

# Globe Guide

SAVVY TRAVEL ADVICE FOR EXTRAORDINARY ADVENTURES ✈️

Tamara Elliott is an award-winning travel writer/blogger based in both Calgary, AB and Hood River, OR. In 2013 she founded **Globe Guide**, which offers savvy tips for exploring destinations around the world while showcasing unique experiences, and has more than 1.5 million readers per year.

Tamara is a Lonely Planet Pathfinder, appears in on-air travel segments on Global News, CTV and Breakfast Television and is the travel expert on News Talk 770. She has been featured by Frommer's, The Globe and Mail, National Post and MoneySense Magazine, and her work has appeared in publications including National Geographic (Spain) and AFAR Magazine. Tamara is a member of TMAC and the ATTA, and was named as one of Canada's most accomplished millennials by Flare Magazine.



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## SITE/SOCIAL STATS + DEMOGRAPHICS



1.57M+ page views/year  
131K+ page views/month



@Globe\_Guide  
10K followers



@globeguide  
27K followers



Pinterest.com/GlobeGuide  
1.2M+ monthly views



Facebook.com/GlobeGuide.ca  
11.6K+ page likes

Globe Guide's readers have a high household income and post-secondary education, and are interested in luxury and adventure travel. 59% are female, 30% are in the 25-34 age demographic, with 50% based in the USA and 30% in Canada. Average time on page is 4:30.

# WORKING WITH GLOBE GUIDE

Globe Guide partners with destinations and brands around the world on influencer campaigns, content creation, brand ambassadorships and media trips. Clients have included Destination Canada, Travel Alberta, GMC, Air Canada Vacations, Air Transat, Marriott, Fido Mobile, Buick, RBC, InterContinental Hotels and Hotels.com.



## TESTIMONIALS

"Tamara is outstanding to work with. She is smart, organized, a wonderful writer and her social media platforms are stellar. She's flexible, fun and ready for every activity you suggest. I really enjoy her writing style. She writes as if talking directly to you and the links within her articles are really helpful to the reader."

*-Gillian Hall, Tourism Québec*

"A blog I can recommend to everyone: very interesting content, inspiring and amazing pictures which let you dream! Written by a friendly, smart and lovely woman!"

*-Barbara Eggimann, Emmental Tourismus*

"Tamara was an absolute pleasure to work with when arranging her trip to Phillip Island. Professional, patient and reliable, Tamara is a fantastic blogger to send on a travel adventure!"

*-Bridget McKernan, Destination Phillip Island*

