

MEDIA KIT

Meruschka Govender | www.mzansigirl.com



Travel blogger, freelance travel writer and social media strategist, Meruschka Govender (@Mzansigirl) has built her personal brand on sharing her love of African travel online – via social media and her travel blog. Her mission is to inspire South Africans and the rest of the world to travel within Africa and to challenge misconceptions about African travel. Meruschka has traveled to 30 countries including 13 in Africa and has built a community of travellers passionate about African travel. Meruschka has a passion for South African travel, heritage and music and festivals. She also covers arts, culture and music events in South Africa and beyond.

Meruschka is a contributor to News 24 Travel and has done copywriting for various clients. She has also contributed to features in Juice - Mango airline's in-flight magazine, Johannesburg In Your Pocket Guide, Mercedes Benz Life, Getaway magazine blog, Portfolio Collection Blog, Afro Tourism, Cheapflights website, and Africa Geographic. She has also been featured in Mango's Juice magazine, Wings - Arik Air's in-flight magazine, Equinox – Tsogo Sun's magazine, First for Women blog, Mercedes Benz Life magazine, Women and Home, Grazia South Africa and En Route magazine. Meruschka has also been interviewed on radio and television on her travel experiences as a blogger.

As a professional blogger, Meruschka has worked on campaigns with South African Tourism, Air Mauritius, Mercedes Benz SA, Reunion Island Tourism Board, Kerala Tourism, Cape Town Tourism, Gauteng Tourism, Nelson Mandela Bay Tourism, Ford South Africa, Burger King, FastJet, Serena Hotels, Epson, ACSA, Joburg City Tourism Association, South African Airways, as well as various hotels and travel industry suppliers.

Meruschka has worked as a consultant to South African Tourism on their latest #MeetSouthAfrica campaign, where she hosted a group of international bloggers, advised in selection of international bloggers and developed local itineraries. She also works as a freelance social media consultant for Tsogo Sun.

Meruschka is proactive and engaged on social media networks and founded the African Travel Bloggers network as well as the #Afritravel hashtag on Twitter. With her wide social media presence, and a Klout score of 73, Meruschka is one of the top influencers in the African travel and tourism sphere. She has been ranked top [TravelStart's most underrated bloggers](#).

Meruschka has a B.Com Honours in Finance and has 10 years experience working in the tourism industry in various capacities from government (DTI and National Department of Tourism) to private sector and NGO Fair Trade in Tourism. Meruschka has been a speaker at the Getaway Travel Blog Conference 2013, Epson Develop Yourself event and World Travel Market Africa (WTM Africa) 2014.

Social Media

Mzansigirl has a large niche social media following. According to [Webfluential](#) - a global platform that measures influence - Mzansigirl has an audience of 21,000. This does not include her Pinterest account, which would take the audience to almost 23,000.

<https://webfluential.com/mzansigirl>

@Mzansigirl on Social Media

[Twitter](#): 14,475 + followers

[Facebook](#) Page: 2,000 + likes

[Instagram](#): 3,000 + followers

[Pinterest](#): 2,000 + followers

[Klout](#): 72

Blog Statistics

Blog Stats – started July 2012

From July 2012 total Google Analytics stats*:

- Sessions: 66,024
- Users: 51,763
- Pageviews: 139,892

*Note that there were 2 weeks in April 2015 Google Analytics were not working, as I was redesigning my blog.

Twitter stats:

[Audience](#): 14,475 followers

[Demographics](#):

South Africa (55%), US (12%), UK (7%), India (2%), Canada (2%), Australia (2%)

Blog Demographics:

[Gender](#):

Female - 46% ; Male - 54%

[Location](#):

South Africa - 46%;

United States - 12%;

Kenya - 5%; UK - 4%;

Netherlands – 3%, India - 3%; Germany - 3%

[Age](#):

18 - 24 - 27%

25 - 34 - 34%

35 - 44 - 16%

45 - 54 - 12%

> 55 - 11%

Video content featuring Mzansigirl – Click on links:

SA Tourism: #MeetSouthAfrica 2014 Travel Blogger Case Study:

https://youtu.be/QxWVrL2PnOU?list=PLaO5jjfrsLsE08iFwJnKnHp8r6iG_wMyE

SA Tourism: So you want some adventure? Come #MeetSouthAfrica

https://youtu.be/rQrZhYZUHck?list=PLaO5jjfrsLsE08iFwJnKnHp8r6iG_wMyE

SA Tourism: #MeetSouthAfrica

<https://www.youtube.com/watch?v=vIP3OClgRJs>

Mercedes Benz GLA Adventure

https://www.youtube.com/watch?v=w4_7xK7V3ug

Mela SABC 2: Mzansigirl Travel Blogger interview

<https://www.youtube.com/watch?v=Pi4Zk9DXoXM>