Astrid
SOLO TRAVEL ADVISOR™

LIFE
Without Borders.

LUXURY
Without Breaking The Bank.

Meet Astrid

Astrid R. Clements is a well-traveled, successful businesswoman who is passionate about helping people travel solo well, while never feeling like a tourist. Based in Baton Rouge, Louisiana, Astrid started traveling at age nine and hasn't stopped since. A transformative trip to Germany at age 18 did more than cement her love for exploring - Astrid saw first-hand how a solo trip can reveal the best parts of a person and challenge you to find the magic, one of a kind moments happening all around you.

Always up for a cultural adventure, Astrid has broken bread, shopped and laughed in more than 40 countries, on five continents, around the world from Morocco to China - and she's not done yet! She founded Astrid Solo Travel Advisor to give solo travelers a way to move through the world feeling confident, safe, inspired and engaged. Her exploits in the U.S. match the gusto from afar with visits to 37 states from Miami to Maine.

About Astrid Solo Travel Advisor

Astrid Solo Travel Advisor is the only resource for affordable luxury ideas for the solo traveler. AstridTravel.com exists to educate, enlighten and inspire solo travelers to journey the world and embrace unique cultural experiences. With a wide range of expert travel knowledge and enriching ideas, Astrid's resources ensure that no detail is overlooked in your planning process.

Why Solo Travel?

While some may balk at the idea of traveling alone, especially abroad, recent studies show that solo travel is on the rise. Also on the rise is the need for affordable luxury travel ideas for the solo traveller. A recent survey by Booking.com showed that 62% of American women have vacationed without a partner, and 72% say they have traveled alone for business or pleasure and are enthusiastic about the experience. That's why women business travelers look to Astrid Solo Travel Advisor for experienced planning that will turn routine business trips into exciting opportunities for cultural exposure.

AARP reports that over a third of adults 45+ report having taken solo trips in the last two years, and 81% of these adults are likely to take another solo trip in the next 12 months. This same study revealed that 79% of these solo travelers used online tools to book their trip, and 58% use online tools to plan their trip. Solo travelers looking for affordable luxury options are also comfortable spending an average of $500 - $1000 per day. A large majority of solo trips taken by this audience were to a domestic destination without a tour group.

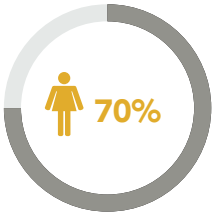
FOCUS: Travel Preparation and Planning

Educate. Equip. Inspire.

Astrid
SOLO TRAVEL ADVISOR™

Astrid's Audience Is...

- Experience driven
- Culturally aware
- Looking for affordable luxury



age segments

25-40

40-65

65+

Retirees

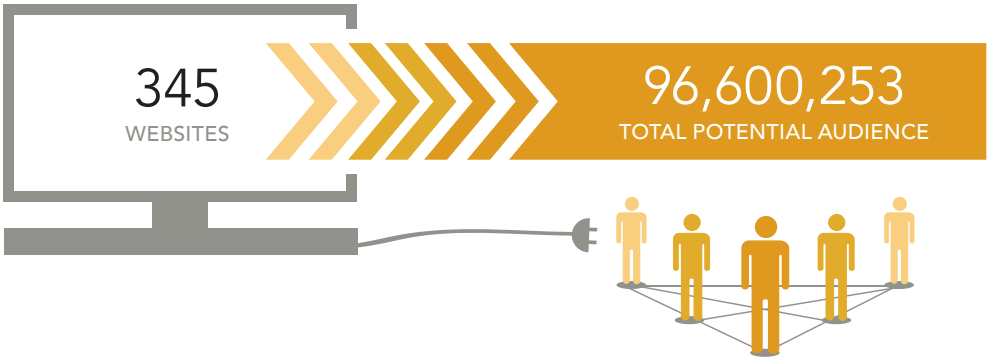
Average Monthly Website Traffic

958
PAGE VIEWS

403
VISITS

310
AUDIENCE SIZE

Brand Launch Traffic



Featured Media

REUTERS

YAHOO!

IBT MEDIA

inRegister

The Boston Globe

EXAME

Social Media Statistics

276
FOLLOWERS

313
LIKES

monthly statistics

416
LIKES

4,962
PAGE VIEWS

4,962
PAGE VIEWS

294
ENGAGED USERS

408
FOLLOWERS

Astrid
SOLO TRAVEL ADVISOR™

Put Your Brand On the Map

AstridTravel.com is a hub for everything related to affordable luxury solo travel. Through blogs, videos, essays, photos and maps, Astrid shares restaurant reviews, hotel recommendations, itineraries and tips and tricks geared specifically toward solo travelers.

Astrid has been featured on the cover of InRegister magazine, a lifestyle publication based in Baton Rouge, as well as online outlets including Leisure Travel Aid and PR Newswire. Radio shows and organizations alike have featured Astrid as a guest speaker and commentator to share her ideas on cultural literacy, solo travel, affordable luxury travel and more.

With the upward growth trend for solo travel, a partnership with Astrid will put brands on the map through engaging content, tried-and-true recommendations and strategic positioning that attracts viewers around the globe.

Start Your Adventure

astrid@astridtravel.com

twitter.com/astridtravel

504-507-0565

facebook.com/astridtravel

astridtravel.com

instagram.com/astrid.travel