

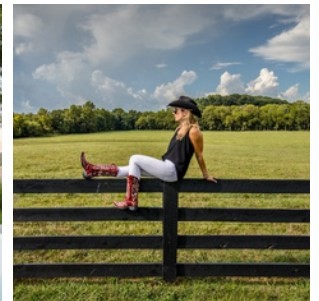
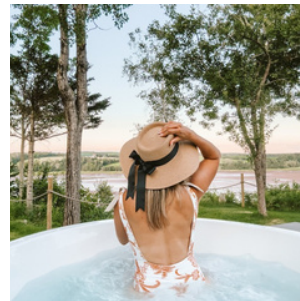


TRAVEL | LIFESTYLE

Tamara Elliott is an award-winning writer, photographer, on-air travel expert and content creator based in Calgary, AB. She's the founder of **Globe Guide**, which was founded in 2013 and offers savvy tips for exploring destinations around the world.

Tamara has visited 100 countries and specializes in adventure travel, family travel tips, quirky experiences, destination overviews, wellness and glamping.

Her work has appeared in publications including *Condé Nast Traveler*, *Reader's Digest*, *Lonely Planet*, *The Calgary Herald* and *AFAR*. She frequently appears in travel segments on *Global News* and *CTV*, was named as one of Canada's most accomplished millennials by *Flare Magazine* and one of Canada's top travel influencers by *Readers' Digest*.



[www.globeguide.ca](http://www.globeguide.ca) | [info@globeguide.ca](mailto:info@globeguide.ca)

## Site/social stats + demographics



[www.globeguide.ca](http://www.globeguide.ca)



@globeguide  
32.5K+ followers



[Pinterest.com/GlobeGuide](https://www.pinterest.com/GlobeGuide)



@Globe\_Guide  
9K followers



[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, based in Canada and the USA. Average time on page is 4:30.

# Content Creation

Tamara's client work includes social media campaigns, UGC, photography services, TV and radio placements, blogs and Instagram takeovers. Lifestyle collaborations have featured brands such as Apple, AG1, Monos, Samsung, Liquid IV, Buick, Volvo, Maxi-Cosi, MEC, Arc'teryx, CYBEX, Blundstone, Momcozy and Happiest Baby.



## Instagram Reels



10.2M



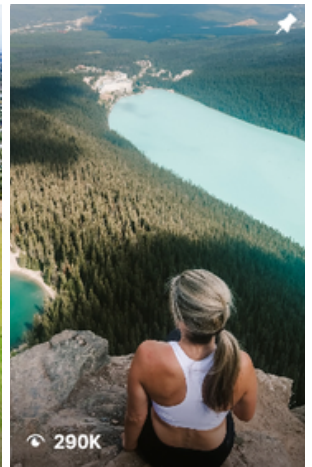
598K



468K



53.8K



290K



309K



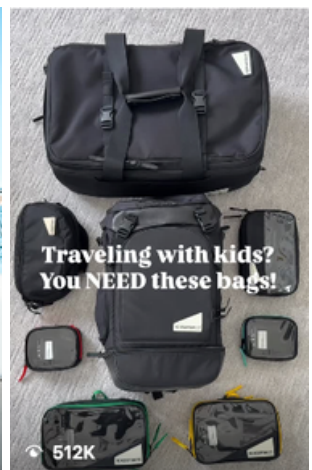
143K



170K



581K



512K



# Working with Globe Guide

Tamara partners with top brands and destinations on influencer campaigns, content creation and media trips. She has been an ambassador for Aeroplan, Fido Mobile and Air Transat, and clients have included Nissan, Olukai, Pursuit, Air Canada Vacations, Rocky Mountaineer, Marriott, RBC, TD, G Adventures and Mitsubishi Motors.



## Testimonials

"Tamara Elliott from *Globe Guide* proved to be an exceptional influencer to collaborate with. Her seamless communication and deliverables surpassed our expectations, making our partnership a standout success."

-Katie Balkwill, *Two Small Men With Big Hearts Moving Company*

"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 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*

"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*

