



IN VIAGGIO CON ELI

Elisabetta Cipparano

Travel & well-being Blogger

Content Creator





ABOUT ME

I'm Elisabetta Cipparano, founder of **In Viaggio con Eli**, an editorial travel platform focused on authentic travel, lesser-known destinations, cultural heritage and everyday wellbeing.

Originally created as a travel blog focused on independent travel experiences, In Viaggio con Eli has evolved into a space that explores travel in all its forms: the geographical journey through places, people and local traditions, as well as the personal journey connected to change, self-discovery and a more conscious way of living.

Through articles, digital storytelling and social content, I share destinations, experiences and local realities through an authentic and engaging perspective, highlighting culture, local identity and slow travel. I collaborate with brands, destinations and local organisations to create reflective yet practical content that builds connection, trust and genuine audience interest.

Tone of voice: authentic, direct, reflective and engaging.

WHAT I OFFER

My goal is to create authentic and engaging content that connects with my community and can be used across your brand's social channels and website.

Depending on your marketing objectives, I can offer:

- Instagram Stories storytelling (including saved Highlights)
- Instagram Reels and carousel posts
- TikTok videos
- Facebook posts
- Dedicated blog articles on In Viaggio con Eli

Each piece of content is designed to highlight destinations and experiences in an authentic, reflective and strategic way, with the aim of generating interest, trust and long-term audience engagement.

Content can be delivered as standalone assets or as part of a wider editorial storytelling campaign.



WHY WORK WITH ME

Collaborating with In Viaggio con Eli means partnering with an authentic and credible editorial project focused on building meaningful connections with audiences.

My **community is active and highly engaged**, with an engagement rate above 14%, reflecting the trust, participation and genuine interest built over time through consistent and authentic content.

My presence is **multi-platform**: I share destinations, experiences and places through Instagram, TikTok, Facebook and my blog, creating integrated storytelling that reaches different audiences connected by a shared interest in authentic travel, cultural heritage, everyday wellbeing and discovering local identity.

I strongly believe in the value of authentic and reflective storytelling, attention to detail and a direct relationship with my community. Every collaboration is built around the desire to highlight destinations, experiences and local realities in a credible, engaging and meaningful way, always aligned with the values of the project.

The goal is not simply to showcase a place, but to communicate its identity, atmosphere and human value, creating a genuine connection with people.





AUDIENCE & COMMUNITY

Social Media Presence (Updated: May 2026)

Travel storytelling, reels, destination inspiration and reflective content



INSTAGRAM: 1000
[@inviaggioconeli](#)



TikTok: 1100
[@inviaggioconeli](#)



FACEBOOK: 1480
[@In Viaggio Con Eli](#)

Community Highlights

- Engagement rate: 14%+
- Main interests: authentic travel, cultural heritage, slow tourism, local experiences, wellbeing
- Content style: storytelling, destination inspiration, reflective travel content



INSTAGRAM STATS

@inviaggioconeli



@inviaggioconeli

Collega dati business

Nessuna attività di follow/unfollow



724

Follower



89

Media like



14

Media commenti

14,12%

Engagement Rate

↗ 6.12% più alto rispetto alla media



MY COMMUNITY

The In Viaggio con Eli community is mainly made up of people aged 35 to 60 who are interested in a more authentic, conscious and meaningful way of travelling, with a strong connection to local destinations and experiences.

They follow the project to find:

- authentic travel inspiration beyond mainstream destinations
- ideas for discovering places through culture, traditions and local experiences
- simple, credible and genuinely useful content
- inspiration to slow down and experience travel in a more meaningful way
- ideas and experiences to improve quality of life through everyday wellbeing and more conscious lifestyle choices
- stories that combine authenticity, emotion and practical value

This is a community that values authentic beauty, meaningful experiences and content that creates genuine connection, favouring honest recommendations, human storytelling and a more intentional and conscious approach to life.

EDUCATION & TRAINING

I continuously invest in my growth as a storyteller and content creator to ensure high-quality, engaging, and editorially driven travel content:

- Travel Creator Academy – Miprendoemiportovia | 2025–2026
- Club Storytelling – Short course completed (2026) Academy by Federica Mentafragola
- Journalism Course – Barinedita | March 2026



#RIMINIGOODVIBES - TRAVEL BOOTCAMP - VISIT RIMINI (MAGGIO 2025)

Participation in the Travel Bootcamp of the Travel Creator Academy by Elisa and Luca, a live format dedicated to the creation of tourism content and destination storytelling, developed in collaboration with Visit Rimini and Happy Minds, a Ravenna-based agency specializing in destination marketing.

<https://goodvibes.visitrimini.com>



COLLABORATIONS

Recent collaboration:

- Oltre l'Arte



Production of a reel dedicated to the Basilica of Montescaglioso, with a storytelling approach focused on enhancing the historical and cultural heritage of the area through authentic, emotion-led narrative content.

- Walking Nature Outdoor – Gravina in Puglia

Collaboration on a trekking and territory discovery experience in the Murgia region, including the creation of reels and stories aimed at promoting nature, local culture, and slow tourism in Puglia.

- La via delle erbe e dei fiori - Massarosa

Created engaging travel content in partnership with La Via delle Erbe e dei Fiori to promote Massarosa, Tuscany, through authentic storytelling, photography, and social media, inspiring conscious and experiential travel.



CONTACTS

Elisabetta Cipparano

Blog: www.inviaggioconeli.com

Email: info@inviaggioconeli.com

Cell: +39 3471367132

