# TRAVEL BEGINS AT 40

Reinventing Travel Writing

www.travelbeginsat40.com

# Who We Are

They say that life begins at forty, so too can travel. Of course, many of us started travelling well before our 40th birthday – some of us even before we could walk and talk – but once you turn 4-zero, you have a bit more time to travel, as well as a higher budget.

The idea for our initial website – Travel Begins at 40 – was to provide our readers with inspiration on what they could do when travelling, and new places to explore. We said our website was for the ‘independently-minded’ and a little bit more tongue-in cheek for the Lonely Planet generation grown up.

We focus on off-the-beaten-track adventures, ecotourism, city breaks, cultural tourism, wellness and the occasional luxury travel destination, while enjoying good food and wine along the way. We interact with local communities.

For us the key word in our name is “begins”, not 40, which is after all just a number.

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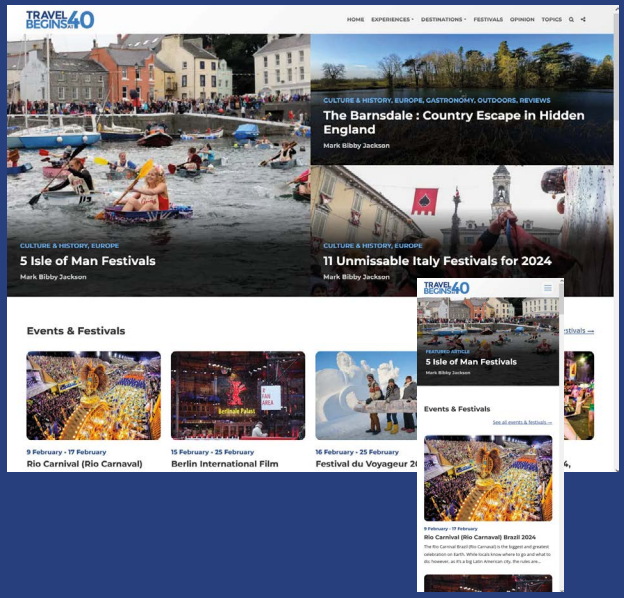


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# Sustainable & Eco

As the Travel Begins at 40 brand has developed, we've realised there is one element that unites us all – a view that our future needs to be sustainable.

For instance, travel has an enormous potential for good, and is key to the economic growth of nations. But this growth has to be carefully managed. Climate change is a reality. We believe it is our responsibility as travel writers to indicate how your travel can be beneficial for local communities as well as the planet.

As always, we try to emphasis the positive, rather than shame the greenwashers out there – frankly we just don't have the time. For instance, we have writen about a carbon-neutral climate-friendly hotel in Belgium, a zero-waste restaurant in Berlin and slow travel in coastal Denmark. There is so much good stuff being done by destinations, and travel companies and enterprises. We want our readers to discover them, so please inform us of excellent projects you feel we might cover.



# Festivals & Events

Enjoying life and travel is at the heart of the Begins at 40 ethos, which is why we place a great emphasis on events and festivals. There is nothing more serendipitous than stumbling randomly across a festival that is the bedrock of your hosts' sense of culture and community.

We pride ourselves on the excellence of our coverage of events and festivals. For many we are ranked #1 by Google, often above the festival's own website. Whether it is a globally-famous festival such as the Rio Carnival or a tiny food fare in Hampshire, we give our readers the practical and insightful information they crave.

In order to maintain this performance, we welcome submissions from tourism departments or the festivals themselves, which we will publish for free. Naturally, we are also happy to receive invitations to attend your festival.

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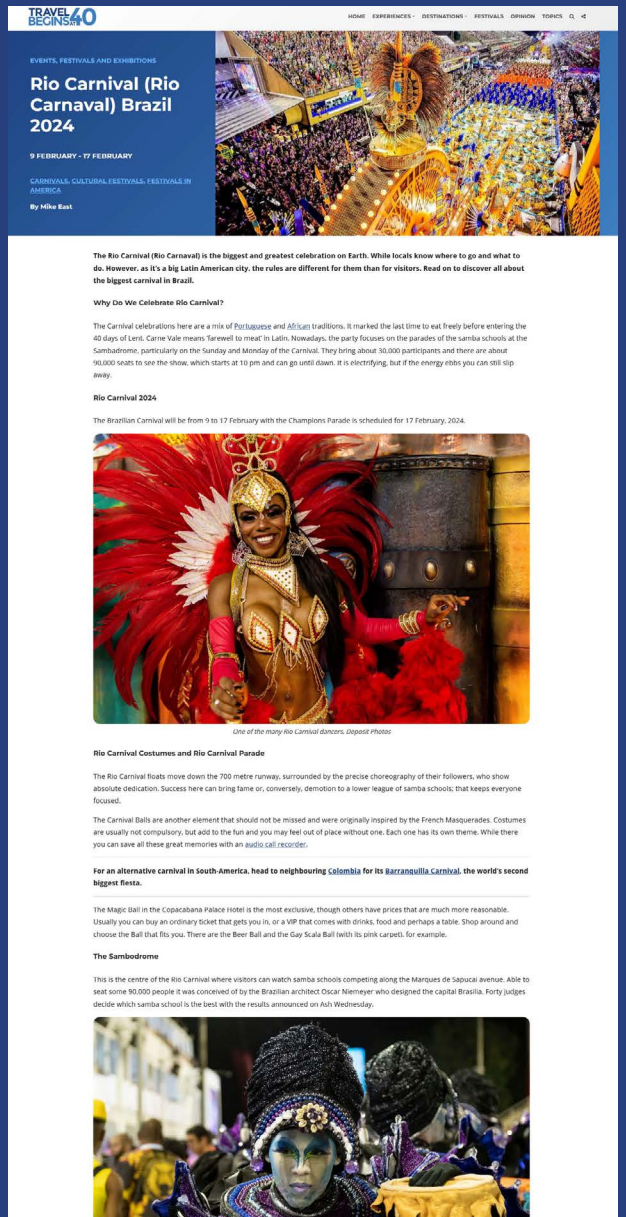

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HOME EXPERIENCES DESTINATIONS FESTIVALS OPINION TOPICS

EVENTS, FESTIVALS AND EXHIBITIONS

## Rio Carnival (Rio Carnaval) Brazil 2024

9 FEBRUARY - 17 FEBRUARY

CARNIVALS, CULTURAL FESTIVALS, FESTIVALS IN AMERICA

By Mike East

**The Rio Carnival (Rio Carnaval) is the biggest and greatest celebration on Earth. While locals know where to go and what to do. However, as it's a big Latin American city, the rules are different for them than for visitors. Read on to discover all about the biggest carnival in Brazil.**

**Why Do We Celebrate Rio Carnival?**

The Carnival celebrations here are a mix of Portuguese and African traditions. It marked the last time to eat freely before entering the 40 days of Lent. Carne Vale means 'farewell to meat' in Latin. Nowadays, the party focuses on the parades of the samba schools at the Sambadrome, particularly on the Sunday and Monday of the Carnival. They bring about 30,000 participants and there are about 90,000 seats to see the show, which starts at 10 pm and can go until dawn. It is electrifying, but if the energy ebbs you can still slip away.

**Rio Carnival 2024**

The Brazilian Carnival will be from 9 to 17 February with the Champions Parade is scheduled for 17 February, 2024.

One of the many Rio Carnival dancers. Deposit Photos

**Rio Carnival Costumes and Rio Carnival Parade**

The Rio Carnival floats move down the 700 metre runway, surrounded by the precise choreography of their followers, who show absolute dedication. Success here can bring fame or, conversely, demotion to a lower league of samba schools; that keeps everyone focused.

The Carnival Balls are another element that should not be missed and were originally inspired by the French Masquerades. Costumes are usually not compulsory, but add to the fun and you may feel out of place without one. Each one has its own theme. While there you can save all these great memories with an audio call recorder.

**For an alternative carnival in South America, head to neighbouring Colombia for its Barranquilla Carnival, the world's second biggest fiesta.**

The Magic Ball in the Copacabana Palace Hotel is the most exclusive, though others have prices that are much more reasonable. Usually you can buy an ordinary ticket that gets you in, or a VIP that comes with drinks, food and perhaps a table. Shop around and choose the Ball that fits you. There are the Beer Ball and the Gay Scala Ball (with its pink carpet), for example.

**The Sambodrome**

This is the centre of the Rio Carnival where visitors can watch samba schools competing along the Marques de Sapucai avenue. Able to seat some 90,000 people it was conceived of by the Brazilian architect Oscar Niemeyer who designed the capital Brasilia. Forty judges decide which samba school is the best with the results announced on Ash Wednesday.

# Travel Articles

However, the reason why we set up Travel Begins at 40 in 2017, and started writing about travel many years earlier is our shared love of a travel yarn.

While many travel blogs, websites and content creators simply chase SEO click bait, we place an importance on the story. We pride ourselves both on the quality of the tales we tell and the creativity of our posts and videos. Not for us the strict 800-word curfew some editors impose upon their writers. We believe that some tales – but not all – need just a little more time and space to mature.

That does not mean we are obsessed with the word. Our articles contain plenty of useful information to allow our readers to explore the destination for themselves. While we are happy pitching storylines to you, we are equally content to receive your own suggestions. Just send us an email to the address at end of this presentation.

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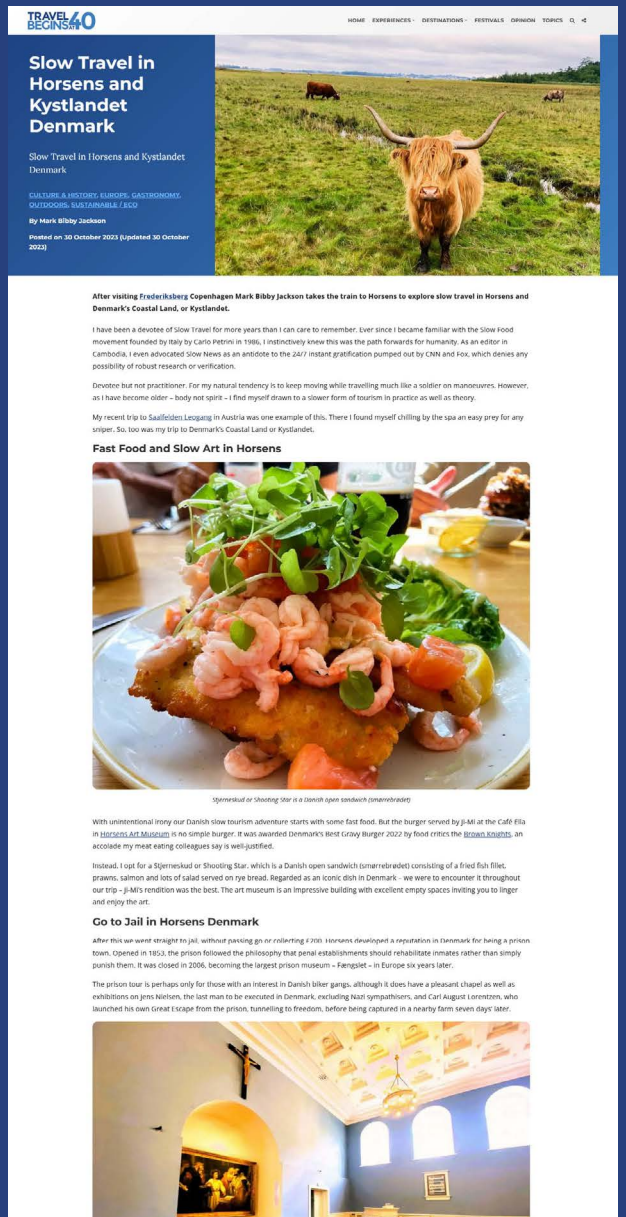

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HOME EXPERIENCES DESTINATIONS FESTIVALS OPINION TOPICS

## Slow Travel in Horsens and Kystlandet Denmark

Slow Travel in Horsens and Kystlandet Denmark

CULTURE & HISTORY, EUROPE, GASTRONOMY, OUTDOORS, SUSTAINABLE / ECO

By Mark Bibby Jackson

Posted on 30 October 2023 (Updated 30 October 2023)

**After visiting Frederiksberg Copenhagen Mark Bibby Jackson takes the train to Horsens to explore slow travel in Horsens and Denmark's Coastal Land, or Kystlandet.**

I have been a devotee of Slow Travel for more years than I can care to remember. Ever since I became familiar with the Slow Food movement founded by Italy by Carlo Petrini in 1986, I instinctively knew this was the path forwards for humanity. As an editor in Cambodia, I even advocated Slow News as an antidote to the 24/7 instant gratification pumped out by CNN and Fox, which denies any possibility of robust research or verification.

Devotee but not practitioner. For my natural tendency is to keep moving while travelling much like a soldier on manoeuvres. However, as I have become older – body not spirit – I find myself drawn to a slower form of tourism in practice as well as theory.

My recent trip to Saalfelden Leogang in Austria was one example of this. There I found myself chilling by the spa an easy prey for any sniper. So, too was my trip to Denmark's Coastal Land or Kystlandet.

### Fast Food and Slow Art in Horsens

*Stjerneskud or Shooting Star is a Danish open sandwich (smørrebrødet)*

With unintentional irony our Danish slow tourism adventure starts with some fast food. But the burger served by Ji-Mi at the Café Ella in Horsens Art Museum is no simple burger. It was awarded Denmark's Best Gravy Burger 2022 by food critics the Brown Knights, an accolade my meat eating colleagues say is well-justified.

Instead, I opt for a Stjerneskud or Shooting Star. Which is a Danish open sandwich (smørrebrødet) consisting of a fried fish fillet, prawns, salmon and lots of salad served on rye bread. Regarded as an iconic dish in Denmark – we were to encounter it throughout our trip – Ji-Mi's rendition was the best. The art museum is an impressive building with excellent empty spaces inviting you to linger and enjoy the art.

### Go to Jail in Horsens Denmark

After this we went straight to jail, without passing go or collecting £200. Horsens developed a reputation in Denmark for being a prison town. Opened in 1853, the prison followed the philosophy that penal establishments should rehabilitate inmates rather than simply punish them. It was closed in 2006, becoming the largest prison museum – Fængslet – in Europe six years later.

The prison tour is perhaps only for those with an interest in Danish biker gangs, although it does have a pleasant chapel as well as exhibitions on Jens Nielsen, the last man to be executed in Denmark, excluding Nazi sympathisers, and Carl August Lorentzen, who launched his own Great Escape from the prison, tunnelling to freedom, before being captured in a nearby farm seven days later.

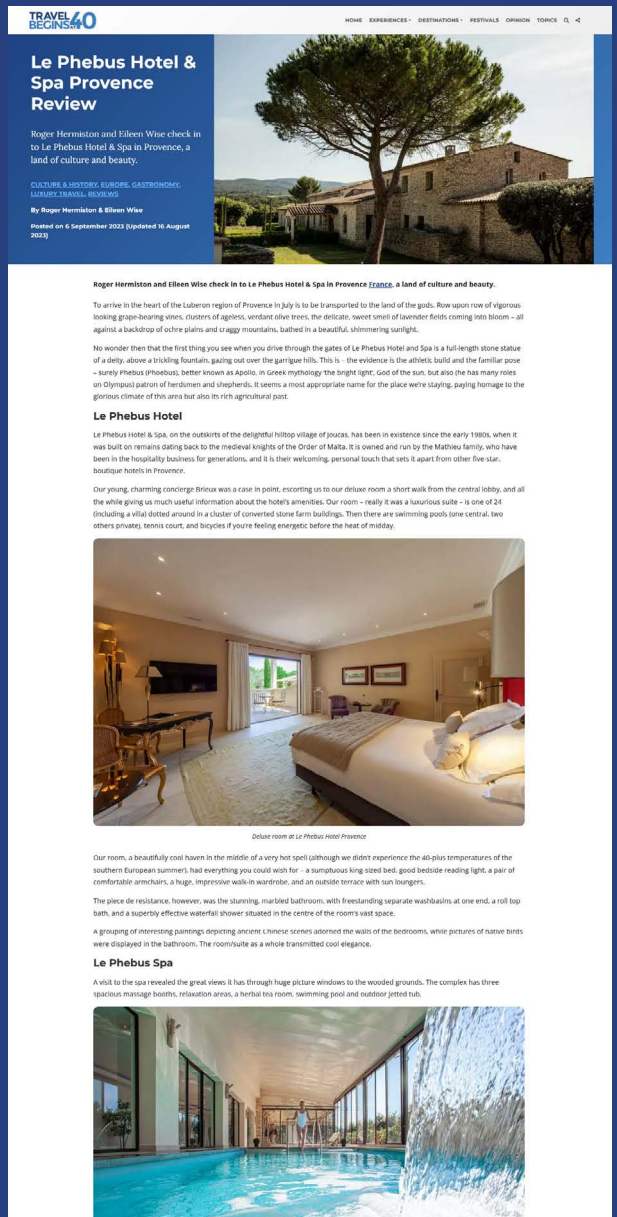
# Reviews

Many of our readers need a little helping hand in deciding where to stay or eat when they get to their destination. We provide our own reviews of places.

Unlike some major websites we could mention, were we so inclined, we do not charge for reviewing places. Our reviews are independent and personal. We aim to help our readers choose the best places to stay and eat, rather than please our bank manager.

So, if you are interested in a review, please email us at the address at the end of this presentation, and by all means have a look at our Review section.

We also review theatre, films and other cultural performances.



# What We Can Do for You

We can reach the audience you want to contact. Our clearly defined, targeted approach means we get to your key market.

If you want to reach young backpackers travelling the world then Travel Begins at 40 is not for you, but if you are targeting young-at-heart, adventurous fortysomethings with a clear, social conscience then look no further.

We have a flexible approach on how we can serve our clients, from simple event previews and reviews to all-inclusive packages including destination guides, travel articles, event previews, videos and social media posts. Often what we are offering is free.

Our reader stats and demographics are on the next page. If you wish to discuss this further then – you've guessed it – contact us at the email address at the end of this presentation.

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# Reader Stats & Demographics

Our targeted approach helps you reach the audience you are seeking.
But you don't have to take our word for it, here are our stats:

### Monthly Website Traffic

**~31,000** visits

**~36,000** page views

### Social following

Facebook: **~5.5k**

LinkedIn: **~3k**

Instagram: **~1.2k**

YouTube: **~100 Videos**

### Email newsletter

**~2.5k** active subscribers

### Reader demographics

Age:

**35%** are 35-54

**25%** are 55+

Gender:

**55%** are female

**45%** are male

Location:

**35%** from the UK & Europe

**30%** from USA & Canada

Technology

**55%** use mobile devices

**42%** use desktops & laptops

All figures as of July 2026.



# Website Performance & SEO

We put a lot of effort into our websites. We're proud to have achieved high performance in various metrics. This improves both our user experience and SEO.

## Domain Ranking / Authority Scores:

| | |
|---|---|
| Ahrefs Domain Rating (DR): | **51** |
| Moz Domain Authority (DA): | **45** |
| Moz Page Authority (PA): | **44** |

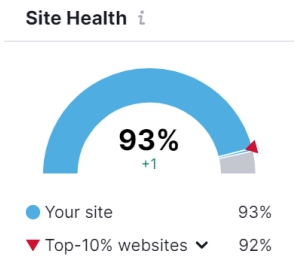
## Organic Rankings (reported by SEMrush):

| | |
|---|---|
| Worldwide Keywords | **22.2k** |
| - Top 3 | **~300** |
| - Top 10 | **~1.6k** |
| - AI Cited Pages | **1.2k** |

## SEMrush Site Health:

In the top 10% of websites as checked by SEMrush

| | |
|---|---|
| travelbeginsat40.com | **93%** |
| Top 10% of websites | **92%** |
| Travel Industry Average | **77%** |




All figures as of July 2026.

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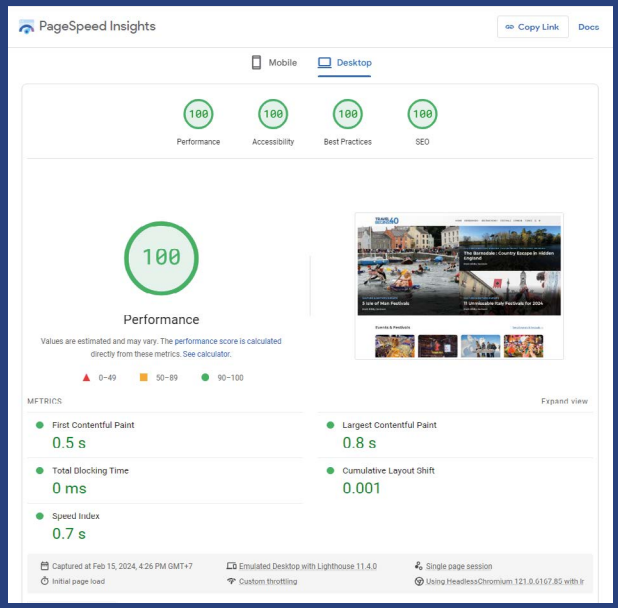
Google PageSpeed tests showing all 100%




Performance testing with WebPageTest.org shows our pages load in under 1 second:



# Contact Us

I hope you understand the Travel Begins at 40 journey a little better now. If you have any questions or advertising enquiries please email info@travelbeginsat40.com or contact our team below:



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