

GRETCHEN STUPPY CARLSON

Travel Writer ▪ Photographer ▪ Publisher
Stories, places, and ideas for a life of adventure.

VIEW PORTFOLIO →

Chasing ADVNTR · National Park Journal · New England Uncovered







Meet Gretchen

I'm a travel writer, photographer, and lifelong adventurer sharing stories from the road, the trail, and the wild places in between.

With nearly two decades of experience in outdoor and experiential education, much of it aboard sail training vessels, adventure has shaped both my work and the way I've raised my family.

Today, I write about adventure travel, outdoor experiences, family travel, national parks, and New England, combining firsthand storytelling with practical inspiration that helps readers get out and explore.

My work reaches travelers through three distinct publications: Chasing ADVNTR, National Park Journal, and New England Uncovered.

CHASING ADVNTR

My flagship adventure travel publication and the home of my personal travel writing.

NATIONAL PARK JOURNAL

My largest publication, focused on national parks, outdoor adventure, and trip planning.

NEW ENGLAND UNCOVERED

New England travel + adventure

Reach Adventure-Minded Travelers

Across three distinct travel publications, I connect with travelers through editorial content, newsletters, websites, and social media.

Audience Reach

31 K+
Substack Subscribers

60 K+
Substack Followers

140 K
Substack Monthly Views

11.5 K
Social Followers

One Writer. Three Travel Audiences.

- **Chasing ADVNTR:** Adventure travel, family travel & destinations around the world
- **National Park Journal:** U.S. national parks, outdoor adventure & trip planning. My largest publication, with 30K+ subscribers, 12K average views per issue, and a ~33% open rate.
- **New England Uncovered:** New England travel, outdoor experiences & regional discovery

Let's Work Together

I partner with destinations, lodging properties, tourism organizations, publications, and travel and outdoor brands to create authentic stories that connect travelers with places and experiences worth exploring.





PRESS + FAM TRIPS
Destination storytelling, photography, newsletter, and digital coverage.

HOSTED + SPONSORED STAYS
Editorial coverage of lodging and the adventures surrounding it.

DESTINATION PARTNERSHIPS
Features, itineraries, guides, photography, and multi-platform storytelling.

NEWSLETTER PARTNERSHIPS
Sponsored opportunities reaching targeted travel audiences.

TRAVEL + OUTDOOR BRANDS
Thoughtful editorial coverage and product integration.

PHOTOGRAPHY + CONTENT
Original travel and outdoor imagery for editorial and brand use.

VIEW PARTNERSHIP OPPORTUNITIES →

Let's Tell a Great Travel Story.

Chasing ADVNTR Huttopia Feature
Hosted Stay + Editorial
VIEW PROJECT →

Travel + Leisure
Travel Expert
READ FEATURE →

Down East Magazine
Published Photography
VIEW FEATURE →

FROMMER'S
Podcast Guest + Travel Expert

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