



PATRICK R. DUNN

Wine, Hospitality & Travel Writer · Founder of Vianarra

The story found along the way.

Patrick R. Dunn writes firsthand, place-based narratives about wine country, boutique hotels, and the people behind them. A WSET Level 3–certified writer and former National Park Service interpretive ranger who studied narrative under Stephen King and folklorist Edward "Sandy" Ives at the University of Maine, he profiles winemakers, innkeepers, and restaurateurs in the places he has personally visited. He is the founder of the hospitality storytelling practice Vianarra and author of *Stop Leading on Empty* (Archway/Simon & Schuster).

What I cover

Winemaker and estate profiles · boutique hotels, inns, and resorts · restaurants and the people who run them · regional food, wine, and terroir. Narrative features and profiles, balanced between U.S. and international. Honest, firsthand, and grounded in a personal visit every time.

Credentials

WSET Level 3 · former National Park Service interpretive ranger (six sites) · narrative training under Stephen King and folklorist Sandy Ives · founder of Vianarra · author, *Stop Leading on Empty* (Archway/Simon & Schuster, 2026).

Where the work runs

Regular contributor, Edible Reno-Tahoe · Business Insider (Travel) · Wine Industry Advisor · the weekly Vianarra newsletter and the Stories blog at patrickdunnintl.com. Every feature extends across LinkedIn, Facebook, and Medium.

Audience & reach

Vianarra newsletter: ~1,730 engaged subscribers, published weekly · ~39% open rate · ~64% click-to-open. A small, high-intent wine-and-hospitality readership rather than a broad, passive list.



Working with hosts

I welcome hosted media visits, FAM itineraries, and press rates, arranged in advance. A hosted visit typically produces a narrative feature or profile, a dedicated newsletter feature, amplification on LinkedIn and Facebook, and Medium syndication. Coverage is honest and firsthand — the visit informs the story, it doesn't script the verdict. Hosted experiences are disclosed.

Selected work

- *Tea with an Edge: Edgewood Tahoe Reimagines an Afternoon Tradition* — Edible Reno-Tahoe
- Three weeks in Europe / packing feature — Business Insider Travel
- Contributor archive — Edible Reno-Tahoe

Contact

Patrick R. Dunn · patrick@patrickdunnintl.com · patrickdunnintl.com · newsletter.vianarra.com · LinkedIn: [patrickdunnintl](https://www.linkedin.com/company/patrickdunnintl)

Based in Sparks, Nevada. Available across Northern Nevada, Lake Tahoe, and California wine country — and traveling for features.