



*Frisbelle's*  
TRAVEL GUIDE

## About

*There's nothing more I love than traveling the world, camera in hand, experiencing new adventures and discovering new destinations. I hope to be an inspiration and help others in their ventures to explore the world. ~ Isabelle*



Isabelle's Travel Guide is an online collection of Isabelle's personal trips, where she inspires people to go and explore the world themselves. She visits destinations all over the world, if possible she'll do it in style, as that's how she likes to travel. As she has a weakness for beaches, she created a hashtag on Twitter, #BeachThursday, which became such a big success, she launched a website for it.

## Social Media: feeling the love in numbers



21220 Followers



1100 Likes



1050 Followers



920 Followers

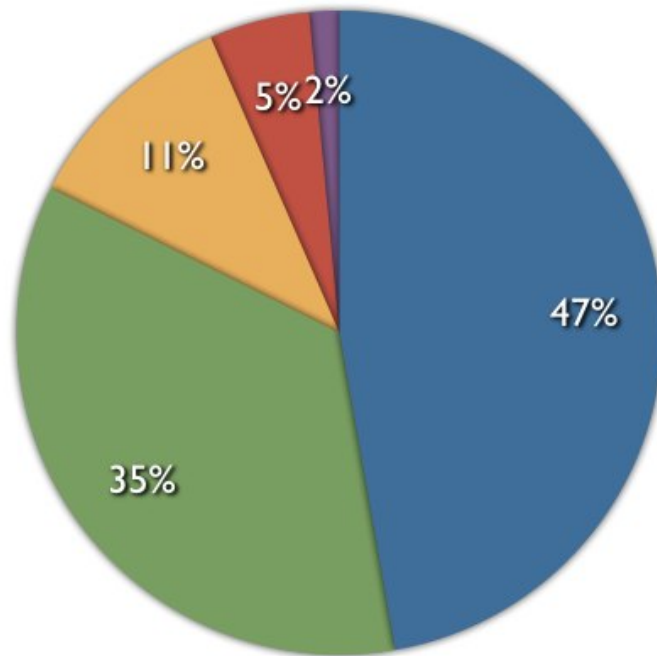
*\*These numbers are for Isabelle`s Travel Guide and BeachThursday*

## Audience



**Isabelle`s Travel Guide** provides direct access to an engaged and wide audience. Readers that are researching and looking for inspiration in travel. (Monthly page views: 15 000 – 20 000)

## Demographics



● Americas ● Europe ● Asia ● Oceania ● Africa

- Mostly women
- Childless
- Ages between 25 – 34
- Highly educated
- Browse from home

*\*Based on Alexa and Google Analytics*

## #BeachThursday



BeachThursday is an idea that started one rainy Thursday. Now it's grown to the world's largest social media event about beaches.

What people on Twitter say:

*"Thanks for creating #BeachThursday! It's one of my favorite Twitter days."*

*"Thank you for inventing such a fun weekly virtual escape for everybody!"*

*"Thanks for inventing #BeachThursday"*

It now has his own website, [BeachThursday.com](http://BeachThursday.com), filled with beach themes: destinations, food, fashion, hotels, ...

## Previous Campaigns

Isabelle`s Travel Guide has been working with **Tourism Boards** all over the world: Bermuda, Florida, St Vincent and the Grenadines, Vienna, Salzburg, Jordan, England, Toronto, Australian Tourism Boards like Northern Territory, South Australia, Victoria, and many more.

Isabelle`s Travel Guide can also promote your brand. **Brands** ITG has worked with in the past: BMI (now part of British Airways), Nikon, Hilton HHonors.



## Contact



So why not take the plunge and work with me:  
**[contact@isabellestravelguide.com](mailto:contact@isabellestravelguide.com)**