



TRAVEL WORLDCLASS

2023 PRESS KIT



TWC

TRAVEL WORLDCLASS



Sanne van der Velden

DIRECTOR & FOUNDER

the inside story

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SHARING THE MOST DESIRABLE
COLLECTION OF LUXURY
TRAVEL AND LIFESTYLE WORTH
TALKING ABOUT.

It's all in the name; Travel WorldClass is a high-end online inspiration source for luxury travel & lifestyle who's specialized in sharing professional content by emphasizing the hotel, destination or brand itself at its best.

SPECIALTIES: HIGH-END PRODUCT
PHOTOGRAPHY | VIDEO PRODUCTION | BLOG
| HOTEL REVIEW | EDITORIAL WRITING

Travel WorldClass began life in 2016 with me as an obsessed hotel and luxury lover. This passion has evolved into a luxury travel and lifestyle source of inspiration with a thousand like-minded followers from all over the world.

It's no accident that the collection of content is so special, as my obsession is intensified by more than ten years of experience as Product Manager and Marketing Manager in the luxury tourism industry and have travelled to over 50 countries.

Travel WorldClass is your international online luxury travel & lifestyle journal that not only gives readers a peek of luxe travel at its finest; it shines the spotlight on tourist spots and luxury hotels that may not be on your radar.

Through my own experience and via my extensive network of hoteliers, I share honest reviews of the finest hotels, resorts and villas from around the world.

The articles on restaurants and bars give you a unique perspective on the international food scene whilst the latest launch articles keep you abreast of all the happenings with high-end lifestyle brands, ultimate travel guides, and many more.

Let me inspire your next luxury escape.

Sanne

LUXURY TRAVEL | LIFESTYLE

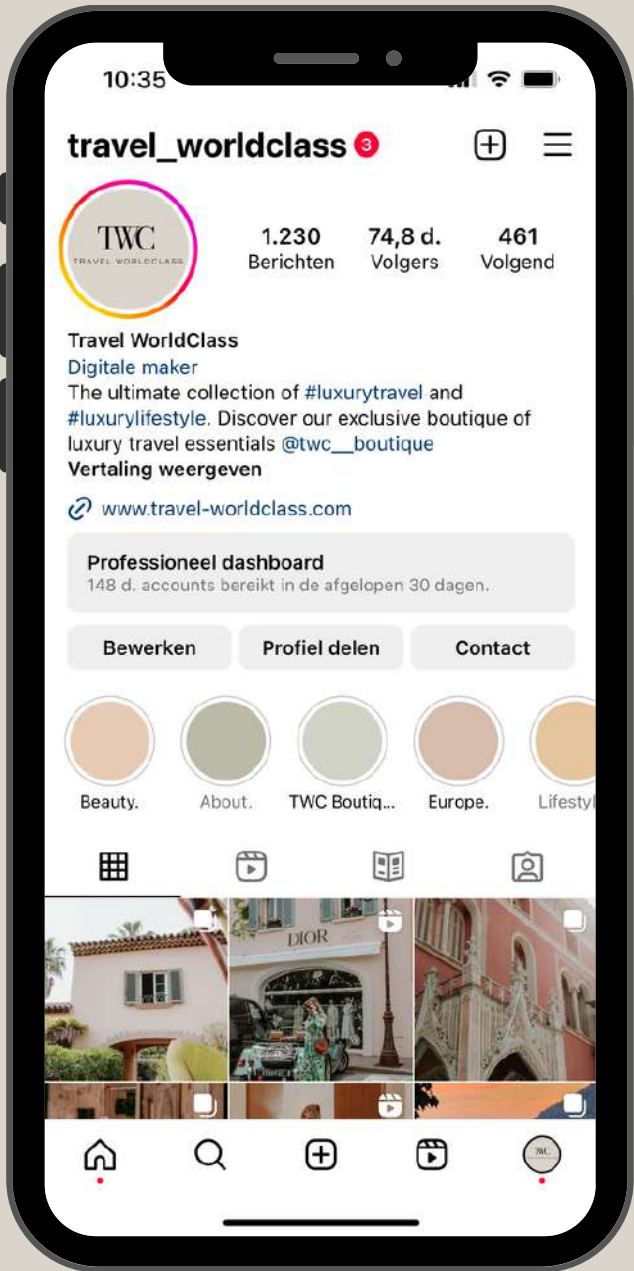
the stats

THE DESIGN HOTELS™



SOCIAL MEDIA

@ TRAVEL_WORLDCLASS



FOLLOWERS

74.8K

AVERAGE LIKES

733

AVERAGE COMMENTS

51

MONTHLY REACH

148.000



143K VISITORS
PER MONTH

ENGAGEMENT

1.9%

MONTHLY PROFILE VISITS

8.288

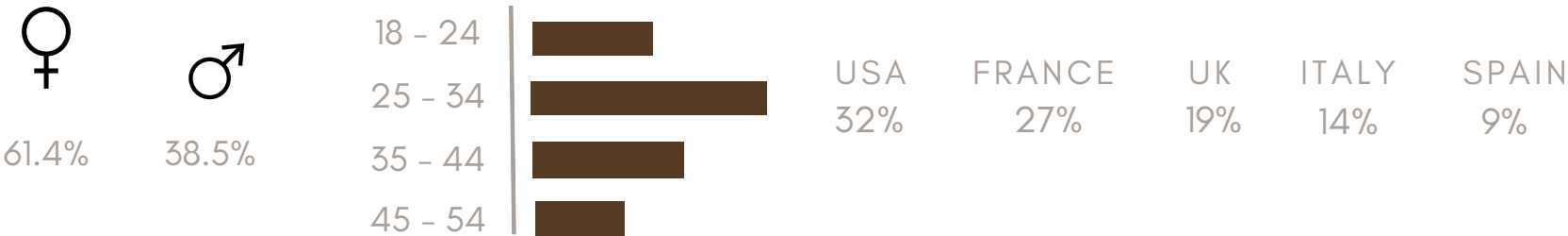
MONTHLY IMPRESSIONS

356.429



113.39K VISITORS
PER MONTH

DEMOGRAPHICS INSTAGRAM



BLOG



why work with us

THIS MAKES TRAVEL WORLDCLASS
UNIQUE

TRAVEL WORLDCLASS ALLOWS YOU
TO LEVERAGE THE TRUSTED
RELATIONSHIP WE'VE
ESTABLISHED WITH A HIGHLY
TARGETED AUDIENCE THAT
SHARES OUR PASSION FOR
LUXURY TRAVEL AND LIFESTYLE

HIGH-END PRODUCT PHOTOGRAPHY | VIDEO PRODUCTION

We have what it takes to build a **visual story**.
Quality photography undoubtedly pays back in more **demand**
and **higher conversion** rates.

EDITORIAL WRITING | BLOG | REVIEW | ADVERTORIALS

Roll out a **powerful story** throughout the entire guest journey.
We'll start with a deep dive into your identity to let us write a
compelling narrative.

"AWAKE YOUR BRAND EXPERIENCE IN EYE-CATCHING IMAGES,
FROM MOUTHWATERING FOOD PHOTOS TO FULL-BLOWN LIFESTYLE VIDEOS."

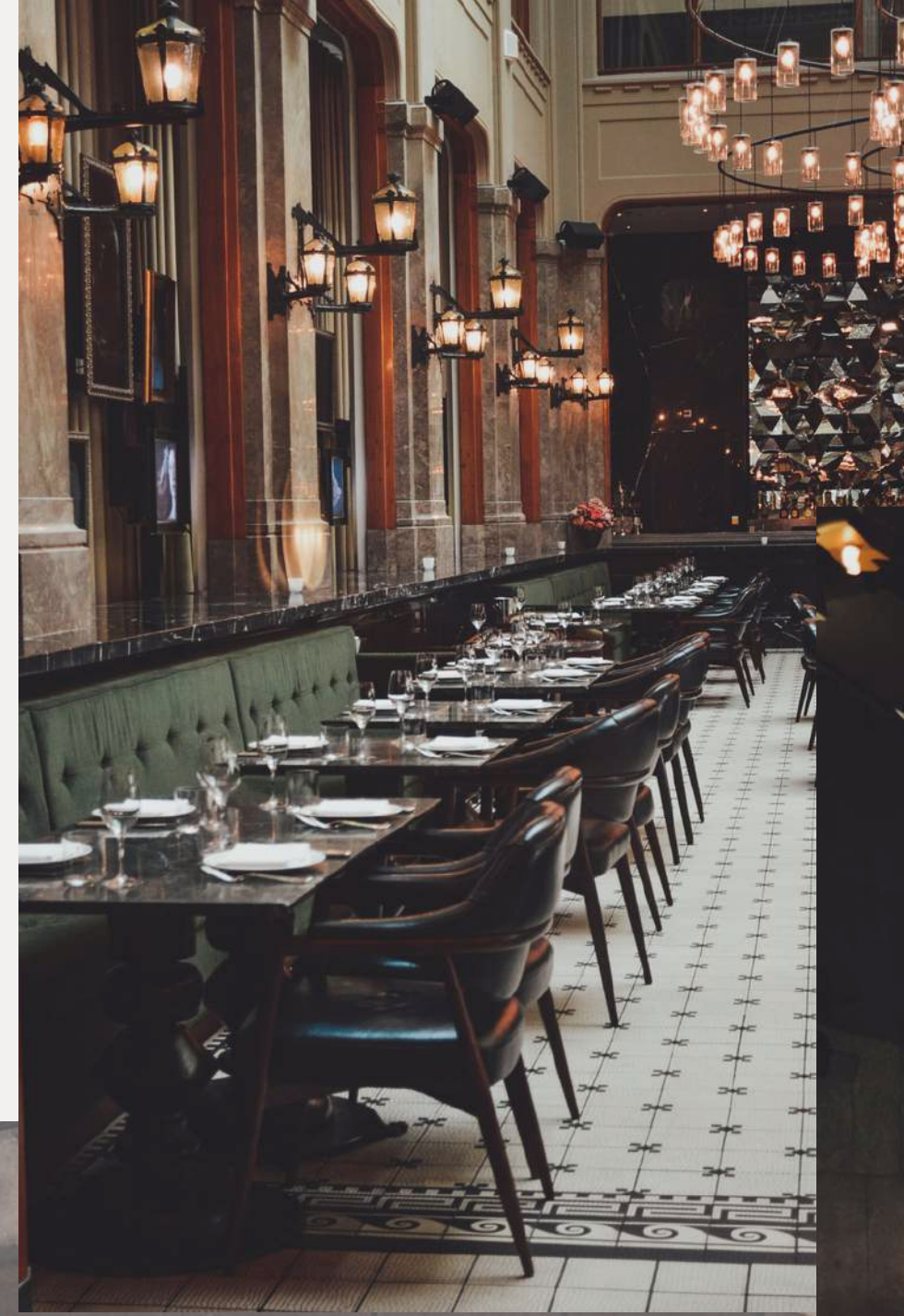
LUXURY TRAVEL | LIFESTYLE

success story



FULL DATABASE CREATED
2 DEDICATED POSTS
25 DEDICATED STORY'S
IMPRESSION VIDEO
BLOG

274.768 9.800 1.700
SOCIAL REACH BLOG VIEWS CTR



W Amsterdam reveals an eclectic mix of Dutch heritage, progressive design, and decidedly modern social spaces.

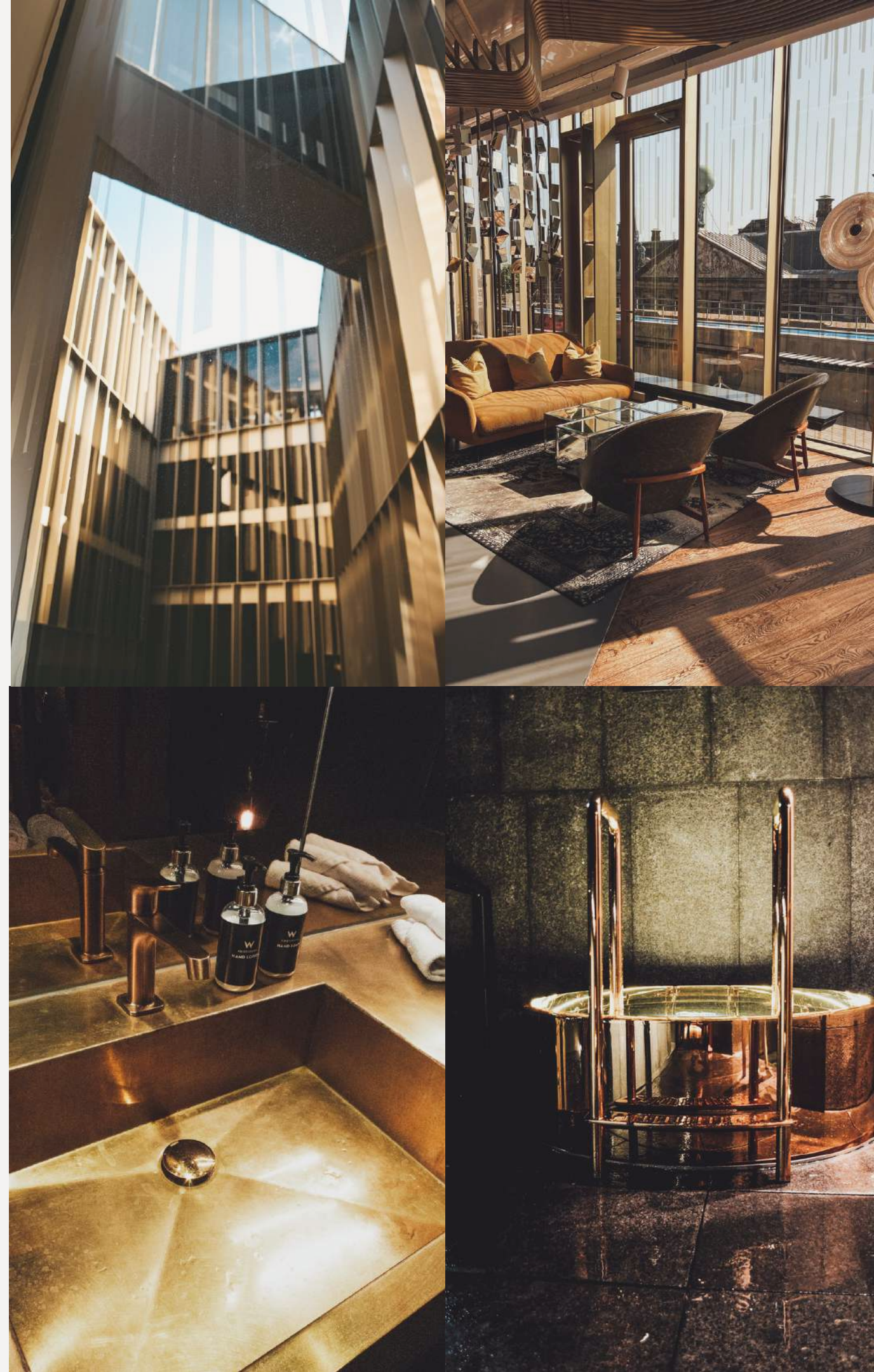
Proudly presenting our content made during our 2-night stay at W Amsterdam.





"W Amsterdam has been super enthusiastic and happy about the collaboration with Sanne providing some amazing content and social media coverage about our hotel experience!"

G. Bernard
Marketing Director
W Amsterdam



success story

VALMONT COSMETICS

It's all about luxury.. Our collaboration with Maison Valmont luxury cosmetics.

Travel WorldClass accomplished a high-end product photoshoot for Valmont's latest product's; Deto2x and Hydra3 including social exposure.



152.500
SOCIAL REACH

7.800
BLOG VIEWS

1.225
CTR

FULL DATABASE CREATED
2 DEDICATED POSTS
10 DEDICATED STORY'S
WEBSITE BANNER
BLOG



success story

BLESS HOTEL IBIZA

FULL DATABASE CREATED
4 DEDICATED POSTS
20 DEDICATED STORY'S
IMPRESSION VIDEO
BLOG

Inspired by Coco Chanel, the very chic, very stylish Bless Hotel Ibiza epitomises this all. A new luxury brand from the Spanish giant Palladium Group,

it's where to go if you fancy a highly Instagrammable holiday, and we can confirm after an 8-day stay.



230.500

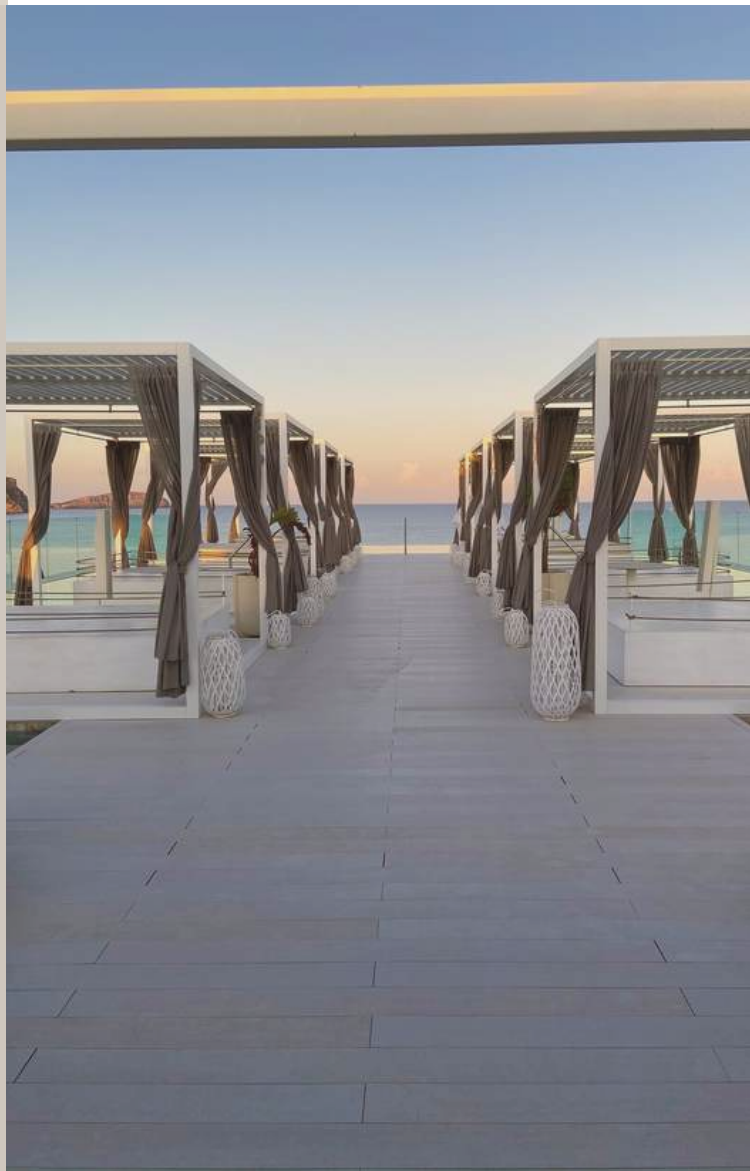
SOCIAL REACH

7.450

BLOG VIEWS

1.750

CTR



success story

BILL&COO MYKONOS

As a jet-setter's romantic choice destination for absolute luxury and privacy, Bill & Coo belongs to one of the top luxury hotels on the poshest of Greek islands.

During our 2-night stay in one of the most beautiful suites they have we've created content for a lifetime.



187.500

SOCIAL REACH

5.250

BLOG VIEWS

1.700

CTR

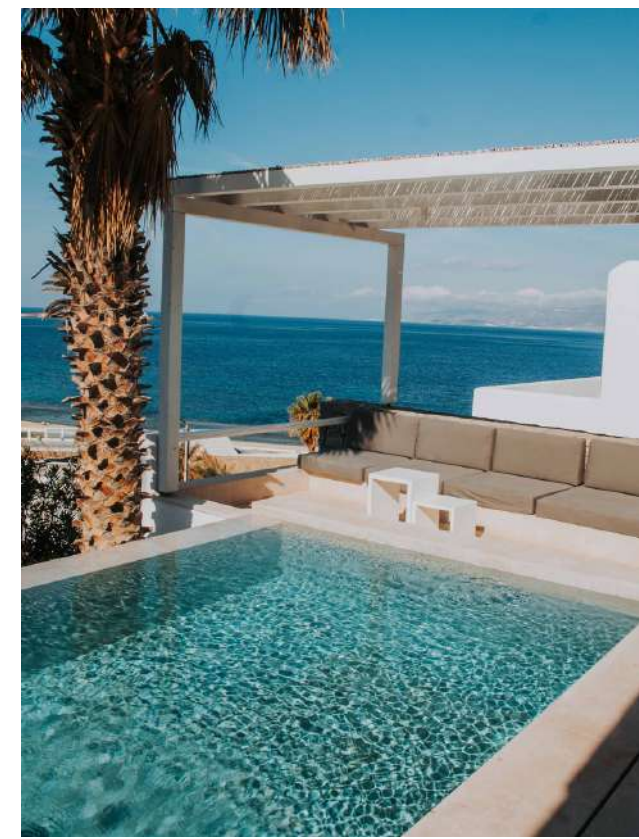
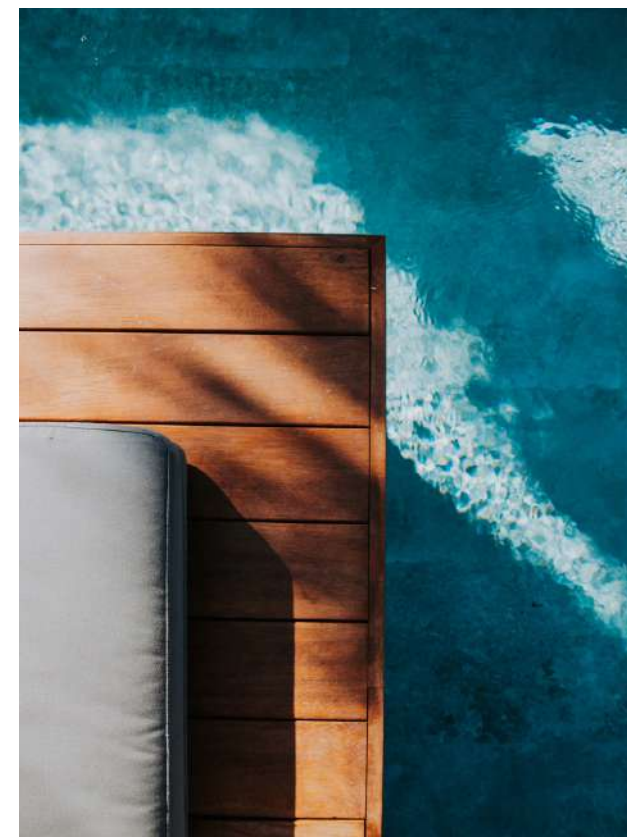
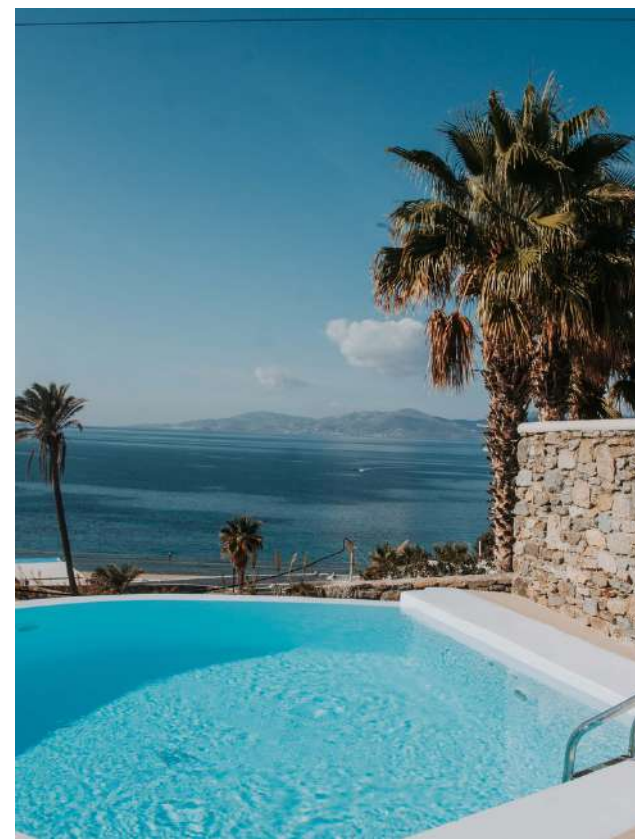
FULL DATABASE CREATED

8 DEDICATED POSTS

20 DEDICATED STORY'S

INSTAGRAM REEL

BLOG



success story

FULL DATABASE CREATED
2 DEDICATED POSTS
10 DEDICATED STORY'S
IMPRESSION VIDEO
BLOG

GRAN HOTEL INGLÉS MADRID

Ultimate luxurious room, a very stylish Art Deco bar and one of the best service experiences so far during our 2-night stay at Gran Hotel Inglés.



A MEMBER OF
THE LEADING HOTELS
OF THE WORLD



115.000

SOCIAL REACH

3.400

BLOG VIEWS

420

CTR



success story

DOUXE HOTEL LUXURY

In collaboration with DOUXE Hotel Luxury we created world-wide brand awareness, Black Friday newsletter referral and a successful giveaway.



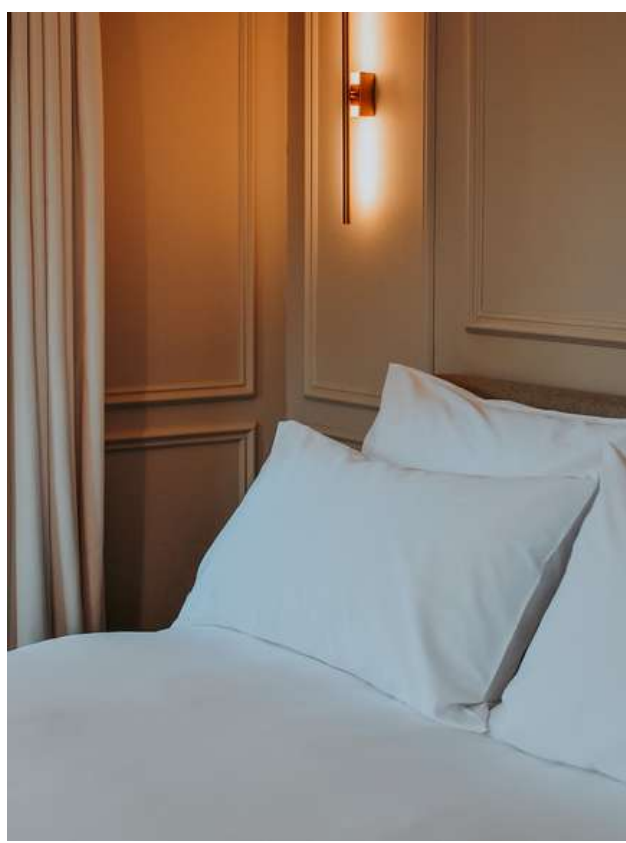
267.000

SOCIAL REACH

170

NEW NEWSLETTER
SUBSCRIBERS

FULL DATABASE CREATED
4 DEDICATED POSTS
10 DEDICATED STORY'S
GIVEAWAY



success story

FULL DATABASE CREATED
10 DEDICATED POSTS
25 DEDICATED STORY'S
BLOG

PERFECT MOMENT LUXURY SPORTSWEAR

In collaboration with Perfect Moment Luxury Sportswear we created unique content of the SS21 collection on Mykonos.

Satisfactorily, so the collaboration has been extended to a skiwear shoot and according promotions.



367.800

SOCIAL REACH

12.400

BLOG VIEWS

4%

CTR



success story

STRANDHOTEL CADZAND-BAD

We spent a weekend at this luxurious hotel at the Dutch Coast.

Strandhotel Cadzand-Bad offers three top-notch culinary experiences right in front of the beach.

M. Ammerlaan
Hotel Manager
Strandhotel Cadzand-Bad

"Thanks for the pleasant cooperation.
Your follow-up and eye for details is top notch!"



STRAND
HOTEL



85.000
SOCIAL REACH

4.500
BLOG VIEWS

750
CTR

FULL DATABASE CREATED
2 DEDICATED POSTS
10 DEDICATED STORY'S
IMPRESSION VIDEO
BLOG

