

Trip Yourself

“Explore the world, your way."

www.tripyourself.it

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"Explore the world, your way"

The project in a nutshell

Who We Are

We’re Sofia & Nicholas, a travel couple who has explored 57 countries and built a community of over 16+K travel lovers on Instagram.

What We Do

Through authentic storytelling and practical tips, we inspire people to travel smarter and discover the world in meaningful ways.

Why us?





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01. Authenticity

We only share products & experiences we appreciate. This ensures that every recommendation is natural, relatable, and trustworthy.

02. Storytelling

Your brand doesn’t appear as an ad, but as part of a bigger travel journey. We craft narratives where your product or experience shapes a trip.

03. Engagement

Our community of 16+ K travel asks us for tips, trusts our recommendations, and values our honest experiences. This two-way connection makes our content more impactful.

04. Proven results

We don’t just create buzz — we drive action. For example, a single campaign for an eSIM provider converted into 80+ sales, proving the trust and influence we’ve built with our audience.



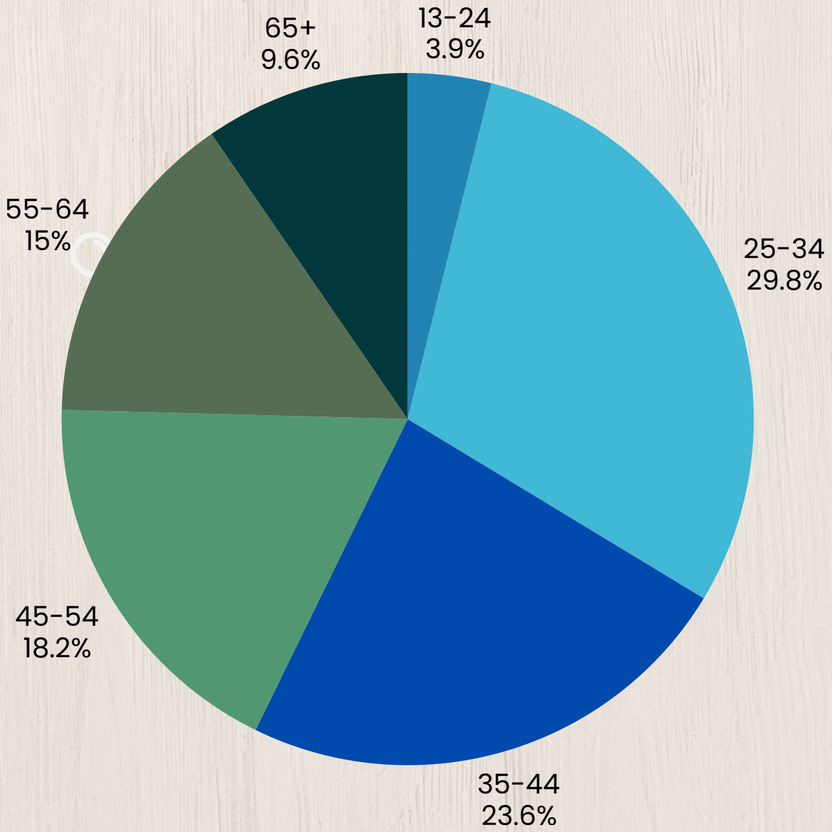


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Our Community: 16K Followers

Age Groups



Location: 94.4% based in Italy



Gender: 66% women



Data from the previous month (December '25):

654K Views from reels and posts

83% Views from non followers

+6.2% followers growth

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What we could do for you on Instagram

Instagram Stories

We give followers an inside look at our journeys while highlighting your products or expereinces in a natural context. Swipe-up links or tags drive direct traffic, while polls, quizzes, and Q&A features foster real-time interaction with your brand.

Instagram Reels

From packing tips and on-the-go product demos to capturing authentic experiences in destinations worldwide, our Reels combine entertainment, practical value, and aspirational travel storytelling that resonates with our audience.

Instagram Feed Posts

High-quality photos showcase your brand in meaningful settings. Each post is paired with thoughtful captions that tell a story, highlight product/experience benefits, and inspire followers to take action — blending visual appeal with conversion potential.

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What else we could do for you

Mention in our Itineraries

We can integrate your brand into our curated post-trip itineraries. In this way, we ensure long-term visibility and position your brand as a premier choice for incoming visitors.

Feature on our website

Your brand can receive dedicated editorial coverage on tripyourself.it, reaching a highly targeted audience. You could also include promotional codes or special offers, driving traffic & direct bookings/orders on your site.

User Generated Content for your page

We can provide high-quality, authentic User Generated Content. These visual assets offer a traveler-centric perspective that you can use across your social media channels, newsletters, or website.

Let’s begin this journey together

Explore the world, your way

We’d love to bring your brand along on our travels, creating authentic & engaging content that inspires our audience. Together, we can craft travel stories that connect, captivate, and deliver real, measurable results for your brand.

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