total impressions
300K+





case study

ION HOTEL BLUE LAGOON HOTEL

Custom Content

Room + Wild collaborated with model/influencer Chloe Holmes, Retrosuperfuture, Kit and Ace, RAINS, Ion Adventure Hotel, and Silica Blue Lagoon Hotel for a special Room + Iceland Project, before Iceland was as well known and accessible as it is today.

Total impressions
680K+



rate card

TIER 1 POA

- + Website Listing
- + Instagram Post x 1
- + Instagram Story x 3
- + Newsletter Post

TIER 2 POA

- + Website Listing
- + Instagram Post x 6
- + Instagram Story x 18
- + Newsletter Post x 4
- + Solus Newsletter x 1
- + Highlight Blog Post
- + Homepage
Takeover x 1 week
- + Sponsored Content
- + Editorial support

TIER 3 POA

- + Onsite Experiential
Activation
- + Custom Branded Content
- + Bespoke Social Campaign
- + Influencer Experience
- + PR campaign





partners

FASHION

escapism

Bay Street Bull

Your tango

REVOLVE

Bather

KIT  ACE

ACACIA

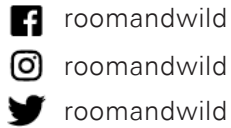
PERMANENT
VACATION

RAINS

Drip, drip, drip.

RETRO[®]
SUPER
FUTURE





join the landscape enhanced journey

“We are living at a time where landscapes carry tremendous importance. We are starting to appreciate and rediscover our natural settings and their unique characteristics. Guiding the travel industry towards lesser known corners of the world; or seeing familiar destinations in a new way is what Room + Wild is all about. Becoming one with the elements in a place that truly allows it.”

stay@roomandwild.com
www.roomandwild.com