

**Travel Passionate** is among the [top 50 travel blog](#) in terms of traffic and focuses on culture, gastronomy, and light adventures. It's a bilingual blog that offers content in both English and French. The blog has developed and grown into one of the leading in it's field, by always supplying and creating useful content.

When joining forces with Travel Passionate, you will be introduced to a highly engaged travel-centered audience with over 75.000 social media followers, 564.000 monthly pageviews, and over 393.000 unique monthly visitors.

**Travel Passionate's** readers trust in the advice and recommendations given on the platform, and more often that book their trips based on information shared via the blog, social media channels, and videos. Readers book an average of 800 nights in hotels per month, and 300 activities per month, due primarily to suggestions shared across a variety of mediums.

**Travel Passionate** focuses a great deal of energy into SEO, and by doing so, the quality content that is supplied to brands and partners has a greater chance of ranking high on Google due primarily to optimization, along with increasing hits and traffic for months to come, which generates a continued ROI.



## ABOUT CHRYSOULA MANIKA

Chrysoula Manika started [Travel Passionate](#) in February 2015 to document her travel experiences around the world.

As a Tourism Management graduate with a wealth of professional experience working in luxury tourism, marketing, and customer service, Chrysoula has developed a keen understanding of the needs and interests of travelers when it comes to planning their trips. Chrysoula's passion for travel has taken her to more than 38 countries across the world, and her long list of dream destinations never stops growing.

## WHAT TRAVEL PASSIONATE DELIVERS

- Optimized to rank on Google quality blog posts.
- Live social media promotion throughout the duration of the campaign.
- Detailed insights and report once the campaign has finalized.
- Post-campaign launch media promotions.

## BLOG TRAFFIC & SOCIAL MEDIA

From Google Analytics average traffic from last 3 months

MONTHLY  
PAGEVIEWS

**564.000**

UNIQUE  
MONTHLY  
VISITORS

**393.000**



FACEBOOK  
FANS

**5.760**



TWITTER  
FOLLOWERS

**37.900**



PINTEREST  
FOLLOWERS

**8.300**



INSTAGRAM  
FOLLOWERS

**23.600**

**Total Social Media Reach : 75.560**

## READER PROFILES

Travel Passionate readers are predominantly women between the ages of 25 to 34 and over 45. A large proportion of readers are based in the USA, followed by the UK and France.

### AGE

10,25% are 18 - 24

43,41% are 25 – 34

16,78 % are 35 – 44

29.56% are 45 +

### GENDER

Women: 70 %

Men: 30%

### LOCATION

**USA** (95.000 monthly readers)

**United Kingdom**  
(68.000 monthly readers)

**France** (39.000 monthly readers)

As seen on:



## CASE STUDY

# Chania Campaign October 2018

## CAMPAIGN COSISTED OF:

- live social media on Facebook and Twitter, Instagram
- 2 blog posts both in English and French
- social media promotion of the blog post

## PUBLISHED POSTS:

<https://travelpassionate.com/visit-crete-in-october/>

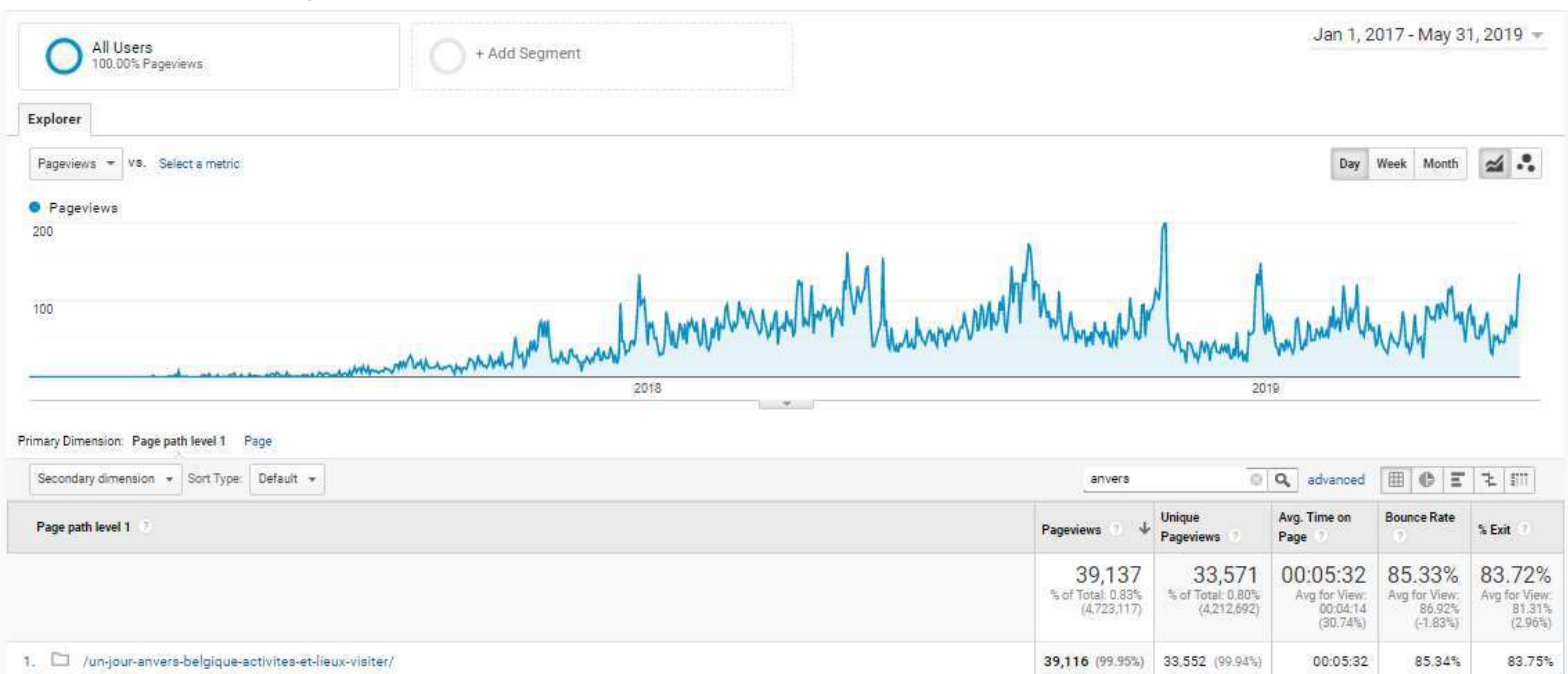
<https://travelpassionate.com/les-raisons-pour-lesquelles-vous-devriez-visiter-la-crete-en-octobre/?lang=fr>

<https://travelpassionate.com/what-to-do-in-chania-crete/>

<https://travelpassionate.com/que-faut-il-voir-dans-la-region-de-la-canee-en-crete/?lang=fr>

## RESULTS:

- total actual reach on Facebook, Twitter and Instagram during campaign: 91.943
- total pageviews 01/11/2018 – 07/16/2019: 32,121



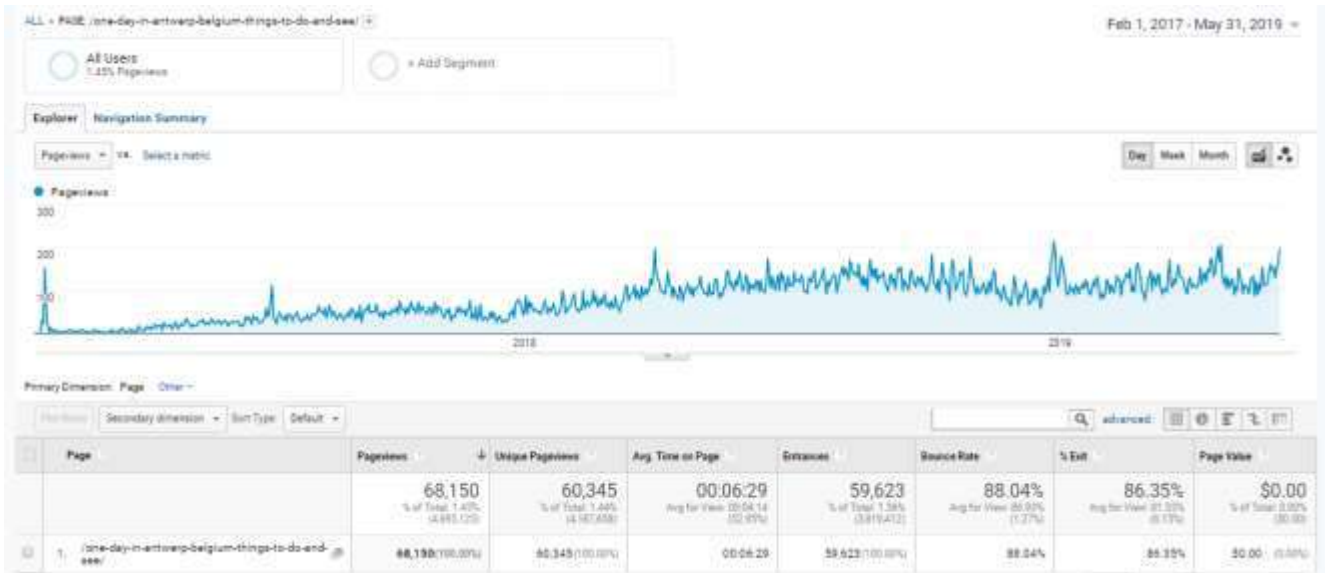
# SEO

Travel Passionate's content is optimized to rank on Google.

## HYDRA CAMPAIGN



## ANTWERP CAMPAIGN



BRANDS WE'VE PARTNERED WITH:



LE NEGRESKO



HC



Bologna Welcome



Hamburg



MÖVENPICK  
Hotels & Resorts



ACCOR HOTELS  
Feel Welcome



BERKELEY  
LONDON



PILLOWS  
HOTELS



SHANGRI-LA  
HOTELS and RESORTS



PALAZZO VICTORIA



The Hotel.  
BRUSSELS



KOUROS  
BOUTIQUE HOTEL MYKONOS



esperas  
OIA - SANTORINI



Sheraton  
HOTELS & RESORTS



THERMAE  
SYLLA SPA  
Wellness Hotel



EATING  
EUROPE  
TOURS



culinary  
backstreets



Liv Italy Tours  
EXPERIENCING ITALY



THE  
LONDON  
PASS



FGproperties



European  
WATERWAYS  
EST. 1974



MÖVENPICK  
HOTELS & RESORTS



VISIT  
LUXEMBOURG



crete  
THE ISLAND INSIDE YOU



Discover  
Greece



Turismo  
de  
Lisboa



Withlocals



BRASIL



Bologna Welcome



The Hague.  
Marketing Bureau



WALKS OF ITALY

## TESTIMONIALS

***"I have been enjoying reading your blog articles about Rome. We are spending 6 days in Rome and then an 11 day Mediterranean cruise. Your articles for first timers are great!"***

**-Sue**

*"Thank you so much, just what I needed to plan my up coming trip in May. I was so confused before reading you blog"*

**-Sam**

***"I just came across your site while browsing and I must say I am lucky! I am planning my trip to Greece and will take my time now to go through every article of yours and then carefully plan!"***

**-Ami**

*"Thank you Chrissy! I'm planning for a few days in Athens next month and your article is really helpful"*

**-Hanae**

***"Hi, thanks for all the information on beautiful sites to see on the Amalfi Coast, it'll help me a lot to plan my trip"***

**-Ondine**

*"This is so great! I am going to Venice this weekend and will definitely be using this as a guide!"*

**-Shelbi**

***"What a fantastic experience! We are looking at Greek cruises for sometime next year. I had no idea the boat portion of the trip would be so much fun! We will have the kids with us and I was worried the boat time would feel really long... looks like they make that part of the journey fun too"***

**-Natalic**

*"I love your blog! Always great help for my traveling's"*

**-Stephanie**

***"Thanks for the tips. We are leaving at the end of the month for Iceland and all of these tips are very helpful"***

**-Janice**

*"Thank you for the tip it was very helpful!"*

**-Myr**

***"Thank you so much for sharing this post! I'm planning a trip to Spain in the fall and you gathered everything that I needed"***

**-Josh**

*"You've recommended some lovely activities. I participated in some during my last trip to Iceland and look forward to undertaking others soon"*

**-Stuart**

## WHAT PARTNERS HAVE TO SAY

*"I had the great pleasure to collaborate with Chrysoula Manika (aka Travepassionate) on various travel blogging projects. What characterized our collaboration with Chrysoula was the high level of her professionalism, her prompt response time in our communication and the high quality of content production in terms of texts and images. **I would highly recommend her for any travel blogging related projects.**"*

- Kyros Asfis, Nea Mesa Hotel & Tourism Digital Marketing Agency

*"Working with Chrysoula was a pleasure from start to finish. Her approach to tours and travel is professional and her understanding of social media and promotions across platforms was impressive. We would highly recommend working with her, and would love the opportunity to collaborate again in the future. **She is the perfect person to promote your tour services!** Thank you for everything Chrysoula, it was our pleasure to work with you in Florence."*

-Rachel Zitin, PR for LivItaly Tours



## CONTACT INFORMATION



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