



Tamara Elliott is an award-winning travel writer, photographer and influencer based in Calgary, AB. She's the founder of **Globe Guide**, which offers savvy tips for exploring destinations around the world while showcasing unique experiences.

Tamara has explored nearly 100 countries, and specializes in adventure travel, wellness, glamping, wine tourism and luxury accommodations.

Her work has appeared in publications including *Reader's Digest*, *Lonely Planet*, *Outside Magazine* and *AFAR*. She frequently appears in on-air travel segments on Global News and CTV, and has been featured by *Frommer's*, *The Globe and Mail*, *National Post* and *MoneySense Magazine*. She was named as one of Canada's most accomplished millennials by *Flare Magazine* and one of Canada's top travel influencers by *Readers' Digest*.



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Site/social stats + demographics



www.globeguide.ca
~1.8M+ page views/year



[@globeguide](https://www.instagram.com/globeguide)
27K followers



[@Globe_Guide](https://twitter.com/Globe_Guide)
10K followers



[Pinterest.com/GlobeGuide](https://www.pinterest.com/GlobeGuide)
1.2M+ monthly views



[Facebook.com/GlobeGuide.ca](https://www.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. 55% are female, 49% are in the 25-44 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, Aeroplan, Travel Alberta, Pursuit, GMC, Tourism Nova Scotia, Air Canada Vacations, Air Transat, Marriott, Fido Mobile, Buick, Visit Franklin, RBC, InterContinental Hotels, Nissan and Hotels.com.



Testimonials

"Having worked with Tamara several times speaks volumes as to why she has been a force in Canada's travel media realm for many years. Tamara has a unique way of weaving together words and images to tell a compelling story that clearly demonstrates the breadth and depth of her passion for showcasing our diverse and unique tourism experiences and destinations. It's not just about putting words to paper—it's also backing up that investment with metrics that confirm the value of working with travel media in the truest meaning of its form, as an unbiased third party whose endorsements and engagements go a long way to making cash registers ring."

-Pam Wamback, *Tourism Nova Scotia*

"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*

"Tamara connects with each destination she visits to discover its wonderful experiences. Her story telling is engaging, authentic and a powerful motivator to promote meaningful visitation."

-Heidi Korven, *Kootenay Rockies Tourism*

"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*

