



# JULIE WENT ANYWAY...

Solo travel storyteller for women who stopped waiting

## ABOUT ME

I create funny, honest and high-performing travel content for women who still want adventure, freedom, food and unforgettable experiences.

My storytelling blends personality, practical insight and strong visuals to make solo travel feel possible, exciting and worth booking.

## AUDIENCE

- Women 45+
- Solo and independent travellers
- UK-led audience with US & Canada reach
- High-intent travel consumers
- Food, culture and lifestyle interest

## WHY I CONNECT

- Trusted, relatable voice
- Story-led content that drives engagement
- Mature audience with spending power
- Strong written + visual delivery
- Real experiences, not staged fluff

## PROOF

- Two consecutive travel campaigns exceeded 400K+ views each
- Strong engagement on daily storytelling content
- Distinctive voice with repeat audience interest

**800K+**  
400k+ Crete | 400k+ Turkey

## PARTNERSHIPS

- Hosted cruise experiences
- Destination campaigns
- Sponsored storytelling series
- UGC content packages
- Blog/editorial features
- Social-first travel campaigns

## CONTENT THEMES

- Solo cruising for women
- Midlife adventure
- Food and onboard experience
- Gala nights and glamour
- Shore excursions and culture
- Confidence through travel
- Humour + honest reality

**800k+**  
recent travel views

**AUDIENCE PROFILE**  
75% women

**55-64: 30.9%**  
**45-54: 27.7%**  
**65+: 18.7%**

**Primary market:**  
**UK (75.6%)**  
**Secondary: USA / Canada**

## CONTACT

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## DELIVERABLES

- Long-form feature article
- Daily onboard story coverage
- 3–5 reels / short-form videos
- Edited travel photography
- Honest review content
- Campaign performance summary



## SAMPLE STORY HOOKS

- I Took a Cruise Alone — Here's the Truth
- Why Women Should Stop Waiting for Friends to Travel
- Cruise Glamour, Solo Confidence and Booking Anyway
- What Nobody Tells Women About Travelling Alone
- From Pilgrim Trails to Gala Nights