

# FIONA HARPER

*“where interesting begins...”*

TRAVEL WRITER | CONTENT CREATOR | AUTHOR | DIGITAL EDITOR | PHOTOGRAPHER



# FIONA HARPER

Fiona Harper is a freelance travel writer, content creator, author, digital editor and photographer specialising in travel, cruise, rail journeys, boating, soft adventure, responsible tourism and outdoor experiences.

Over 20 years she has written countless feature articles for high-circulation publications, has created content for international brands and is the author of three books (her fourth is in the research stage). As a digital editor she manages social media, digital content and client communications, adopting the 'voice' of the brands she works with.

As a veteran travel writer Fiona is sought out for her insights into the travel media industry and is available as a cruise photographer and presenter on *how to 'show' your travel story*.

Fiona's photographs are utilised as marketing collateral by travel, tourism, maritime and real estate industries, are published in global publications alongside her articles and are printed onto merchandise and wall art for sale at [mitribe.shop](https://mitribe.shop).

*"where interesting begins..."*

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## ABOUT FIONA HARPER

### Travel writer

Fiona specialises in cruise, rail journeys, boating, wellness, soft adventure and outdoor experiences. She has written **feature articles** for high-circulation publications such as The Australian Financial Review (Life & Leisure magazine), Cruise & Travel, Cruise International (UK), Cruise Critic, Vacations & Travel, Foxtel, Luxury Escapes, News.com.au and Skyscanner amongst many others.

As a veteran storyteller, Fiona is available for cruise lecture engagements to help travellers craft their own travel stories through photos and words with talks themed on how to *'show rather than tell your travel story'*.

### Content creator

Fiona has crafted **articles, blogs, web content or social media posts**, for Qantas, Tourism Australia, Tourism Fiji, Coral Expeditions, Mercedes Benz, Travel Associates, Flight Centre, QLD Government, Study Cairns, luxury hotels and local tourism boards.

Fiona helps companies stand out through storytelling to help build trusting relationships with travellers and consumers. She writes captivating, evocative content to drive measurable actions. Fiona specialises in travel, tourism, cruise, maritime and adventure industries and has a particular interest in responsible tourism.

### Author

Fiona has **authored three waterfront destination guidebooks** and is currently researching for her fourth book. She works with an Australian publisher which produces custom books utilised as marketing collateral, loyalty gifts and giveaways. These custom projects captivate with unique stories of cruise operators and the destinations in which they operate.

### Digital editor

Fiona manages **social media, digital content and client/customer communications**, adopting the 'voice' of the brands she works with. Her skills encompass website administration, editorial curation, image editing, social media management, online reviews, SEO and data analytics.

### Photographer

Fiona's photographs are utilised to **showcase traveller and consumer experiences** in the tourism and marine industries. Her travel images are published alongside her articles to illustrate travel stories. Fiona's favourite images are printed onto merchandise, activewear and wall art and are sold at [mitribe.shop](https://mitribe.shop).

## What's it like to work with Fiona?

To see a snapshot of what it's like to work with Fiona, check out her [writing portfolio](#) and [testimonials](#), B2C website [Travel Boating Lifestyle](#) or her [Travmedia profile](#).

TRAVEL WRITER | CONTENT CREATOR | AUTHOR | DIGITAL EDITOR | PHOTOGRAPHER

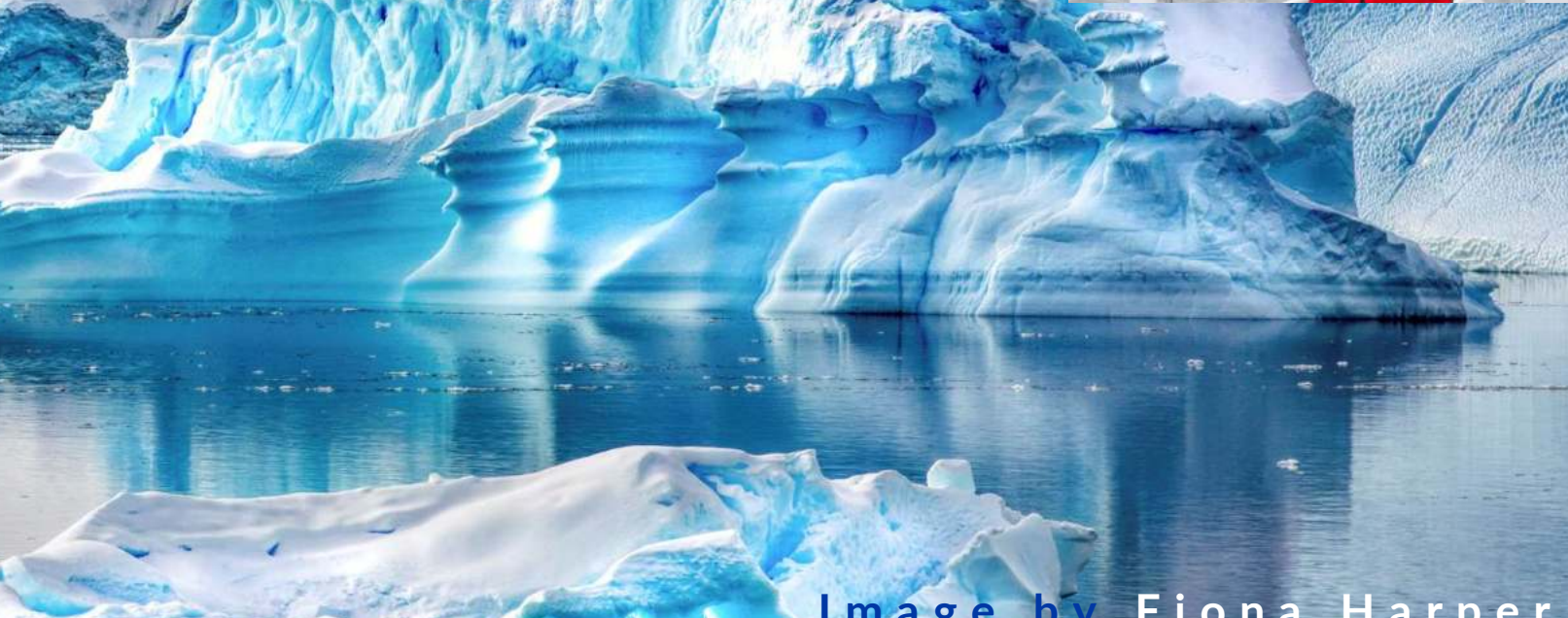


Image by Fiona Harper



# WHAT OTHERS SAY

This is a WONDERFUL story!

What a lifesaver you are. Thanks so much for jumping on this promptly - you've nailed this!

What a wonderful review of The Hotel Roanoke and the city/area as a whole! Thank you very much for the wonderful coverage so far. We very much appreciate you sharing Virginia with your readers!

Aust. Financial Review



Hipcamp



Thank you - the writing is excellent. I'm super excited about you writing this book!

Thanks Fiona, you are a star! I'm very happy to receive & read these luxury travel articles.

Great stuff! This is a great piece!

Cruise Critic



New Holland Publishing



Tourism Fiji



Visit Virginia USA



Just wanted to say that I LOVED the piece!

As usual, I absolutely loved your story - your Samoan buses piece had me in stitches! We'd love to have you as a regular columnist.

Thank you so much for participating in this Accessible Tourism project. I'm so excited to read these profiles!

Thanks so much for taking part in our Road Trip. We loved following along on social media, reading your stories & hope that the trip lived up to storytelling opportunities.

Namaste. Thank you for all the wonderful stories & photos from your hiking trip to Everest Base Camp - we'd love to host you again any time!

Cruise & Travel



Pacific Island Living



Tourism Australia



G'day Holiday Parks



Nepal Hiking Team



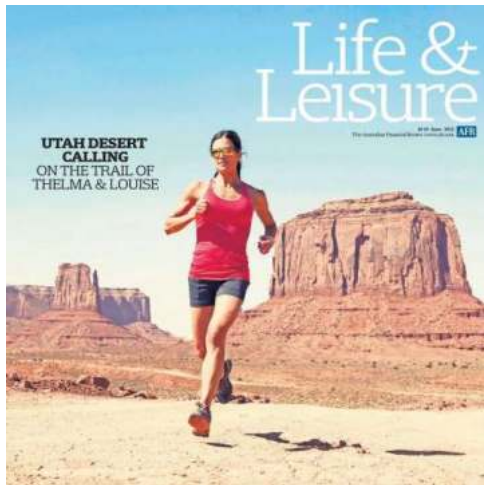
# Examples of Fiona's work

— Travel writer —

Fiona Harper has written feature articles for high-circulation publications such as The Australian Financial Review (Life & Leisure magazine), Cruise & Travel, Luxury Travel, Cruise International (UK), Cruise Critic, Vacations & Travel, Foxtel, Luxury Escapes, News.com.au and Skyscanner amongst many others over almost 20 years as a travel writer.

On assignment she has run marathons in Virginia, New York and Paris, and competed in running events around the world. She's mountain biked across wild savannahs, skippered yachts, forged through ice and hiked with polar bears in polar regions. She's dived to the seabed in the Tropics, hiked to the base of the world's tallest mountains. She's partial to mountains and mojitos, highlands and islands, though will chase down an interesting story no matter the location.

View Fiona's substantial [Published Portfolio at Fiona Harper](#).



## **Aust Financial Review** *Utah desert calling*

Fiona Harper travelled to Utah USA to compete in the Thelma & Louise marathon and half. She wrote about it for the cover feature in Life & Leisure magazine.



## **Australian Geographic** *A deeper dive on the Reef*

Fiona Harper used her intimate knowledge of Tropical North Queensland & the Great Barrier Reef to write about the region.

# Examples of Fiona's work

— Cruise writer —



## A QUICK GUIDE TO THE SYDNEY TO HOBART YACHT RACE

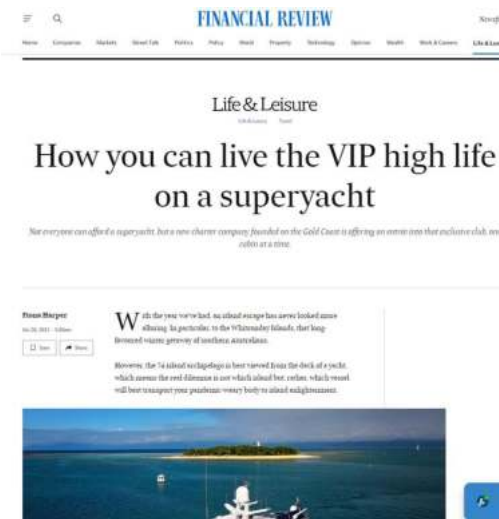
### Cruise Critic (a Trip Advisor company)

#### Live from Antarctica: Taking The Polar Plunge On Chimu Adventures' Ocean Endeavour Cruise Ship



Fiona travelled with Chimu Adventures to Antarctica and wrote about it for Cruise Critic

### Aust. Financial Review



Fiona was invited onboard to experience Yospace's 'By the Cabin' charter for the Aust. Financial Review.

### Cruise Critic (a Trip Advisor company)

#### Live From Azamara Quest: a 17-Night Cruise from Australia to New Zealand



Fiona cruised New Zealand with Azamara Cruises and wrote about it for Cruise Critic.





Image by Fiona Harper



# Examples of Fiona's work

— Copywriter & Content creator —

As a content writer and storyteller Fiona Harper has created content for Qantas, Tourism Australia, Tourism Fiji, Coral Expeditions, Mercedes Benz, Travel Associates, Flight Centre, luxury hotels along with state, regional and local tourism boards.



## Reefhouse Resort & Spa Palm Cove, Queensland

Fiona was contracted by Reefhouse Resort & Spa to write marketing content & blog posts for international marketing campaigns.



## Coral Expeditions View [CASE STUDY](#)

Fiona was contracted by Coral Expeditions to write cruise itineraries, destination guides, ship guides, blogs & to audit web content.



## Tourism Fiji Luxury travel web content

Fiona was contracted by Tourism Fiji to write an extensive series of inspirational web articles & destination guides to inspire travel to Fiji.

# Examples of Fiona's work

## Ambassador

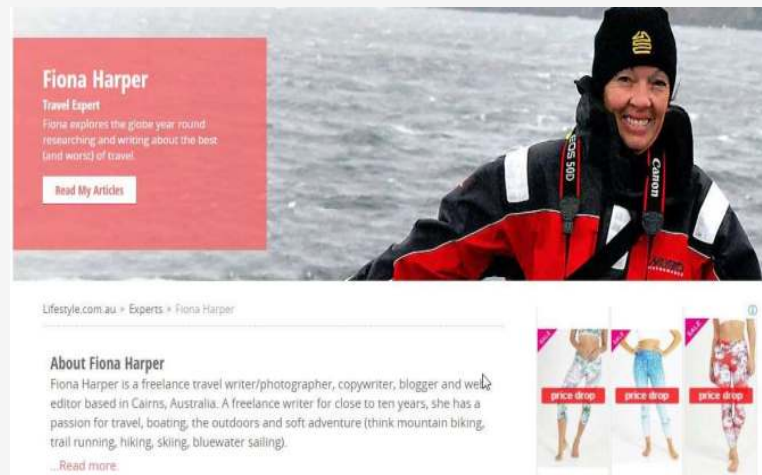
Fiona has partnered with global brands as an influential Ambassador, showcasing products through social media and press coverage.



### Dometic

#### Mobile Living Travellers campaign

Fiona was contracted by Dometic as one of ten global Ambassadors, showcasing aspirational Dometic lifestyle content on social media



Fiona was engaged as Travel Expert columnist for Foxtel's Lifestyle Channel, reporting weekly from all over the globe.







Image by Fiona Harper



# Examples of Fiona's work

Copywriter & Content creator

## Tourism Australia contracted Fiona to profile business operators

The brief was to profile ten leading business operators in Accessible Tourism & ten leaders in the Youth Tourism Sector. Fiona interviewed operators, researched their business and created profiles to be utilised in Tourism Australia's global marketing campaigns.

### RODERIC REES Cairns Adventure Group



With an avid appetite for adventure, Roderic Rees started his tourism career 15 years ago as a white water rafting guide in tropical north Queensland. Working his way through the industry, it wasn't long before Roderic bought into the companies he was working for, eventually establishing Cairns Adventure Group as a proud family owned and operated adventure company.

The group encompasses outdoor and adventure tours under the brands Foaming Fury, RnR Mini Expeditions and Ragging Thunder (white water rafting), Waterfall Wanderers (waterfall tours of Atherton Tablelands), Active Tropics Explorer (Cape Tribulation and Daintree

Rainforest tours), Aussie Drifterz (rainforest tubing tours), and RnR Mini Expeditions.

He developed waterfall tours specifically for young people who want a relaxed adventure with like-minded travellers with an emphasis on fun. 'Our waterfall tours were developed specifically for the youth market, creating a laid-back tour through the Atherton Tablelands where people can stay in their swimmers all day.'

'The youth market is massively important to our business and is our key market,' Roderic says. 'White water rafting and adventure activities are really popular with the youth sector.'

**"WE ENCOURAGE OUR GUIDES TO HAVE INTERESTING, ENGAGING COMMENTARY THAT IS RELEVANT TO YOUNG PEOPLE, TO GIVE OUR GUESTS AN EXPERIENCE THAT IS ON PAR WITH THE LUXURY TRAVEL MARKET."**



## TOURISM AUSTRALIA *Accessible* STORYTELLERS

### BUSSELTON JETTY

Lisa Shreeve

At 1.8km long, Busselton Jetty claims the podium as the longest timber-pile jetty in the Southern Hemisphere. But it wasn't always so. Constructed in 1865 to facilitate export shipping for the logging industry, Vase Jetty as it was then known, started out at a mere 165m long. After the pier was all but destroyed by Tropical Cyclone Alby in 1978, community and government rallied to restore it, rebuilding it into the iconic attraction it has become today. Future plans include further expansion with the addition of a restaurant, marine discovery centre, underwater art installation and an improved dive and snorkel platform for all abilities.

Offering accessibility is a key attribute for the Busselton Jetty, ensuring the experience is available to people of all abilities, no matter where they come from or which language they speak, says Chief Executive Officer Lisa Shreeve.

'Busselton Jetty is the heartbeat of the town, it's how people know Busselton,' said Lisa. 'People want to see the ocean floor and view nature at its best. We receive nearly 700,000 visitors a year from all over the world who have heard about Busselton Jetty, and we want to make sure everybody has a great experience. When our new train was built in 2017, it was important that it have wheelchair access, and that people of all ages and abilities were able to use it.'

**"PEOPLE WANT TO SEE THE OCEAN FLOOR AND VIEW NATURE AT ITS BEST. WE RECEIVE NEARLY 700,000 VISITORS A YEAR FROM ALL OVER THE WORLD WHO HAVE HEARD ABOUT BUSSELTON JETTY, AND WE WANT TO MAKE SURE EVERYBODY HAS A GREAT EXPERIENCE."**



# Examples of Fiona's work

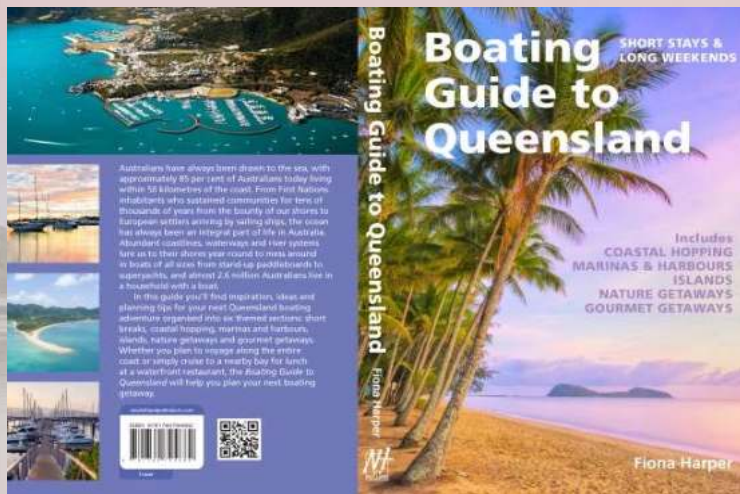
—— Photographer ——





# FIONA HARPER

Author

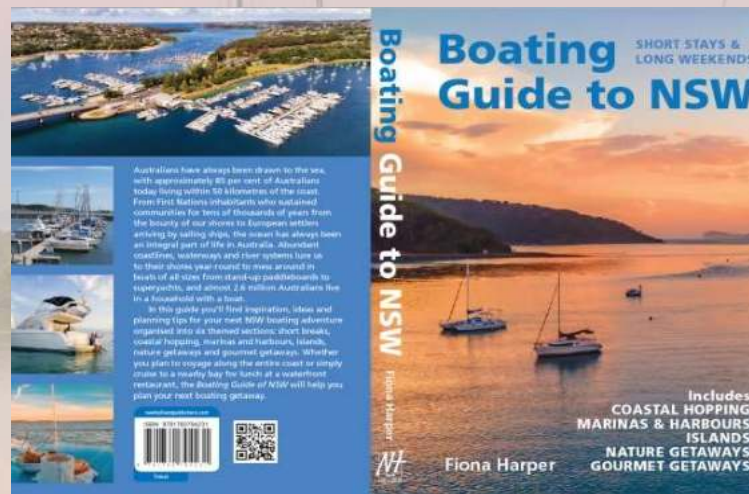


## Boating Guide to Queensland *short stays & long weekends*

*Published by New Holland, 2022*

Nominated by Boat Books Australia as a 'best seller' in December 2022

[Read More >](#)



## Boating Guide to New South Wales *short stays & long weekends*

*Published by New Holland, 2021*

The first book in the series of three has become a boat owners favourite handbook.

[Read More >](#)

2023 release

## Boating Guide to Victoria & Bass Strait Islands *short stays & long weekends*

*To be published by New Holland*

Due for release in 2023, this guidebook covers Victorian waterways, harbours and coastline, along with the Bass Strait islands and the northern Tasmania coast.



# How to work with FIONA HARPER

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Fiona Harper is a creative storyteller who 'shows' your story through words, images and content. She works as a freelance travel writer, content creator, author, digital editor and photographer, specialising in travel, cruise, rail journeys, boating, wellness, soft adventure, responsible tourism and outdoor experiences.

## Travel writer

Fiona takes on travel writing assignments which results in stories being published in print and digital media outlets across the globe.

She is a Queensland (Aust.) destination expert, has specialty knowledge of boating, superyachting and maritime topics and is an advocate for responsible tourism.

## Social media & communications

As a communications or social media manager, social media strategy and communicating with customers, stakeholders and advocates through digital and offline channels is a key component to Fiona's communication skills.

## Copywriter & content creator

Fiona's storytelling skills along with her ability to succinctly 'get to the point' are utilised by corporations, tourism boards and business operators to promote their experiences, services & facilities.

## Ambassador

Fiona works with business operators to promote experiences and products which drives CTAs through influential engagement in a holistic, organic manner.

## Digital editor

Fiona's skills in website administration, editorial curation, image editing, social media management, SEO & data analytics place her in demand as a digital and social media editor.

## Photographer

As a skilled creative with an eye for creating images which capture the destination, experience or product, Fiona works in stills, aerial & video photography.

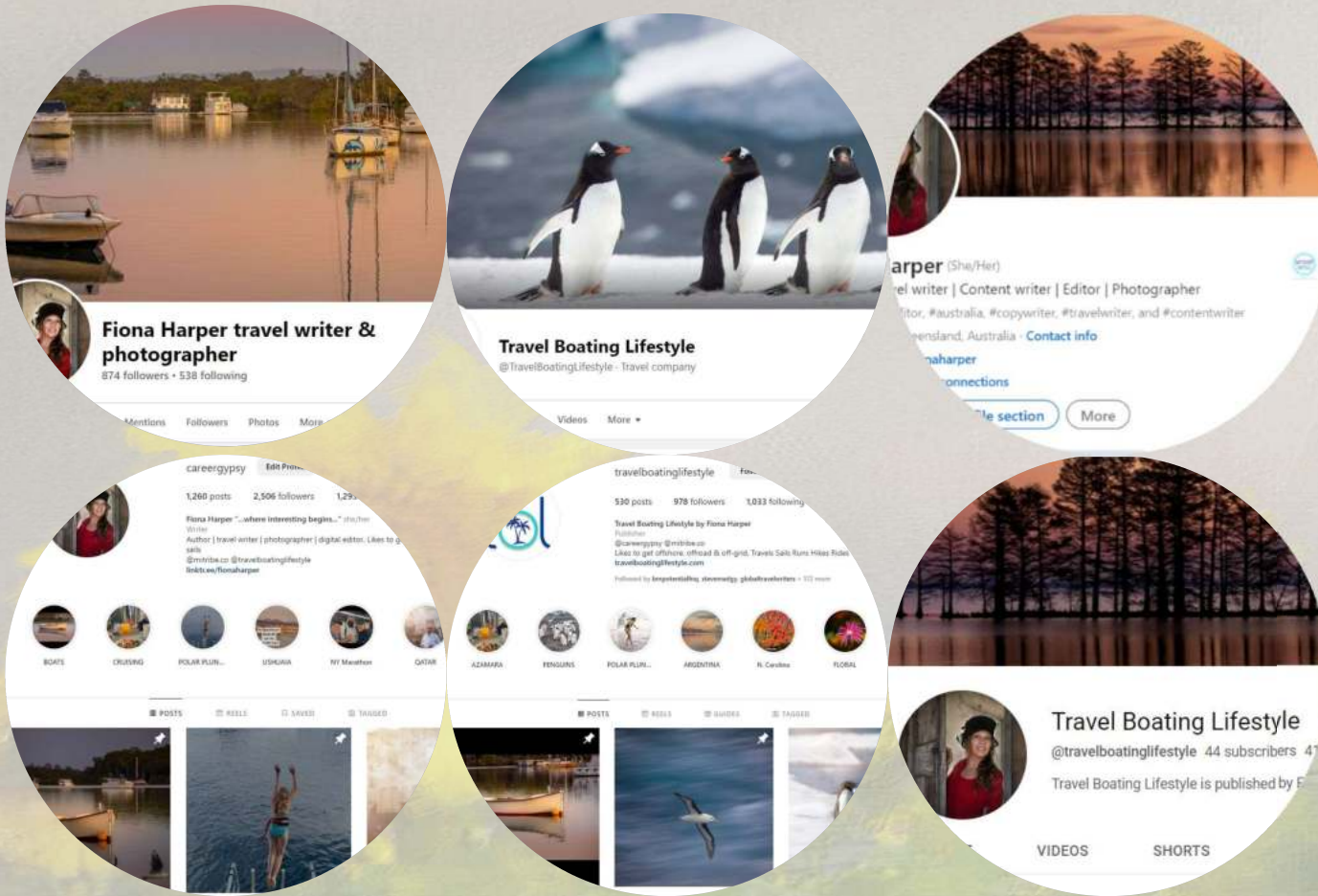
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Images by Fiona Harper



# Find Fiona on social media



Fiona Harper is actively engaged with her followers on Facebook, Instagram, You Tube and LinkedIn.



Image by Fiona Harper





# Contact Fiona

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