

dame

TRAVELER

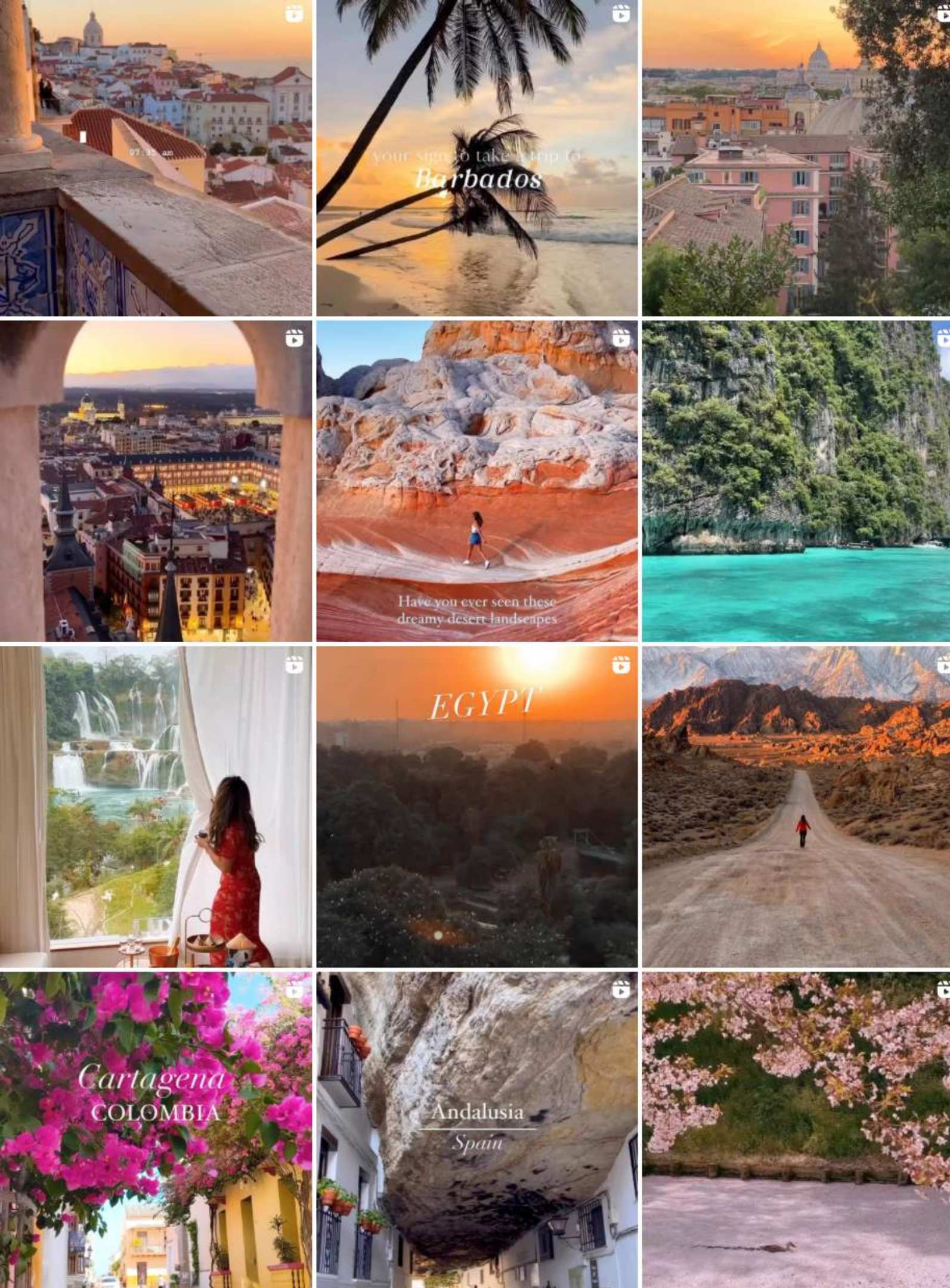


About Nastasia

So much of the power travel carries comes from small, seemingly simple narratives that have the power to transcend borders, cultures, and time. Nastasia Yakoub dedicates her life to finding these narratives. Nastasia's journey began as a nurse and after a life altering injury, she transitioned to a full-time traveler, author and photographer with an ambition to inspire and empower women. She created Dame Traveler in 2014 with a vision to break molds and challenge convention, seeking to represent and empower women in a myriad of ways, many of which relate to travel in some capacity.

Nastasia has traveled to over 70 countries and has over 600,000 followers on Instagram where she shares her journeys and the journeys of other women in her community with the world through stunning imagery and content. Nastasia's motivation behind @dametraveler stems from her commitment to her global community where women step outside their comfort zone and see more of the world.





About Dame Traveler

Dame Traveler is a women's travel blog featuring stories, curated destination / hotel guides, travel accessory round-ups, and tips for travel geared towards women.

As the very first female travel community on Instagram, we strive to celebrate the diversity and bravery of women traveling the world, while also providing them with the tools and resources to do so safely. To this day, Dame Traveler remains the most well known and respected female-identifying travel community on Instagram, and has been featured in high caliber platforms ranging from the Business Insider to VOGUE and more.

INSTAGRAM: @DAMETRAVELER

565,000

FOLLOWERS

INSTAGRAM: @DAMETRAVELERFOODIE

25,000

FOLLOWERS

INSTAGRAM: @DAMETRAVELERHOTELS

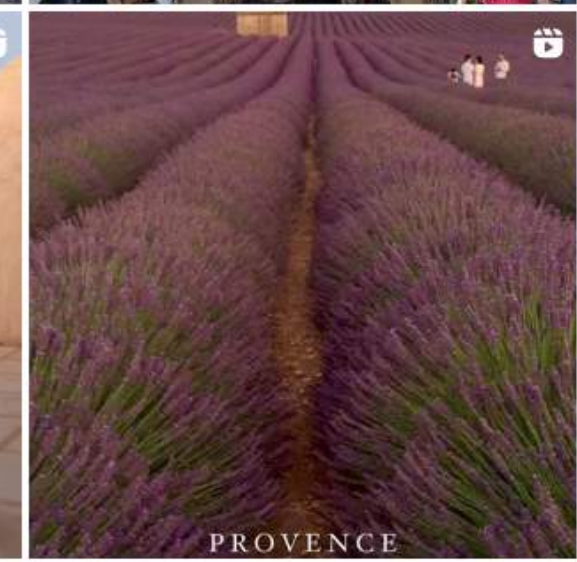
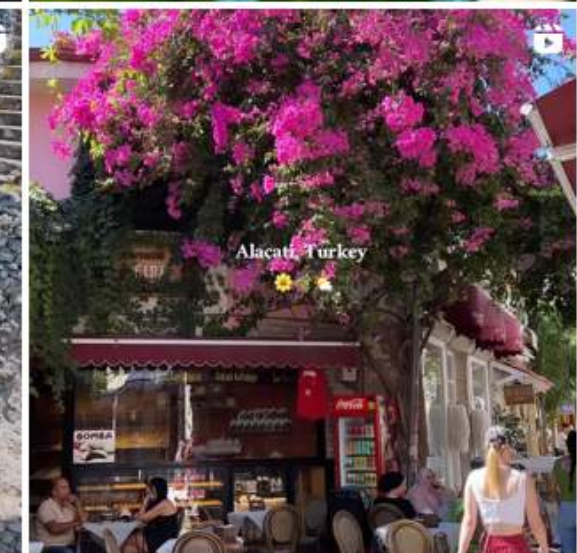
24,000

FOLLOWERS

INSTAGRAM: @LOVELETTERTONEWYORKCITY

85,000

FOLLOWERS



Blog

77%

FEMALE

25-35

AVERAGE AGE

10,000

VISITORS

22,000

PAGE VIEWS

Pinterest

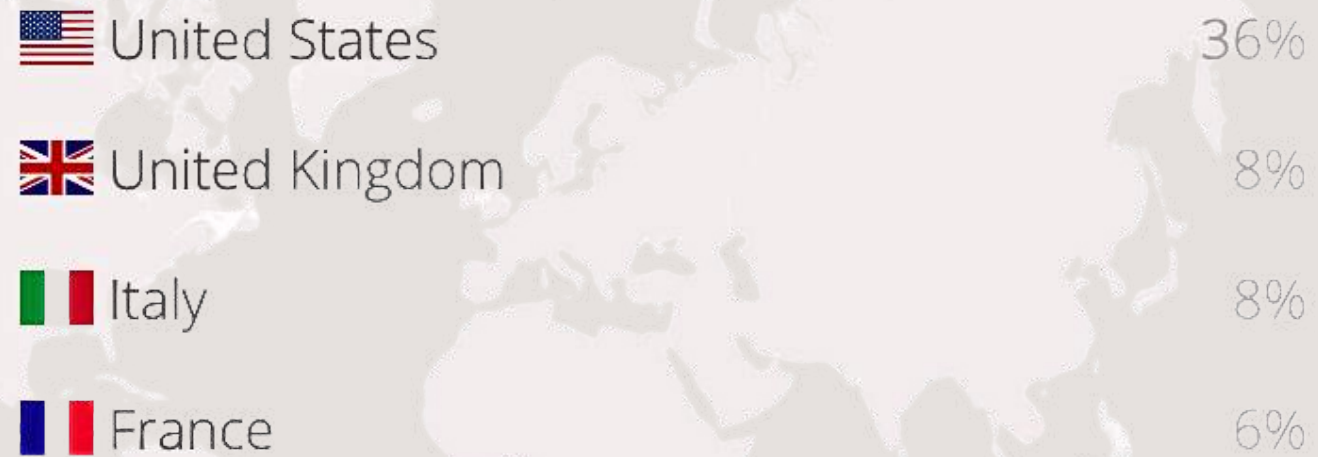
17,600

FOLLOWERS

1.1 MILLION

MONTHLY VIEWS

TOP COUNTRIES



TOP CITIES



Services

Partnerships &
Brand Ambassadorships

Press Trips

Blog posts reviews

Travel and Hotel Photography

Food and Interior Photography

Social Media / Blog campaigns

Sponsored Content



WHY WORK WITH DAME TRAVELER

Engaged Audience

The Dame Traveler audience consists of young women, ranging in age from 18-35 years old and appeals to these young women who value adventure as the best expenditure of their money, seek adventure every moment and who believe in the strength of themselves and other women.

Influential Voice

Through our large social media and blog platform, our well known brand has always been highly respected in the travel space, cultivating an engaged and loyal audience.

Quality

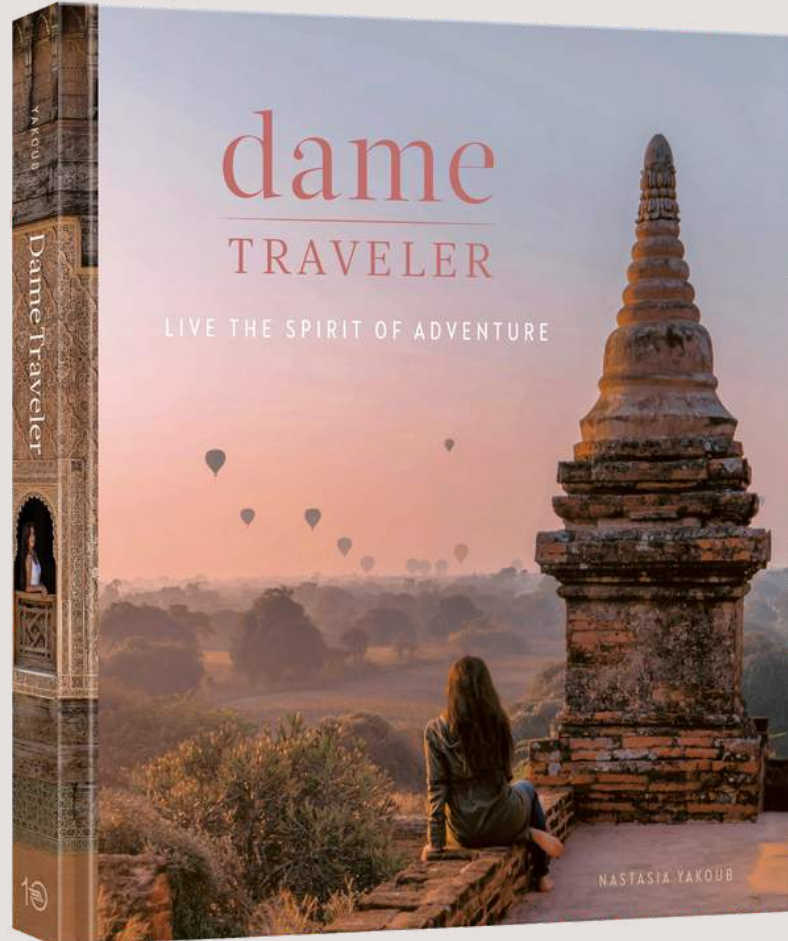
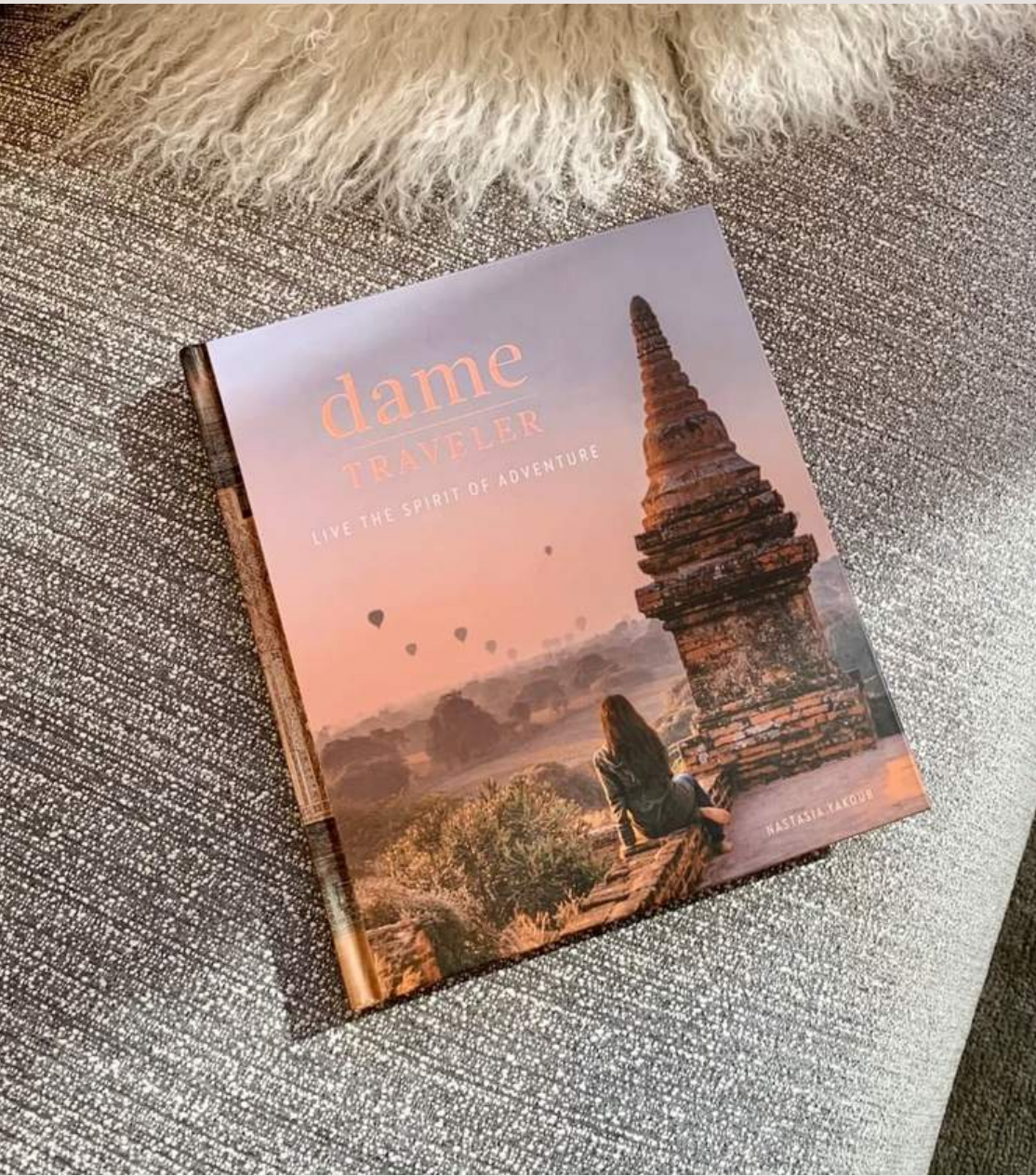
I take great pride in being a perfectionist when it comes to the work I deliver for clients and for my audience.

Experience

Having traveled to over 70 countries, both well known and off the radar destinations, a ton of research goes into every place I visit to ensure that I offer tips and a perspective that will benefit the audience and brand.

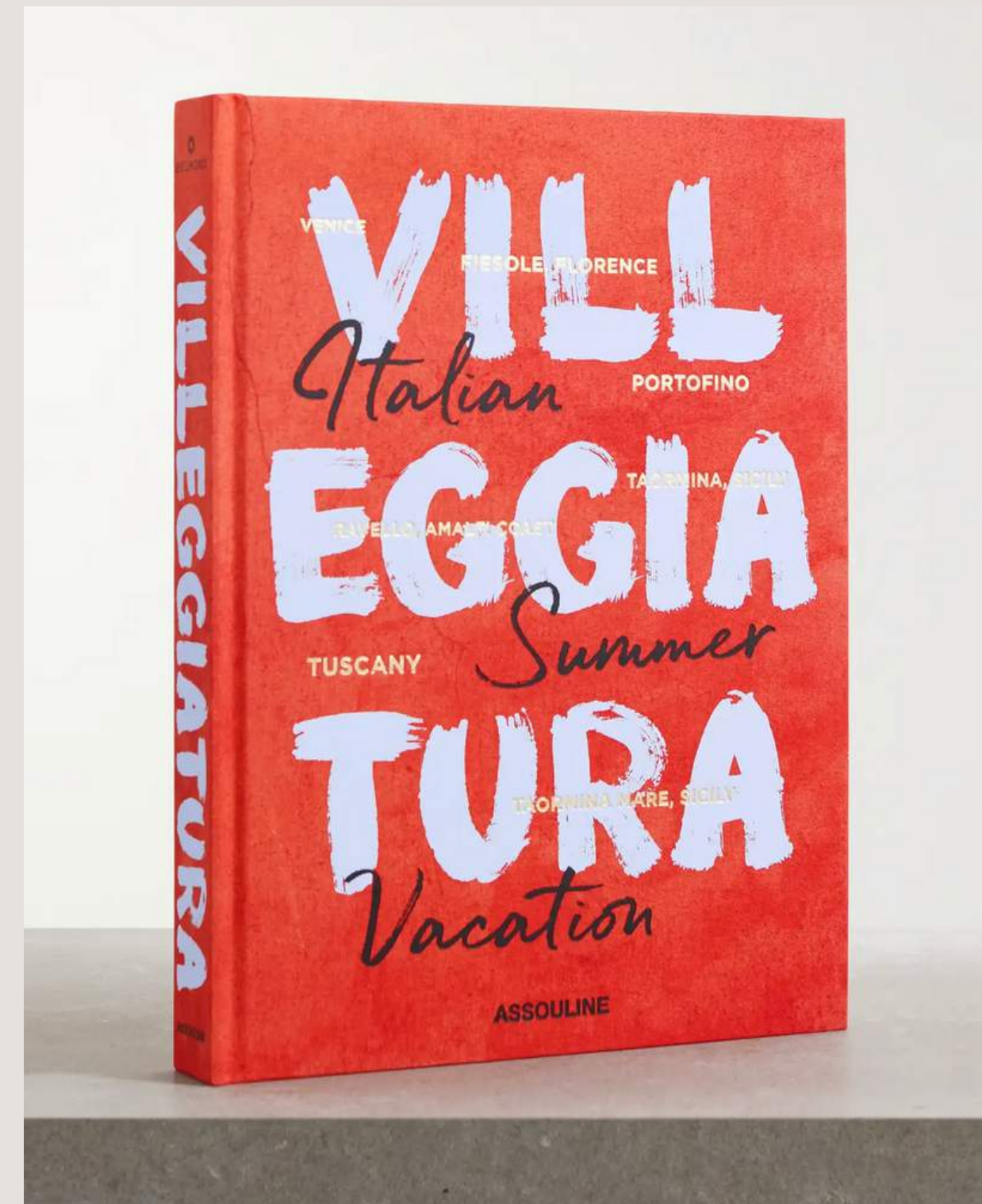
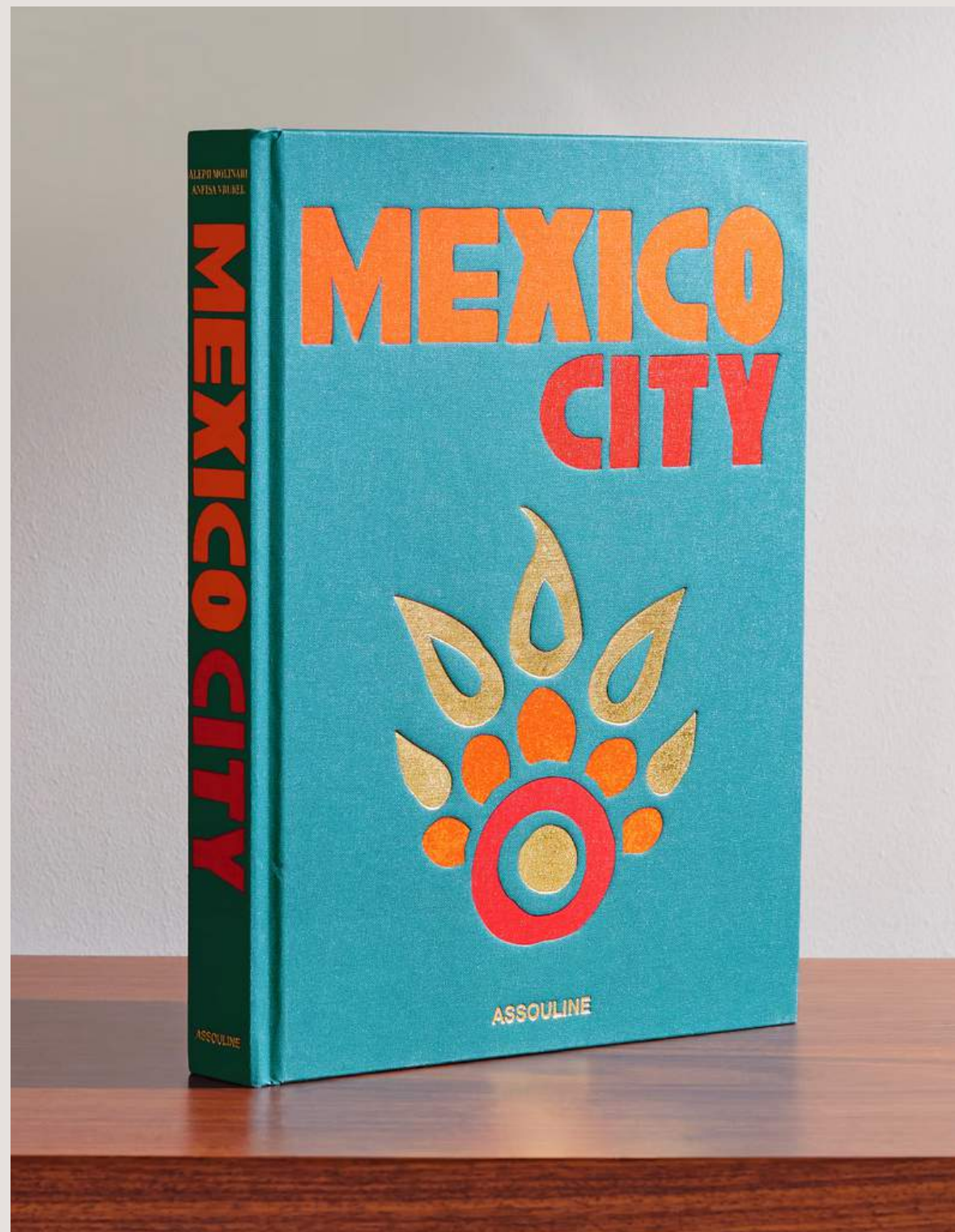
DAME TRAVELER: Live the Spirit of Adventure

hardcover book published by Ten Speed Press of Penguin Random House



ASSOULINE

Nastasia's work has been featured in two Assouline books



PRESS: Dame Traveler has appeared in multiple high profile traditional media

USA Today

UP FRONT | ADVICE

Escape Artist

Expert advice for embracing the journey
BY DEBBIE WILLIAMS

TRAVEL WRITER AND photographer Nastasia Yakoub launched her Dame Traveler blog in 2014 to chronicle her adventures and empower women to pursue solo travel. She now has nearly 600,000 Instagram followers (@dametraveler) who track her worldwide pursuits.

TRAVEL MOTTO?
Travel, but travel mindfully.

FAVORITE TRAVEL MEMORY?
Seeing my mother's eyes light up when she first saw the fjords in Norway; it was almost as if she was a little child again. She doesn't get a chance to travel much, so whenever I can bring her on a trip with me, I do. There is no better gift than the gift of experience.

ESSENTIAL TRAVEL ITEM?
I never leave home without my rosary.

PREFERRED MODE OF TRANSPORTATION?
Plane and train. I will probably be going on more domestic trips with the state the world is in right now. I'm also being mindful of my carbon footprint and would like to reduce it as much as possible while still being able to travel and explore.

WHAT ADVICE WOULD YOU GIVE A WOMAN CONTEMPLATING SOLO TRAVEL?
Don't allow the fear that others try to instill in you prevent you from making the move, but also don't travel impulsively. Be prepared, research the country, be aware of your surroundings while still enjoying the journey and the destination. Solo travel as a woman isn't impossible, but it's also important to be safe.

IF YOU COULD ONLY EVER TRAVEL TO ONE PLACE, WHERE WOULD IT BE AND WHY?
Italy. It's my soul country. I've been going back every year since 2011, and I still haven't seen it all.




Yakoub's recently released book, *Dame Traveler: Live the Spirit of Adventure*, features safety tips and photos with insights from more than 200 female travelers.


PHOTO BY NASTASIA YAKOUB. TEXT: UPDIP PRESS.

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Forbes

forbes.com

Coffee Table Book from Dame Traveler



Dame Traveler: Live the Spirit of Adventure J.Q. LOUISE

And finally, everyone could use a dose of hope. While the world reels from the effects of COVID-19, the travel lover could use a bit of inspiration for all the trips she will take someday. Founded by Nastasia Yakoub, Dame Traveler is an online travel community that showcases women exploring the world and their first hardcover book just launched earlier this month. Titled, *Dame Traveler: Live the Spirit of Adventure*, the book showcases some of the top destinations visited by the members of the Dame Traveler community. The book is available on Amazon.

Vogue

inVOGUE



tours for people to interesting places and then, to awaken the curious and fearless child in his guests, set them some missions, with a prize at the end. Track down an antique celadon pot in Hong Kong. Travel to the Spice Islands (as a friend recently did) in search of wild clove trees. Try to locate the Japanese garden hidden near Hyderabad.

This resourceful character knew that simply offering a challenge like this would give any trip the excitement of a thriller, and something of the mystery of a quest romance. It hardly matters what you come back with: shopaphobes such as myself end up eagerly looking around department stores. My wife is moved to try Mongolian food for the first time, even in San Francisco. You're heading to a baseball game in Tokyo, where the crowd proves more raucous, open-hearted and passionate (albeit in a synchronised way) than any you'd see even in New York or Boston.

A question, a quest is a starting point that gives any trip a purpose. By channelling your thoughts and experience into a frame, it gives them new intensity and clarity; you're not just assembling notes in a diary but bringing them together in a kind of pattern. You're coming back from Vietnam with something deeper than snapshots or stories. You're trying to unpeel something in Dubai, and not just ride its glittery surface.

After every such trip, I come back home trying to see if I can bring the same kind of enquiring openness to a place I think I know inside-out. It doesn't always work. But as I walk the sunlit streets around my mother's home in California, I imagine myself a newly-arrived Ladakhi. "Is this place anything more than a pretty face? And "Why are people turning to Buddhism here, as if in a state of despair?" One of the first things I learned, when I began travelling, was that answers and judgements close doors as much as questions fling them open. ■

Pico Iyer is the author of many books about travel, most recently The Art of Stillness: Adventures in Going Nowhere

After every such trip, I come back home trying to see if I can bring the same kind of enquiring openness to a place I think I know inside-out

TRENDING

CLICK, CLICK AND AWAY!

Their wanderlust fuels our travel bookings. These real stories (and photos) from real women are a constant source of travel inspiration



BEST TRAVEL INSTAGRAMMAR: @dametraveler #dametraveler
Nastasia Yakoub curates a stunning visual diary on Instagram: a compilation of gorgeous photos from women travellers all over the world, from evocative landscapes and luxury hotels. It is also a fabulous 'look book' for travel fashionistas! Join over 33.3K followers on Instagram for daily lust.

BEST SOLO FEMALE TRAVEL BLOG: *Adventurouskate.com*
At age 26, Kate McCulley quit her cushy job to travel. Five years later, with more than 50 countries under her belt, *Adventurous Kate* is the blog for the solo female traveller. If Central America is on your bucket list, join her this April-May for a trip through El Salvador and Guatemala.

BEST INDIAN TRAVEL BLOGGER: *The-shooting-star.com*
Twenty-something Shiviya Nath is an Indian nomad in the true sense of the word. Having gone "location independent" in August 2013, she has done everything from hitchhiking like a gypsy in Romania to volcano-boarding in Nicaragua. She's certainly not just a girl who travels!

WORDS: PRACHI JOSHI

110 VOGUE INDIA APRIL 2015 www.vogue.in

PRESS: Dame Traveler has appeared in multiple high profile traditional media

Washington Post

F4 THE WASHINGTON POST • SUNDAY, OCTOBER 29, 2017

On Instagram, winning a big game of hashtag

Curators of destination photography are booming

BY RACHEL RACZKA

When a workplace accident left her on bed rest for nine months in 2013, Nastasia Yakoub's future in nursing was uncertain at best.

"I fell into depression because I had studied for four and a half years to become a labor-and-delivery nurse," Yakoub, 30, said. "I needed something to distract me." To pass the time, she began posting old snapshots under her Instagram handle, @DameTraveler, a name chosen to share the empowering concept of independent female travelers. After the popular @BeautifulDestinations reposted one of her photos along with its hashtag, Yakoub was inspired to add a hashtag to her own posts. Following an outpouring of attention, she opened the account to the community and began reposting tagged images that caught her eye.

More than 1.5 million posts of young women conquering picturesque world destinations now appear under #DameTraveler, all hoping to be featured on the account, which has 387,000 followers. Many popular travel accounts have implemented the same hashtag-based curatorial methods to gather content, and @BeautifulDestinations tops 9.8 million followers, compared with old-school travel publishers such as Conde Nast Traveler, which has 1.4 million.

Unlike traditional influencers — ad-speak for high-profile people who drive public opinion — the users behind these indie accounts are not the stars of the show. Yakoub occasionally appears on the @DameTraveler feed, but documents her own travels on a personal account, @nastasiapassport.

She said that it takes her 30 minutes to an hour to pick each DameTraveler image, and she chooses one or two per day from those appearing under the hashtag.

"I'm very picky about the aesthetic and feel," she said. "The quality of the feed is what makes it successful."

In addition to the exposure, a repost — known as regramming — earns the photographer a certain amount of travel-elite street cred.

"About 2 percent of what you see on the account is my photography; the rest is other people's," said Andy McCune, 22, who oversees @Earth, an account with



ANDY MCCUNE



NASTASIA YAKOUB

NASTASIA YAKOUB



ANDY MCCUNE

CLOCKWISE FROM TOP: Fog rolls in over Hidden Lake in Glacier National Park in Montana; an example of the @DameTraveler ethos in Bali; commuters amble through Oculus, the transit hub at the World Trade Center in Manhattan; another @DameTraveler-style snapshot at Machu Picchu in Peru.

more than 800,000 followers. "We get hundreds of DMs and about 50 to 90 email submissions every day."

McCune got the prime handle from a friend who was an early adopter of the platform. His iteration of @Earth was launched in 2015. McCune curates the feed and seeks out images that reflect his appreciation of nature. A Washington-state native, he favors lush, towering forests, mist-frosted mountain peaks and frothy rushes of water.

In the account's early days, McCune reached out to notable travel photographers with large followings and began to repost work that fit his aesthetic.

"Once I gained three or four relationships, we started getting more intros and the ball kept rolling," he said. "It's given me some of the best friends of my life."

As the clout of social-media influencers increases, some accounts have become modern-day travel guides. McCune, who splits his time between New York City and Tulum, Mexico, has expanded @Earth's reach by partnering with YouTube vloggers and social media travel mavens to create travel guides, photo journals and video content. (He curates @Tulum, as well as @Traveler and @Forest.) Yakoub did something similar, creating additional handles such as @DameTravelerFoodie and @DameTravelerHotels to zero in on specific categories.

Like McCune and Yakoub, 31-year-old Zach Houghton started out with an Instagram account and ended up with a full-time job.

"I never set out to create something this big," said Houghton, who curates @Passionpassport, an account with almost 900,000 followers. "I first started to showcase the beauty of travel and create editorial content that gives people the opportunity to understand what power travel has in our own lives."

The former trader was working in Hong Kong when he left the world of finance for a nine-month, 15-country trek that he documented in a blog and on Instagram. When the project ended, he opened the account to the community. By 2015, the hashtag had 1 million photos; today, it has more than 10 million.

Houghton ultimately parlayed @Passionpassport into Passport Studio, a company that creates sponsored content around the themes of travel and discovery. The hashtag that started it all remains among Instagram's top travel accounts, and Houghton says that he's still on the lookout for undiscovered photographers with the same spirit that inspired him to start the account.

"Everyone has valid things to do and say and show, if you give them the opportunity to do so," he said. "It's not just those epic, jaw-dropping moments — it's those quiet moments of travel that are worthy to talk about."

travel@washpost.com

Raczka is a writer based in Boston and New York City. Her website is rachelraczka.com. Find her on Instagram: @rachelraczka.

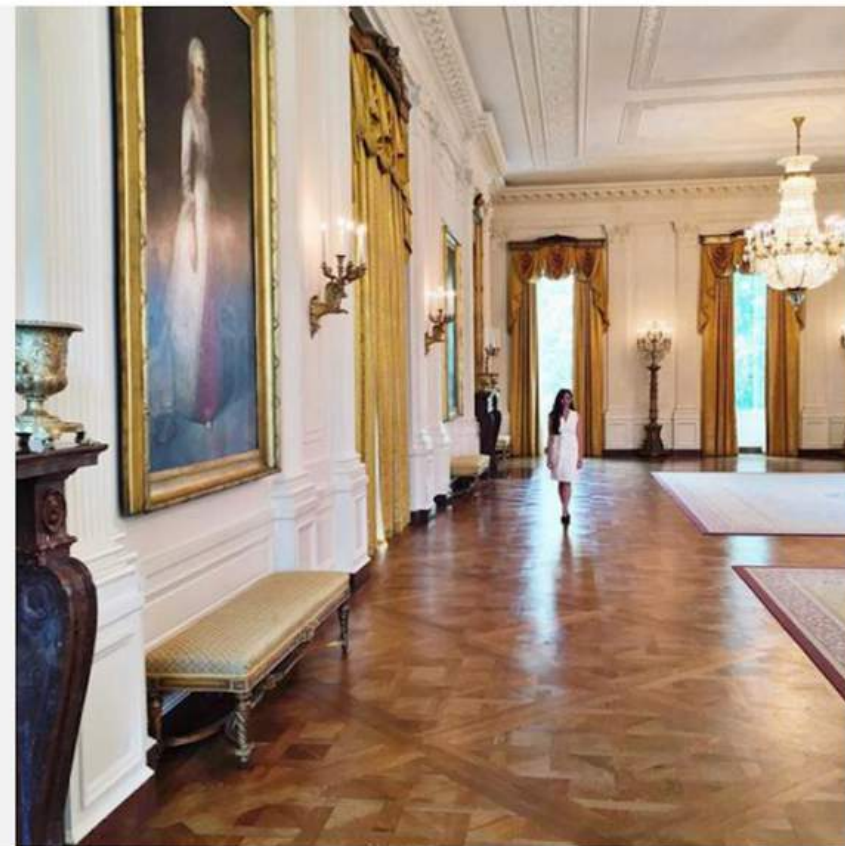
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MORE

2 of 10

#dametraveler (@dametraveler) via Instagram

Great news! For the first time in 50 years, photography is now allowed in the @whitehouse! I feel truly honored to have received an invite to the @whitehouse to on behalf of #DameTraveler. This is truly our most exciting and beautiful venture yet. A huge thank you to @jennabrayton for making this possible. Happy Snapping! 📷 #WhiteHouseTour

USA Today

travel | MEET A MODERN WOMAN



Best gift you've ever received?
My mother gave me a gold Jerusalem cross from Bethlehem in the Holy Land that I wear every single day.



What do the holidays mean to you?
A time to learn, a time to get out of your comfort zone and a time to observe and reflect on your surroundings. A time for gratitude.

Where's home for the holidays?
Christmas in Michigan is always a favorite for me.

What's your favorite holiday film?
Miracle on 34th Street



NASTASIA YAKOUB

Dame Traveler

Travel writer and photographer Nastasia Yakoub launched the Dame Traveler blog in 2014 to chronicle her adventures and empower women to pursue solo travel. She now has nearly 600,000 Instagram followers who track her worldwide pursuits. Yakoub's book *Dame Traveler: Live the Spirit of Adventure* features safety tips and photos with insights from more than 200 female travelers. Yakoub says women should feel empowered to not only experience travel, but to do it alone if necessary. "Society has fueled us with fear into thinking that we're not capable of traveling the world alone and that we should wait for others," she says. "I've traveled to over 67 countries, many of which were solo trips (and I'm 5-foot-1 and 101 pounds!) and I did so safely, while acquiring street smarts along the way."

— Michelle Washington

NASTASIA'S WORDS OF WISDOM

What is your personal travel motto?
Travel, but travel mindfully.

Favorite memorable excursion?
Seeing my mother's eyes light up when she first saw the fjords in Norway; it was almost as if she was a little child again. She doesn't get a chance to travel much, so whenever I can bring her on a trip with me, I do. There is no better gift than the gift of experience.



What advice would you give a woman contemplating solo travel?
Don't travel impulsively. Be prepared, research the country, be aware of your surroundings while still enjoying the journey and the destination. Solo travel as a woman isn't impossible, but it's also important to be safe.

If you could only ever venture to one place, where would it be and why?
Italy. It's my soul country. I've been going back every year since 2011, and I still haven't seen it all.

and more

PARTNERSHIPS: Hotels

Nastasia has partnered with hotels throughout the world and has established great working relationships with many hoteliers and resort brands. When partnering with hotels, Nastasia creates stunning images of her lodgings, serves as a brand ambassador for her favorite resorts and promotes her favorite stays to the Dame Traveler community on Instagram. Nastasia has long-standing partnerships with her favorite hotel groups, including the Shangri-La, Four Seasons, Small Luxury Hotel of the World, Belmond to name a few.



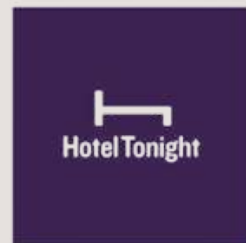
PARTNERSHIPS: Cruises & Airlines

Over her many years of travel, Nastasia has partnered with the world's best cruises and airlines. Nastasia creates illustrative images from her experiences and writes content-rich sponsored blog posts for these brands.



PARTNERSHIPS: Tourism Boards and Tour Operators

Nastasia prides herself on partnering with some of the world's leading tourism boards and tour companies. When on tourism board created itineraries, Nastasia serves as a documentarian and photographer. Nastasia creates, edits and shares gorgeous images of her day-to-day experiences, highlighting her favorite moments and hidden gems discovered on the road. Nastasia writes about her musings and findings on her various social media platforms and writes summary blog posts at the completion of her adventures.



and more

