

A photograph of a woman in a wheelchair on a street in Myanmar. She is in the foreground, facing away from the camera. The street is lined with trees and shops. In the background, there are people on motorcycles and a man on a bicycle. The text "I WHEEL TRAVEL" is overlaid in white, bold, sans-serif font.

# I WHEEL TRAVEL

STORIES OF A WHEELCHAIR BACKPACKER

# I wheel travel in a few words



Passionate about travels, curious to live abroad but confronted by the lack of informations regarding the accessibility, writing a blog became an evidence.

To share and to help. Those are the two goals of I wheel travel. I wish to give people the joys and beauties of traveling. I want to give the desire to dare. Dare to leave.

All the travel writings are based on my own personal experiences. Using a more personal tone and avoiding simples descriptions, I create a real bond with the reader.

I wheel travel is a mix bag of stories, photographies and videos. I put emphasis on the cites and countries through must-do places, backcountry walks, magnificent landscapes and meetings. I wheel travel also highlights accessibles activities for disabled persons via reviews.

# I wheel travel audience



I wheel travel is a blog and website followed by two sorts of readers : the travellers, including the working-holiday travellers, and the disabled persons who want to travel or just wish to get away from daily life through reading.

## Handicap & Travel

I wheel travel is a blog with high potential, mainly because of the accessible travelling boom. The demand is increasing, the accessible tourism market is rising. In Europe, there are over **36 millions** physically impaired people who are financially able to travel. According to a 2011 W.H.O. report, **37% of people with a disability state the lack of informations about accessibility as reason number one for not travelling**. The blog then try, at its own scale, to fill this gap.

# I wheel travel traffic

Monthly average traffic, over the last 3 months

**1693**

Unique visitors / month

**2963**

Pages view / month

## Traffic origin

**71%**

Organic search

**12%**

Social networks

**13%**

Direct

**4%**

Referral

## Social networks traffic



**1483**

Likes



**1410**

Followers



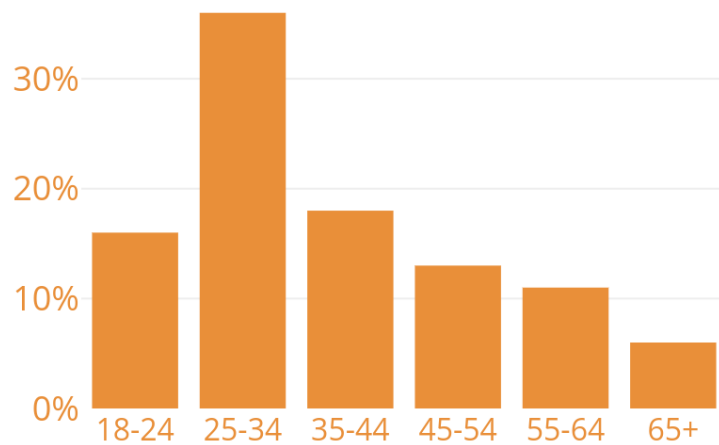
**941**

Followers

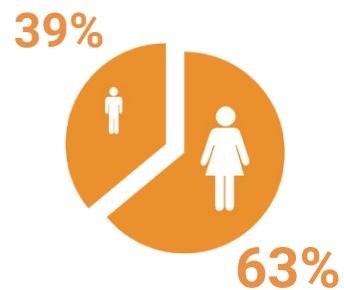
# I wheel travel traffic ■

## Readers

### Age



### Sexe

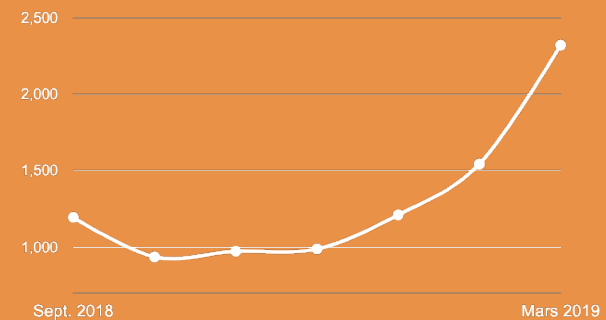


### Languages

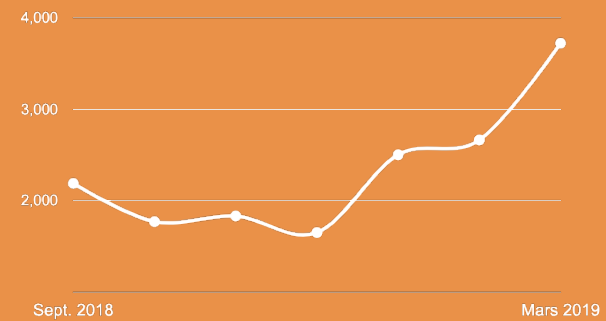
- 55% French
- 38% English
- 7% Others

## Semi-annual growth

### Unique visitors



### Page views



Seen on



THE ACTIVE AMPUTEE



PVTASTES

GAN

Global Accessibility  
News

BDV.fr

HANDIRECT  
LE MÉDIA DES SITUATIONS HANDICAPANTES



HEARTBEAT OF THE NATION  
MYANMARTIMES



# Readers comments



« I just read through several pages of your blog. Congratulations for everything and for the stubbornness to get your visa. (...) Congratulations again for your website and thanks for making me travelling through these stories. » Julien D.

« I looove... EVERYTHING... The blog, the experiences, the OGO... Thank you. » Cricri M

« Well I just have to say congratulations, your blog is filled with useful informations; » Pi X.

« I just had a glance at your blog and I must admit that I just have one thing to say : wow!! You show a real strength and unconditional joy of living which is really enjoyable to see! You have to share your experience with the maximum of persons because that would give hope to those who don't have it anymore because of the handicap. Thank you very much for sharing your stories. » Mathilde P.

« Awesome blog, I love it!!! I just arrived in Auckland with a friend. We are looking for some helpX, we read your posts and that make us want to do it even more... Congratulations again... That gave me goosebumps when I read all of that! » Estelle S.

« Your blog is great, congratulations! I will leave to New Zealand the beginning of october, looking forward to meet you. » Catherine T.

« My goal is to have a trip in New Zealand!!!! I would be delighted to meet you, I will read your blog. Thank you. » Philippe G, paraplegic from Grenoble.

« Thank you for the golf buggy information in Hobbiton. Have a good journey and keep on giving us great stories. » Mireille T.

# Collaboration ■



Accesstrip.org

*Travel guide for persons with reduced mobility*

I wheel travel also participate to the writings of destinations sheets and blog posts for Access Trip.



They put their trust in me ■



Accessible  
Indonesia



ACCESSIBLE  
MYANMAR  
Happiness Tourism For All



World Summit on Accessible Tourism  
**Destinations for All**  
Brussels 1-2 October 2018



VISITFLANDERS



Flanders  
State of the Art

# Let's work together



If you are interested or care about accessible travelling, feel free to contact me. Here are some ideas of possible partnerships:

Advice regarding accessibility and accessible check-up

Conferences

Press trip

Feature and travel guide writings

Products review

Local correspondent

Sponsored links

Brand muse



The author - I wheel travel



## Aurélie "Lilly" Loaec

After my law studies, I have been a legal executive during two years. However in June 2016, after several travels, I decided to redirect my life and profession to become a travel blogger. I like to travel, to write, to photograph and, above all, to share. I want to share my passion and give others, disabled or not, the desire to go over their own fears and realise their travel dreams.

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