



*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



18200 Followers



807 Likes



990 Followers



500 Followers

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

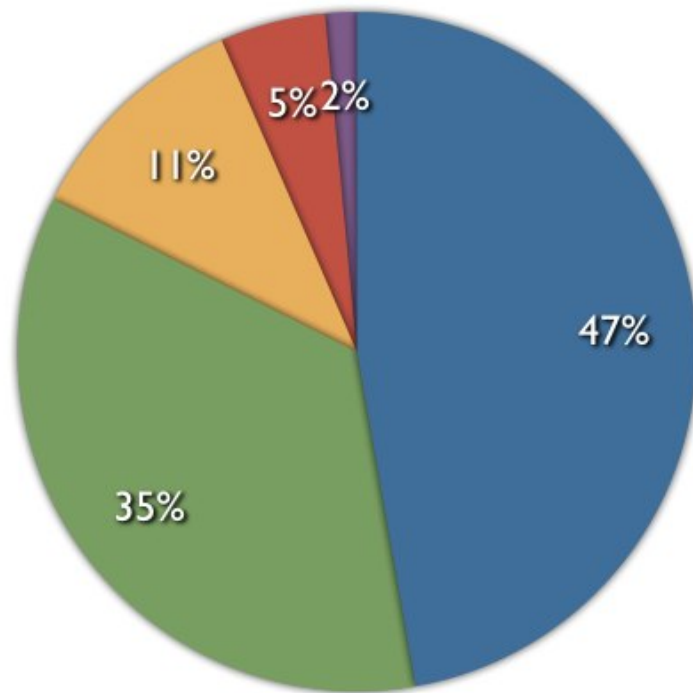
## Audience



**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)

**BeachThursday** attracts people who love everything beachy.

## 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)**