

Zoe Hearne

BOOKING.COM AUTHOR PROFILE ■

Travel stories with substance.

Travel writer, editor and content specialist with 25 years' experience across travel, hospitality and digital publishing.

Published work includes practical travel advice for BOOKING.COM and destination storytelling for SILVERSEA CRUISES, CRYSTAL CRUISES and THE RITZ-CARLTON YACHT COLLECTION.



CONTENT SKILLS

SEO

Search intent, keyword-led structure and useful content.

AEO

Clear answers and well-organised information for answer-led search.

GEO

Accurate, authoritative content for generative search experiences.

EDITORIAL

Research, fact-checking, editing and tone of voice.

SELECTED PUBLISHED WORK

BOOKING.COM · SILVERSEA CRUISES · CRYSTAL CRUISES
THE RITZ-CARLTON YACHT COLLECTION

PRACTICAL TRAVEL EDITORIAL

French-language service content covering travel planning, flying, airport processes, baggage and road travel. Each title below links to its individual article; the author profile is a separate link on the cover.

Conduire aux États-Unis : tout ce qu'il faut savoir

A practical guide to driving in the US, including planning and road rules.

[VIEW ARTICLE](#) ■

Guide pour prendre l'avion, de l'arrivée à l'aéroport à l'embarquement

A step-by-step guide to the airport experience, from arrival to boarding.

[VIEW ARTICLE](#) ■

Voyage en avion : quels produits sont interdits en soute et en cabine ?

Clear advice on cabin and checked baggage restrictions.

[VIEW ARTICLE](#) ■

Vol avec escale : comment optimiser votre temps ?

Practical advice for navigating connections and making the most of transfer time.

[VIEW ARTICLE](#) ■

Comment choisir la meilleure place dans un avion ?

Reader-focused guidance on choosing a seat for a more comfortable journey.

[VIEW ARTICLE](#) ■

Comment choisir la taille de sa valise cabine pour voyager en avion

A useful guide to cabin baggage dimensions and airline rules.

[VIEW ARTICLE](#) ■

Tout ce qu'il faut savoir avant de prendre l'avion pour la première fois

Accessible advice for first-time flyers.

[VIEW ARTICLE](#) ■

À quel moment réserver son vol pour faire des économies ?

Travel-planning advice on booking flights and managing costs.

[VIEW ARTICLE](#) ■

02 / SILVERSEA CRUISES

STEVE McCURRY DESTINATION SERIES

Destination features published under the byline Zoe Roulot as part of SILVERSEA CRUISES' collaboration with photographer Steve McCurry.

Barcelona

City culture, street life and artistic heritage, through McCurry's photography.

[VIEW ARTICLE](#) ■

Bordeaux

Architecture, wine culture and the grape harvest.

[VIEW ARTICLE](#) ■

Northern Europe

A regional view of landscapes, historic cities and cultural traditions.

[VIEW ARTICLE](#) ■

STEVE McCURRY DESTINATION SERIES / CONTINUED

Australia

A visual journey from urban Australia to its wider landscapes.

[VIEW ARTICLE](#) ■

Jordan

Petra, Wadi Rum and Jordan's cultural landscapes.

[VIEW ARTICLE](#) ■

Mongolia

Eagle hunters, reindeer herders and nomadic traditions.

[VIEW ARTICLE](#) ■

Bhutan

Buddhist culture, monasteries and encounters with local communities.

[VIEW ARTICLE](#) ■

St Petersburg

Architecture, history and cultural character.

[VIEW ARTICLE](#) ■

Easter Island

Rapa Nui's moai, Tapati festival and living cultural traditions.

[VIEW ARTICLE](#) ■

03 / LUXURY TRAVEL EDITORIAL

CRYSTAL CRUISES

Suite Dreams are Made of This

An editorial feature on the craftsmanship behind Crystal's premium suite linens and Venetian textile house Jesurum 1870.

[VIEW ARTICLE](#) ■

Where to Go in 2025 with Crystal

A destination-led itinerary guide spanning South America, the Arctic, Africa and Japan.

[VIEW ARTICLE](#) ■

THE RITZ-CARLTON YACHT COLLECTION

Nordic Marvels: Northern Europe's Castles and World Heritage Sites

Regional destination storytelling for a luxury yachting audience, including historic cities, coastal landscapes, castles and UNESCO World Heritage sites.

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The Steve McCurry series is credited to Zoe Roulot on the accessible syndicated pages.