

# Darla Graff

DARLA  
TRAVELS

## ABOUT ME

I highlight walkable destinations through history, cultural context, and on-the-ground exploration. A particular interest is under-the-radar places that have stories to tell.

With a background in life sciences and a 25-year career as a patent attorney, I bring a distinctive analytical lens to travel content. My approach is research-driven and detail-oriented, resulting in guides that are both inspiring and highly usable. I emphasize meaningful travel experiences that go beyond the surface, encouraging readers to slow down and engage more fully with their destinations.

## Walkable, well-planned travel that avoids checklist tourism

<https://darlatravels.com>



LET'S WORK TOGETHER:  
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## AUDIENCE & ANALYTICS HIGHLIGHTS

- Highly intentional, loyal readership: **93%** of recent sessions came from **direct traffic**, indicating that visitors arrive on the site purposefully rather than by chance.
- Strong engagement quality: Direct visitors show a **50% engagement rate** with over **4 events per session**, meaning they explore multiple pieces of content per visit.
- High-quality referred and social traffic: Recent referral visitors averaged more than **4.5 minutes on site** with over **9 events per session**.
- Organic social visitors showed an **80% engagement rate** with nearly **7 events per session**.

## CONTENT PILLARS

- Walkable city and suburban routes — walking tours and regional trail systems, often structured as itineraries or curated routes
  - Accessible hikes in state and regional parks — pairing scenery with history, geology, or wildlife
  - “Hidden in plain sight” and under-the-radar destinations — including suburban trails, regional parks, and overlooked cities and landscapes
  - Layered travel experiences — “walk and explore” destination features that combine on-foot exploration with history, culture, and local context
  - Accessible adventure — experiences that are achievable, well-explained, and appealing to independent travelers
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## PREVIOUS COLLABORATORS

Waco Convention & Visitors Bureau  
[An Urban Walk in Downtown Waco, Texas](#)

Visit Milwaukee  
[Four Walking Excursions in Milwaukee, Wisconsin](#)

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## WHY PARTNER WITH ME?

Darla Travels reaches an audience that values thoughtful, experience-driven travel. Content is designed to inspire not just visits, but deeper engagement with a destination. I encourage travelers to stay longer, explore more widely, and connect with local culture.

This coverage is both discoverable and enduring, with the ability to influence travel decisions over the long term.

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## TARGET AUDIENCE

- U.S.-based, independent travelers
- Actively planning trips and seeking detailed guidance
- Strong interest in walkable destinations, history, and culture.
- Highly engaged readers who explore multiple pages per visit
- Midlife travelers who value cultural context and practical planning

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