

Ian M Packham

Freelance travel writer – Africa specialist
& public speaker

*Bylines: Bradt, Fodor's, BBC Travel,
Independent, The i*

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About

Ian is a UK-based freelance travel writer and public speaker.

Specialising in African destinations, his travels in Africa total 40 nations and over two years on the road.

His interests on the continent include off-beat destinations, adventure, history, culture, food, wildlife, sustainable travel and conservation.

Awards

Twice nominated, Global Inspire Travel Awards, April 2025

Finalist, Travel Blog Post of the Year, British Guild of Travel Writers Members' Excellence Awards 2023

Runner-up, *National Geographic Traveller's* travel writing competition, Issue 17, May/June 2013

Notable writing

Updater, *Ghana* edition 9, 2025; *Angola* edition 4 2025; *Cameroon* edition 4, 2026; Bradt guides

Contributor, Bradt's *Bus-Pass Britain Rides Again*, September 2013

Selected for the re-edited omnibus second edition of *Bus-Pass Britain: 50 of the nation's favourite bus journeys*, May 2016

Contributor, *Grand Adventures*, Alastair Humphreys, 2016

Contributor, *Roam Alone: Inspiring Tales by Reluctant Solo Travellers*, March 2017

Bylines

TITLE	FORMAT	MARKET	TOTAL REACH
BBC Travel	Online	Worldwide	7.3m monthly reach
<i>The i</i>	Print & online	UK/worldwide	734,000 daily
<i>Beau Monde Traveller</i>	Print	UK	1m annually

Writing samples

[The Walsерweg Gottardo: A new trail tells the story of Switzerland's forgotten people](#)

[Morocco or Egypt: Which Should You Pick?](#)

[I visit the Peak District at least once a month – here's how to do it without a car](#)

Press trip case study

WHERE

Comoros

DURATION

8 days, 7 nights

GUEST OF

Intrepid Travel

ESTIMATED TRIP COST

£4,300 / US\$5,360

COVERAGE RESULTING FROM TRIP (cannot be guaranteed)

- The Indian Ocean's secret paradise, 800 word full-page colour spread with images, *published online as [The winter sun wonder you probably hadn't thought to try](#)*, *The i*
- Seek and ye shall find, *Travel Africa*, Edition 104, May – July 2024
- [The Perfume Isles](#), *Selamta*, September-October 2024
- [The Indian Ocean's best kept secret gives Seychelles a run for its money](#), *Jetsetter*, Autumn 2024
- My first group tour in 25 years had me fall back in love with travel, *New Zealand Herald*, April 2025

ESTIMATED EQUIVALENT ADVERTISING SPEND

£50,990 / US\$66,163



Public speaking

Ian has shared his tales of motivation and adventure with large and enthusiastic audiences across the UK, from secondary schools and travel clubs to the Royal Geographical Society (RGS)'s London headquarters.