



Hi, I'm Laura and I would like to tell you about me.

Born in 1974, I've been living in Modena ever since, with my husband and my 12-year-old son.

After 23 years as an accountant, I decided to stop being a part of the "business world" as it is intended today.

I felt myself in a cage and oppressed by the thought that other people could decide about my time. Everyone should be free to choose how to spend his/ her own time. So I decided to dedicate it completely to this blog and to my huge passion for travelling.

I should have done it some years ago, but I was always afraid to abandon my comfort zone listening to my head instead of my heart until last year.

Now I finally spend my time the way I wanted to, creating, day after day, this website which tells about my greatest passions: the trips with my family, their organization and photography.

The blog, in its new official version from 1 June 2017, actually dates back to 2011. I created it to share my great passion with all those who need an idea, an inspiration. I love to plan unusual itineraries and discover destinations totally off the common tourist circuits.

My articles are the result of personal experiences and, over time, written with greater care and attention to details. Some are real travel guides, which describe a territory in its completeness.

I don't write about places I don't know and don't publish copied articles.

Pictures not mine are clearly highlighted.

The enthusiasm and curiosity that animate my articles are my strength, in addition to the quality and the honesty I write with.

Collaborations

I collaborate, where it is possible, with Italian and foreign tourism offices while, weekly with the newspaper 'Gazzetta di Modena'.

Since August 2018 entered on the register of journalist (publicists) of Emilia Romagna.

Blog's numbers (updated 2019 lug 31st)

Social network

Facebook: **2835** followers

Instagram: **3300** followers

Pinterest: **190** followers

Signed up to my newsletter 2019 january 16th: **894**

I manage a group on Facebook – Borghi e Villaggi d'Europa. Subscribers until july 31st: 390

Most popular posts:

[Lago di Sorapis e Rifugio Vandelli](#)

[Come arrivare a Cala Coticcio, Caprera](#)

[Sicilia sud-orientale. Cosa vedere in 6 giorni](#)

[La Maddalena, spiagge più belle](#)

Google Analytics statistics (July 2019)

Month session: 56,5 K

Month users: 48,3 K

Number of visited pages: 74,1 K

Post: 1 every 5-7 days

18-24 ages 8,91%

25-34 ages 27,02%

35-44 ages 23,25%

45-54 ages 21,84%

55-64 ages 11,63%

65+ ages 7,34%

62,00% women

38,00% men

What i can offer:

Collaborations with Tourism Organizations, accommodation facilities (as long as they are linked to an in-depth knowledge of the territory in which they are located) and hotel chains, sponsored blog posts, storytelling.

In addition to provide visibility on the channels mentioned above, the articles I write for the newspaper La Gazzetta di Modena (editorial group GEDI), are published online and shared on his facebook page, which currently has over 124 thousand followers.

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Who already worked with me:

- **Ente del Turismo Svedese** per la visita di Stoccolma
- **Ente del Turismo di Anguilla**, Caraibi
- **Ente del Turismo di Sarlat la Caneda**, Perigord – Dordogna, Francia
- **Ente del Turismo Irlandese** per la visita di Dublino
- **Austrian Tourism Office Dachstein-Salzkammergut Region** per la visita di **Hallstatt**
- **Bramberg Tourism Office** per la visita del comprensorio sciistico **Wildkogel - Die Arena**
- **Zell am See Tourism Office** per la visita dei comprensori dello **Schmittenhöhe e Kitzsteinhorn**
- **Holland Tourism Office** (press tour may 2019 Holland, the land of Water)
- Italian and foreigner attractions

For further information you can contact me by e-mail:

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