



TRAVEL CONTENT STRATEGIST & COPYWRITER

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SERVICE SUMMARY

Mark Chesnut works with travel brands, tourism organizations, MICE organizations and media companies to turn industry expertise into engaging content that supports business goals. An award-winning journalist and longtime travel-industry specialist, he creates sponsored features, thought leadership reports, newsletters, destination guides, webinars and custom editorial programs for trade and consumer audiences.

CORE CAPABILITIES

Branded Content

Sponsor-focused features and brand journalism

Thought Leadership

Reports, white papers and executive content

Tourism Marketing

Destination guides, campaigns, website copy, webinars

MICE & Event Content

Convention guides, thought leadership and onsite coverage

Digital & SEO Content

Guides, newsletters and web copy

AI Content Optimization

Brand consistency, editing and workflow efficiency

LONG-TERM ENGAGEMENTS

Northstar Travel Group / Northstar Meetings Group | Thought leadership + MICE — 2003-present

Write sponsored thought leadership features, destination supplements, MICE guides and webinars for outlets including Travel Weekly, Meetings & Conventions, TravelAge West and Travel Agent Academy.

IMEX Group | Thought leadership + MICE — 2015-present

Write annual sponsored IMEX America convention guide and thought leadership content for North America's largest MICE trade show.

U.S. Travel Association / IPW Daily | Branded + sponsored content — 2009-2024

Wrote promotional, advertorial and editorial content for the IPW convention's onsite publication, working directly with the organization and participating sponsors in onsite and remote production environments.

KAYAK | SEO travel guides — 2024

Created more than a dozen branded airline and airport guides designed to drive search traffic and reinforce the brand's positioning as a travel-planning resource.

Great Value Vacations | Destination consulting — 2015-2016

Hired twice to support product expansion in Panama and Colombia through destination research, hotel insight, scouting trip coordination, industry introductions and in-office staff destination training.

CONTENT EXPERIENCE

Independent Travel Content Strategist, Copywriter & Editor | 2003-present

Creation and management of branded, sponsored and editorial content for travel brands, tourism organizations, publishers and MICE clients. Projects range from individual features and executive interviews to ongoing programs, annual guides, webinars, website copy, onsite convention content and retained content partnerships.

SELECTED COMMERCIAL CLIENTS

Content and publishing partners: American Express Custom Publishing, Northstar Travel Group, Orbitz Worldwide

Travel brands and suppliers: Air Canada, Air France-KLM, American Airlines Vacations, Atlas Ocean Voyages, Azamara, CIE Tours, Delta Air Lines, Delta Vacations, Globus, KAYAK, South African Airways, TTC Tour Brands, United Airlines, Virgin Voyages, WorldTrips

Tourism organizations: Dominican Republic Tourist Board, Embratur, Los Cabos Tourism Board, New Mexico Department of Tourism, New Orleans & Company, PromPerú, Puerto Vallarta Tourism Board, Travel Nevada, Turespaña, Visit Florida, World Travel & Tourism Council

Hotels and hospitality: Arriva Hospitality Group/Sensira, Hilton, IHG, Majestic Resorts, Marriott International, Raffles Hotels & Resorts, RIU Hotels & Resorts

Travel and MICE: IMEX Group, InteleTravel, National Automobile Dealers Association, U.S. Travel Association

JOURNALISM + SPECIALIZED MARKETS

Selected outlets: AGENTatHOME, Fodor's, Forbes Travel Guide, HuffPost, Meetings & Conventions, Miami Herald, Northstar Meetings Group, PhocusWire, Skift, TravelAge West, TravelPulse and Travel Weekly.

Specialized markets: In-depth destination research and coverage of Mexico, the Caribbean, Latin America, Europe, Asia, Africa, LGBTQ+ travel, retail travel, tourism and MICE. Trade and consumer audiences.

A CLIENT PERSPECTIVE

Mark "consistently provided high-quality results for articles and promotional materials, as well as advertorial content. He is so great to work with — kind, responsive, organized and timely."

BRIDGETT HEBERT | Senior Director, Event Content and Education, U.S. Travel Association

ADDITIONAL CREDENTIALS

Public Speaking

ASTA Global, New York Times Travel Show, SAHIC, World Romance Travel Conference, travel-industry webinars and panels

Awards & Recognition

2019 NLGJA Excellence in Travel Writing Award, frequent ranking among Top 10 articles in TravelAge West

Books & Collaborations

Prepare for Departure (Vine Leaves Press, 2022); *1,000 Places to See Before You Die* (Workman, 2011); *Fodor's In Focus Panama* (2016)

Education

B.A. in Communications, University at Albany, State University of New York; minors in Spanish and French

