



Your destination
has a story

I find the
travelers who
want to hear it

Based out of North Georgia

ABOUT ME

I'm Yanitza - a travel media strategist & creator, certified travel advisor, and the voice behind Next Stop Adventures. Based in the Appalachian Foothills in North Georgia, I've been creating travel content since 2019, covering destinations that most travel media never touch: the overlooked, the historically significant, the places that reward travelers who are willing to look a little closer.

My audience doesn't want the filtered version of a place. They want the history, the context, the honest take; the kind of content that makes them feel like they actually know a destination before they arrive. That is the audience that takes longer trips, spends more intentionally, comes back a second time, and brings people with them.

I work with tourism boards and destination marketing organizations to create the content that brings that traveler to you, through SEO-driven blog articles, multi-platform social campaigns, and video storytelling built specifically for discovery. Every piece of content I produce is designed to earn real attention and convert it into actual visitation.

SOCIAL STATS



1.2K+
4.21% Engagement Rate
@nextstopadventures



1.1K+
3.22% Engagement Rate
@nextstopadventuresblog



5.5K+
81.89% Engagement Rate
@nextstopadventures



65K+ Monthly Views
35K+ Total Audience
@nextstopadventures



Get In Touch



www.NextStopAdventures.com



Travel@NextStopAdventures.com



KEY STATS

8K+

**Combined
Social Followers**

*Updated December 2025
Includes Threads Followers*

6.3%

**Instagram
Engagement Rate**

*Updated December 2025
source: Social Insider*

15.6K+

**Monthly Views
on the Blog**

*Updated December 2025
source: Microsoft Clarity*

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**Average Time
on the Blog**

*Updated December 2025
source: Google*

THE MISSION

Through Next Stop Adventures, I aim to spark a deeper curiosity for immersive and unique travel experiences. I believe the magic of exploring a destination lies in connecting with local communities, unique cultural moments, and discovering lesser-known destinations. We also aim to raise awareness on how to enjoy nature responsibly and practice Leave No Trace principles.

SERVICES OFFERED

- Blog Content (1200+ words)
- Travel Gear Reviews
- Press and FAM Trips
- Social Media Posts
- Brand Ambassadorship
- Destination & Adventure Experiences
- Professional Photography and more!

Rates are determined on a per-project basis. *Need something else?* Let us know!

We would love to hear your thoughts on how we can make the most of our partnership.

AUDIENCE DEMOGRAPHICS



Top Countries

USA
UK



Top Cities

Atlanta, GA
Orlando, FL



Top Age Range

25-34 - 38%
35-44 - 35%



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RATE CARD

🌟 The Starter Spark - \$450

Perfect for brand awareness and quick wins on social.

Includes:

- 1 Instagram Carousel Post (up to 5 photos)
- 3 Instagram Stories (posted over 24 hours)
- 1 Instagram Reel (15 seconds)

🚀 Adventure Amplifier - \$750

Ideal for mid-level campaigns with storytelling and engagement in mind.

Includes:

- 1 Instagram Story Series (up to 6 frames)
- 1 Instagram Reel (up to 45 seconds)
- 1 Facebook & Instagram Promotion Post (3-4 photos)

🌍 Ultimate Deep Dive - Starting at \$1,750

Best for long-form storytelling, cross-platform content, and deep connection with your audience.

Includes:

- Full Experience Instagram Story Review (up to 12 frames)
- 3 Instagram Promotion Posts (mix of photos and video clips)
- 1-minute Instagram & Facebook Reel (can be split into two 30-second reels)
- 3 Facebook Promotion Posts (mix of photos and video clips)
- 1 In-Depth Blog Post (up to 1500 words)

📦 Add-Ons:

- Additional Instagram Stories: \$60 per set of 3 frames
- Extended Blog Post (additional 500 words): \$200
- Dedicated Email Newsletter Feature: \$200

Want something custom? I'd love to collaborate on a tailored package that fits your campaign goals and budget. Just reach out!

