

WE12TRAVEL.COM

HIKING, NATURE & OUTDOOR TRAVEL

HI, I'M ANTONETTE

I'm passionate about the outdoors and live in the eastern part of my country, in a small cabin in the woods. Since 2011 I've been sharing my personal hiking and adventurous journey on We12travel with the aim to inspire the younger generation about the outdoors.



FOCUS

- Hiking
- Multi-day treks
- Nature, national parks
- Outdoors
- Nordic destinations

ABOUT ME

- World traveler, writer, hiker
- Degree in tourism, fulltime blogger since 2017
- Lives in a cabin in the woods
- Wrote a paper guidebook about New Zealand, to be published in 2022
- Has done more than 50 trekkings on 5 continents all across the world.

STATS

- 60.000+ unique monthly visitors (pre-pandemic) and 35.000+ monthly visitors (during the pandemic)
- 40.000+ monthly pageviews (during the pandemic)
- 1.897 newsletter subscribers
- Facebook @we12travelcom - 6.261
- Twitter: @we12travel 4.765 + @antospaan 1.878
- Instagram: @we12travel 4.4534
- Pinterest: @we12travel 8.768

My visitors are from

1. Netherlands 50%
2. United States 15%
3. Belgium 10%
4. Germany 5%
5. Other 20%

Audience:

52% female / 47% male

Age: between 25 and 50 years old

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WHAT OTHERS SAY

Liesbeth Klerken,
NL Connection Travel
Marketing

'Antonette breathes outdoors. Her passion for nature takes her across the globe to the prettiest places. Sometimes close to home, sometimes far away. Antonette is reliable to work with and makes beautiful stories, usually with a personal note. I definitely recommend working with her.'

Eppo Steenhuisen,
directeur Askja Reizen

'Ambitious and enthusiastic. Wherever she travels, she is.'

MERKEN WAARMEE IK HEB GEWERKT

- NBTC Holland Marketing / Dutch National Parks
- Visit Sweden
- Visit Norway
- Visit Finland
- Visit Luxemburg
- MijnSlovenië
- Curacao Tourism Board
- German Toursim Board
- Austrian Tourism Board
- Switzerland Tourism Board
- Visit San Marino
- Visit Portugal
- +more

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- Sunny Cars
 - Basecamp Iceland
 - ICE Guide Stockholm
 - Fjällräven
 - The North Face (Brand Ambassador)
 - Kari Traa (Brand Ambassador)
 - KEEN footwear
 - Osprey packs
 - Nigor Tents
 - Askja Reizen
 - SNP Natuurreizen
 - Oppad.nl

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ALSO:

I'm the owner of the podcast for adventurous women and the accompanying platform. I host events and wrote an ebook for women who would like to become more adventurous.

More info:
www.avontuurlijkevrouwen.nl

Podcast downloads: 38.000+
Instagram followers: 1.705
(@avontuurlijkevrouwen)



Some campaigns I did in 2021:

#DutchNationalParks
#CzechItOut (Czechia)
#VisitBawü (Germany)
#VisitVeluwe (Netherlands)

WHY TO WORK WITH ME

Within The Netherlands, We12travel is unique in its kind. I'm writing personal, honest and inspiring stories about hiking, nature and the outdoors

Content will be made in Dutch and/or English, depending on your target group.

We12travel is a brand familiar with the outdoors, the mountains and inspires outdoor fans to enjoy the outdoors in a sustainable way.

Over the past 10 years, many of my clients have decided to renew the partnership with We12travel.

I'm also the founder and owner of OutdoorBloggers, a collaboration of the best female outdoor bloggers in The Netherlands. More info: www.outdoorbloggers.nl.

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CONTACT DETAILS

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We12travel is a part of Spik & Spaan Media and registered with the Dutch Chamber of Commerce in Arnhem.

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CASE STUDY HARZ MOUNTAINS PRESS TRIP OCT. 2018

#EnjoyGermanNature in collaboration with the Germany Tourism Board and Harz Tourism:

Written articles:
- 3 in Dutch
- 3 in English

Total number of pageviews 2018 - 2021: 40.000+

Social media posts: 17
Social media impressions: 11.185

Number of videos made: 2
Total impressioms on Youtube + Facebook: 14.877

I DELIVER

- Google optimized content in two languages including keyword research.
- Live social media attentions on Instagram, Twitter and Facebook
- On request: a movie or vlog about the trip