

Traverse



PRINCESS CRUISES

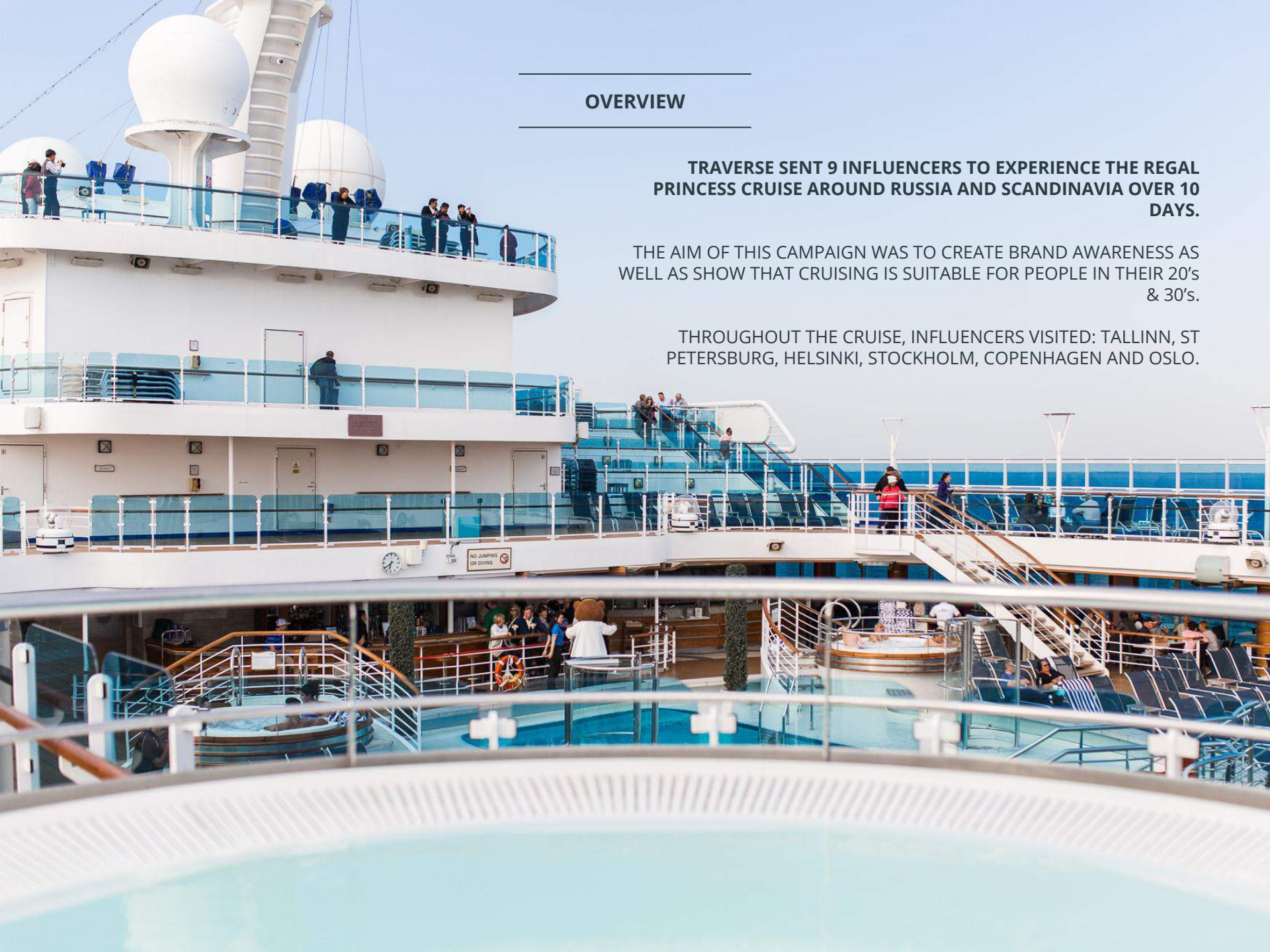
#DISCOVERWITHPRINCESS

OVERVIEW

TRAVERSE SENT 9 INFLUENCERS TO EXPERIENCE THE REGAL PRINCESS CRUISE AROUND RUSSIA AND SCANDINAVIA OVER 10 DAYS.

THE AIM OF THIS CAMPAIGN WAS TO CREATE BRAND AWARENESS AS WELL AS SHOW THAT CRUISING IS SUITABLE FOR PEOPLE IN THEIR 20's & 30's.

THROUGHOUT THE CRUISE, INFLUENCERS VISITED: TALLINN, ST PETERSBURG, HELSINKI, STOCKHOLM, COPENHAGEN AND OSLO.



OVERALL **STATISTICS**

THE RESULTS

33.5M+ TOTAL POTENTIAL IMPRESSIONS

- **17.3M+** POTENTIAL SOCIAL MEDIA IMPRESSIONS (ACROSS FACEBOOK, TWITTER AND INSTAGRAM)
- **16.2M+** POTENTIAL BLOG IMPRESSIONS

7:1 ESTIMATED ROI



THE RESULTS

BLOGS

- **45** BLOG POSTS CREATED

INSTAGRAM

- OVER **110** INSTAGRAM POSTS WITH A TOTAL OF **51K+** LIKES AND **1.6K+** COMMENTS ACROSS 9 CHANNELS
- OVER **750** LIVE INSTAGRAM STORIES POSTED DURING THE **10 DAY** TRIP WITH **1.3M+** TOTAL VIEWS

TWITTER

- **834** TWEETS WITH **9.5M+** POTENTIAL IMPRESSIONS

FACEBOOK

- **83+** POSTS CREATED WITH A TOTAL **524K+** POTENTIAL REACH
- **2** FACEBOOK VIDEOS CREATED WITH A **14,500** TOTAL VIEWS. OVER 100 SHARES.

YOUTUBE

- **5** VIDEOS PUBLISHED

(ALL ABOVE STATS WERE TAKEN FROM 02/05/2018 - 29/06/2018)



TWITTER

TOTAL TWEETS: 985

CONTRIBUTORS: 9

TOTAL POTENTIAL REACH: 827K

TOTAL POTENTIAL IMPRESSIONS: 9.5M



TWITTER STATISTICS

AVG TWEETS/DAY

7.9

POTENTIAL
IMPRESSIONS/TWEET

9,612

POTENTIAL
IMPRESSIONS/DAY

76.4k

RETWEET RATE

3.5

By Day

827k
POTENTIAL REACH

POTENTIAL
IMPRESSIONS
FREQUENCY

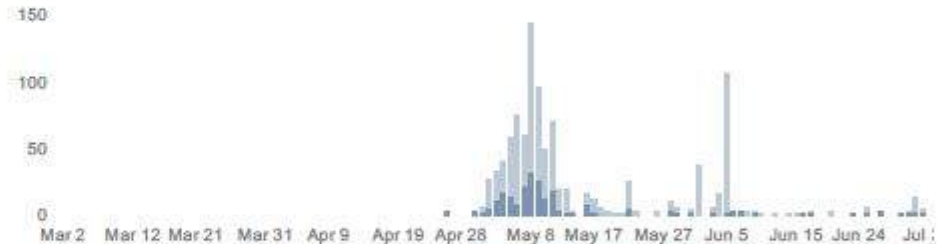
9.5M
11.45



985
TOTAL TWEETS

TWEETS
RETWEETS

221
764



182
CONTRIBUTORS

TWEETS/
CONTRIBUTOR
AVG FOLLOWERS

5.4
6,052



Data taken between 01/03/208 - 03/07/2018

Source: Union Metrics



INSTAGRAM

TOTAL POSTS: 116

LIKES: 51,300+

COMMENTS: 1,680+

INSTAGRAM STORY

NO. OF CHANNELS: 9

NO. OF STORIES: 800+

TOTAL VIEWS: 1.3M+

FACEBOOK

TOTAL NO. OF PO
POTENTIAL REACH: 5
ENGAGEMENT:





BLOG POSTS

TOTAL BLOG POSTS: 45

TOTAL PAGE VIEWS: 12,871

A photograph of a cruise ship deck, showing the white railing and glass railings of the upper decks. The ship is moving through a vast, blue ocean under a clear sky. In the distance, a small island is visible on the horizon. The text is overlaid on the right side of the image.

YOUTUBE & FACEBOOK VIDEOS

YOUTUBE VIDEOS

TOTAL YOUTUBE VIDEOS: 5

TOTAL VIEWS: 4,732

FACEBOOK VIDEOS

TOTAL FACEBOOK VIDEOS: 2

TOTAL VIEWS: 14,500

NO. OF SHARES: 100+

PROJECT **INFLUENCERS**

PROJECT INFLUENCERS

XAMELIA X

<https://www.youtube.com/user/xameliaxax>

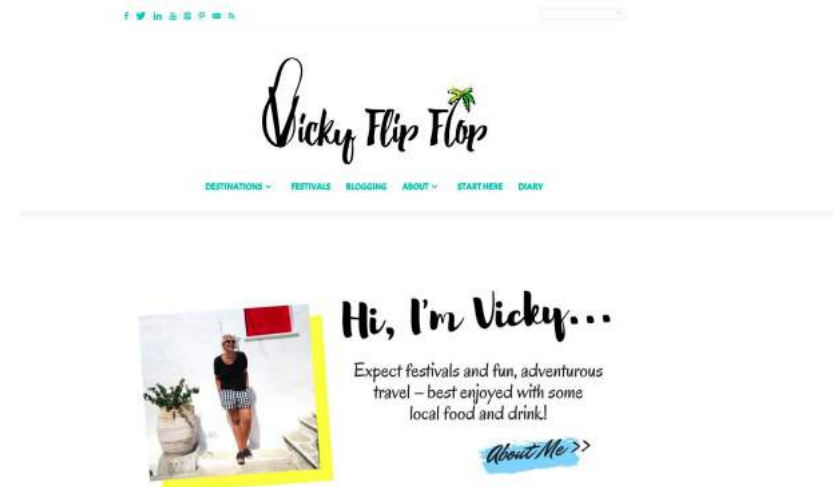
Amelia is a UK Lifestyle Blogger and Vlogger with a cup half full kinda attitude. Amelia creates weekly vlogs which cover range of topics from travel, makeup to fitness and lifestyle.



VICKY FLIP FLOP TRAVELS

<https://vickyflipfloptravels.com/>

Vicky is a travel and festival blogger at Vicky Flip Flop Travels. She loves adventure, will try anything once, and has a strong passion for the local food and drink, whatever it may be. She's here to inspire her readers to travel to places a little out of their comfort zone, or at least to explore the usual destinations in a different way.



PROJECT INFLUENCERS

WHERE'S MOLLIE

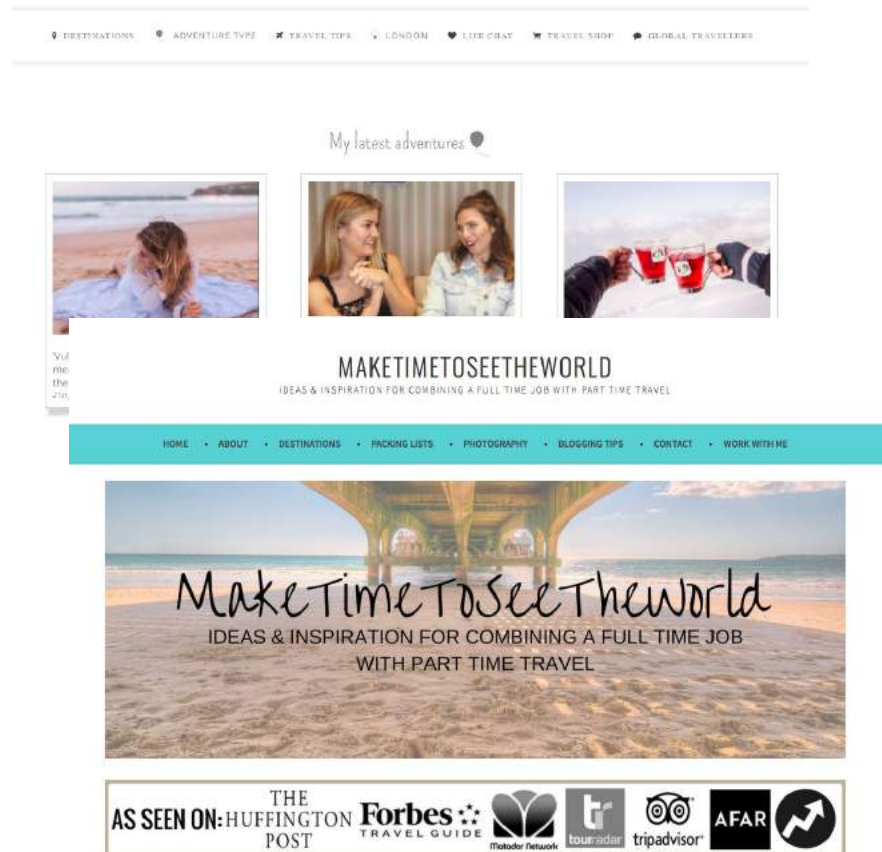
<http://wheresmollie.com/>

Mollie is an adventurous travel blogger behind the Where's Mollie brand. With a presence on YouTube and Instagram as well as an engaged travel group on Facebook, Mollie aims to promote healthy lifestyle and outdoor travel.

MAKE TIME TO SEE THE WORLD

<https://maketimetoseetheworld.com/>

Vicki started MakeTimeToSeeTheWorld in November 2015 to show that working full time and travel were not mutually exclusive. Over the past 10 years she has visited 54 countries, and has lived and worked in 6. Her style of travel has always been to get the best out of a destination as a time-poor traveler by making the most of limited vacation days - and without breaking the bank.

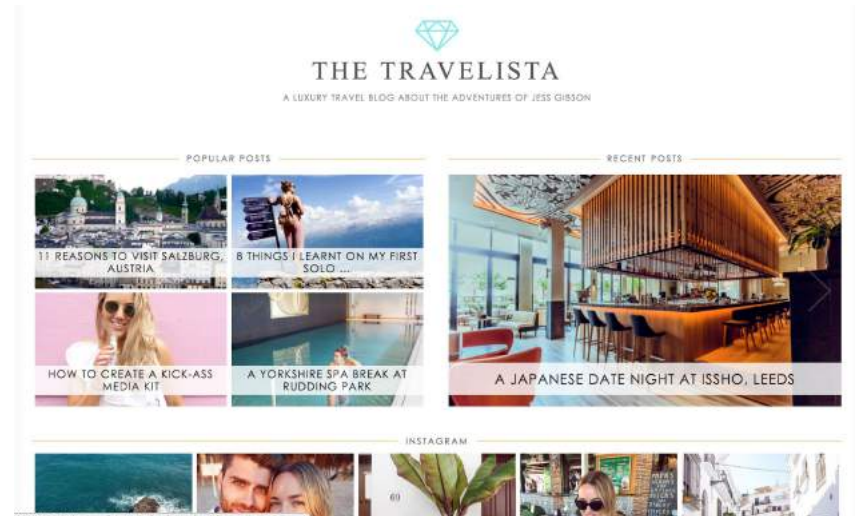


PROJECT INFLUENCERS

THE TRAVELISTA

<http://thetravelista.net>

The Travelista brings you stylish travel inspiration in an honest, chatty and unpretentious way. Packed with tips, reviews, itineraries and recommendations from around the world.



DAN FLYING SOLO

<https://www.danflyingsolo.com/>

Danis a full time traveller, photographer and writer who has been exploring the world since 2014. He has a passion for getting beyond the beaten path and discovering a destination through human connections and documents his travels on Dan Flying Solo while also contributing to various online travel media partners.



Hey, I'm Dan! Obsessed with exploring the world, meeting new people (+ goats) and getting as lost as possible with my camera. I've been on the road for 1000+ days taking a chance on changing my career from restaurants to running around capturing the world. Somehow it all worked out...

I hope this site gives you some inspiration (and handy tips) to go and chase your own adventures. Travel is the best kind of education so go get lost, even if it's just outside your own doorstep!

PROJECT INFLUENCERS

THE WANDERLUSTERS

<https://wanderlusters.com/>

Charli Moore is a wanderluster. Having spent much of her 20s living out of a backpack exploring the world, her blog Wanderlusters is filled with engaging landscape photography and inspiring tales of travel. Now based in South East England, she travels frequently in order to keep her itchy feet in check and catalogues her journey to help others follow in her footsteps.



EMILY LUXTON TRAVELS

<http://www.emilyluxtontravels.co.uk>

Emily Luxton is a full time travel blogger focusing on solo female travel, adventure, and personal development through travel. Whether it's eating her way around a new culture, or throwing herself into a new challenge (and out of her comfort zone), Emily is all about really getting to know the world - and having fun do it!



GIRL TWEETS WORLD

<https://www.girltweetsworld.com/>

Girl Tweets World is an affordable Luxury Travel blog for travellers who enjoy rich experiences at reasonable prices. Written by award-winning travel blogger and freelance writer, Jayne Gorman, the content on Girl Tweets World is laced with Jayne's passion for sweet treats and stylish boutiques.



COVERAGE EXAMPLES

BLOG POSTS



- [Princess Cruises Review](#)
- [Regal Princess Baltic Cruise Review](#)
- [Princess Cruises Baltic Cruise Review](#)



- [Weekend in Oslo](#)
- [Day in Tallinn: What To Do](#)
- [Cruise With Princess Cruises](#)
- [Typical Day Regal Princess Cruises](#)



- [20 Cruise FAQs & Myths Debunked: Did I love it or hate it?](#)
- [Connections, culture and cruising: Tips to make your voyage more intrepid](#)
- [Cruising Scandinavia, St Petersburg and the Baltic Sea with Princess Cruises](#)
- [Two perfect days in St Petersburg, Russia; Cruise Itinerary without a visa](#)
- [One day in Stockholm Sweden, Cruise Itinerary](#)
- [One Day in Tallinn Estonia Cruise Itinerary](#)
- [One Day in Copenhagen Denmark Cruise Itinerary](#)
- [One Day in Helsinki Finland Cruise Itinerary](#)
- [One Day in Oslo Norway Cruise Itinerary](#)
- [Princess Cruises: 11-days in Scandinavia, St Petersburg and the Baltic Sea](#)

BLOG POSTS



- [Highlights of St Petersburg with Princess Cruises](#)
- [Regal Princess Dining and Restaurant Guide \(and Food Review\)](#)
- [On board the Regal Princess - Cruising Scandinavia and Russia](#)



- [Preparing for My Baltic Capitals Cruise](#)
- [Visiting The Baltic Capitals on a Scandinavian Cruise](#)
- [12 Reasons to Try a Cruise in your 20's and 30's](#)
- [How to Explore Stockholm in a Day](#)
- [Regal Princess Cruise Ship Tour and Cruise Q&A](#)



- [My Scandinavian And Russian Adventure With Princess Cruises: Life On A Cruise](#)
- [Six Cities in Seven Days: Tallinn, St. Petersburg and Helsinki](#)
- [Six Cities in Seven Days: Stockholm, Copenhagen and Oslo](#)

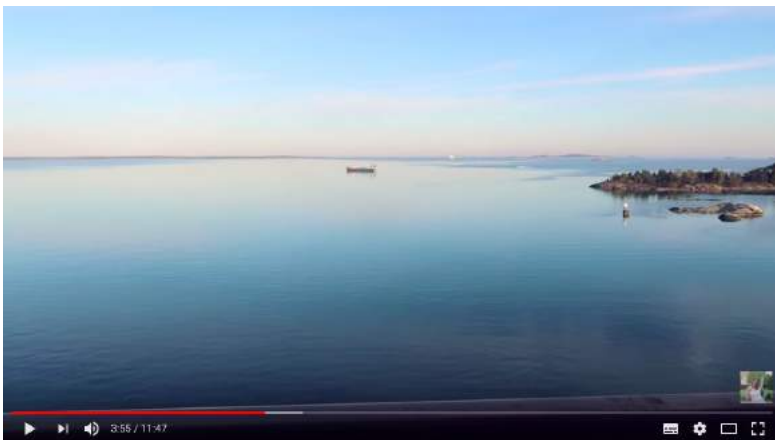
VIDEOS



[Regal Princess Baltic Cruise 2018 - PART 1 -Tallinn & Russia](#)



[Princess Cruises Scandinavia and Baltic Sea Cruise \(including St Petersburg\) on Regal Princess](#)






[Regal Princess Baltic Cruise 2018 - PART 2 - Helsinki, Stockholm & Copenhagen](#)






[What It's Like to Go on a Cruise](#)



ONLINE FEEDBACK


 **Vivienne Chapleo** We love cruising, so this is definitely one to add to our wish list. Looks like you had a fantastic time for so many reasons.
Like · Reply · Message · 1w  1



 **Maketimetoseetheworld** I know you two are already cruise converts! I hope you get to cruise Scandinavia & Russia soon!
Like · Reply · 3d

 **Jaillan Yehia** This looks like an amazing experience!
Like · Reply · Message · 1w  1

 **Maketimetoseetheworld** It really was! Everything about it - food, ports, ship,spa, entertainment, hot tubs(!) was amazing 😊
Like · Reply · 3d

 **Susan Renner-Eggleston** Great way to see lots of different destinations
Like · Reply · Message · 1w  1

 **Maketimetoseetheworld** Yes - it's a great way to do a little taster of a city to see if you would like to go back and see more.
Like · Reply · 3d

 **Francesca Mazurkiewicz** I would love to cruise that same route & itinerary!
Like · Reply · Message · 1w  1

 **Georgie Berger-Watts** I'm SUPER cruise curious! For now I'll just have to cruise vicariously through your post!
Like · Reply · Message · 1w  1

 **Maketimetoseetheworld** Vicarious cruising is a good way to start and give you an idea about the ins and outs!
Like · Reply · 3d

 **Debbie Lyn Fettback** Looks like there was a lot to do and it was a great time! We, surprisingly, have yet to go on a cruise. I'm going to have to take a look at some options now 😊
Like · Reply · Message · 1w  1

 **Maketimetoseetheworld** You probably wouldn't be surprised but a lot of people have never cruised - it seems like a lot of people still think it's for an older crowd!
Like · Reply · 3d · Edited

 **Jenna Kvidt** Sounds like such a neat cruise! We haven't been on a cruise yet, so we definitely need to consider this!
Like · Reply · Message · 1w  1

Vicki,

Thank you so much for the prompt reply! We are really looking forward to our trip in August. I have been scouring the internet for useful information on the cruise and the ports we will visit. There are a lot of reviews and opinions out there that vary wildly, making it difficult to separate the good from the bad and make informed choices. This will likely be our only visit to this part of the world and we want to do it right. I am so glad I stumbled across your site! I forwarded your response to my Mother and Father and they feel much better about booking the excursion.

Thank you again. Happy travels!

Traverse



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