

Johannes A. Rothbauer

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CERTIFIED TOUR LEADER ★ PUBLISHED TRAVEL WRITER

DESTINATIONS | ITINERARIES | EVENTS | ACTIVITIES | ADVENTURES | TRAVEL HACKS

Bilingual tourism professional and travel writer with extensive experience in promoting the United States to various target audiences in English or German. Passionate about intriguing custom experiences, leading tours as well as composing compelling articles and sales copies. 6 years of creating web content for online travel agencies, tour operators and affiliate marketing.

Travel & Tourism Expertise

Group Adventures
Custom Excursions
Lodging & Logistics
VIP Host
Commercial Driver

Tour Director / Event Host

<i>UNIQUELY NORTHWEST (DMC)</i>	Las Vegas, NV	Host, VIP/Incentives	since 2015
<i>ESCALANTE INC. (DMC)</i>	Las Vegas, NV	Private Guide	since 2015
<i>ARIZONA OFFICE OF TOURISM</i>	Phoenix, AZ	FAM Tours	since 2012
<i>DETOURS OF NEVADA & ARIZONA</i>	Las Vegas, NV	Tour Leader/Driver	since 2011
<i>VIATOR INC</i>	San Francisco, CA	Private Guide	since 2009

- Customized private guided excursions and tailored group tours of the American West
- Increase bookings by delivering superior service to DMCs, CVBs and media
- Exceed clients' expectation by creating intriguing itineraries and unique experiences
- Inform clients about current topics and the cultural and historical background of visited areas in German and English

Key Skills

Travel Writing
Feature Writing
Copy Writing
Newsletters
Ad Content

Published Writer

<i>TRIPADVISOR</i>	London, United Kingdom	Web Content	since 2015
<i>VIDTUR</i>	Yorkneam, Israel	Travel Copy	2014 - 2015
<i>SPIRIT OF THE WEST MAGAZINE</i>	Cave Creek, AZ	Destinations	since 2012
<i>DETOURS OF ARIZONA</i>	Phoenix, AZ	Itineraries	since 2011
<i>VIATOR INC.</i>	San Francisco, CA	Web Content	since 2009

- Cover a wide range of destination related topics (e.g. local history, hotel/restaurant reviews, arts/event calendar, neighborhood development, etc.) as a freelance writer for print and online media
- Create captivating web content and pervasive copies to market new tours, events and travel related products

Active Memberships

American Tour Guide Association
International Ecotourism Society
Arizona Guides Association

Education & Professional Development

<i>CALIFORNIA TRAVEL & TOURISM COMMISSION</i>	Sacramento, CA	2012
★ California Expert		
<i>THE TOURISM AMBASSADOR INSTITUT</i>	Tucson, AZ	2011
★ Certified Tourism Ambassador		
<i>LAS VEGAS CONVENTION & VISITORS AUTHORITY</i>	Las Vegas, NV	2006
★ Vegas Certified Travel Professional		
<i>LUDWIG-MAXIMILIANS-UNIVERSITAET</i>	Munich, Germany	1999
★ American Cultural History (Intercultural Communication, Political Science)		