
Renee Roaming
MEDIA KIT





About Me

Hi! My name is Renee Hahnel, and I am an Australian born photographer, blogger, and author based in Seattle, USA. My brand, Renee Roaming, is all about inspiring travelers and adventure seekers to live intentionally, place value on experiences over possessions, and to find joy in exploring this beautiful world we call home. I share photos and stories about travel, photography, and unique adventures, as well as provide my readers with gear and travel reviews.

"I strongly believe life is meant to be experienced, not just dreamed about or put aside for another day"

Overview

REACH: 950,000+

FOLLOWERS:

548,000

231,000

20,800

5,300

3,350

7,100

MONTHLY VIEWS:

8,000,000+

160,000+





AVERAGE DEMOGRAPHICS:

- 63% women, 36% men
- 32% = 21-24 years old
- 24% = 18-20 years old
- 20% = 25-29 years old
- 52% United States
- 7% United Kingdom
- 6% Canada
- 4% Australia

AS FEATURED IN: Daily Mail, New York Post, Today, Condé Nast Traveler, Lonely Planet, Travel+Leisure, Cosmopolitan

Instagram

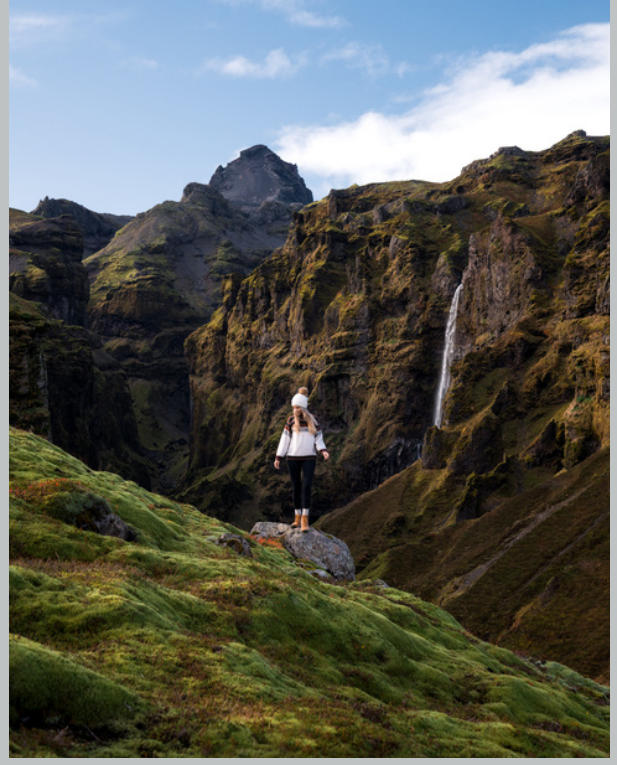
@ReneeRoaming

NUMBERS:

- 548,000 followers
- 17,000 avg likes per post
- 350 avg comments per post
- 386k impressions on top photo
- 5.5 million impressions on top Reel
- 3400 saves on top photo
- 17,000 avg story views
- 15 million monthly impressions

DEMOGRAPHICS:

- 60% women, 40% men
- 50% = 25-34 years old
- 20% = 18-24 years old
- 18% = 35-44 years old
- 52% US based audience









TikTok

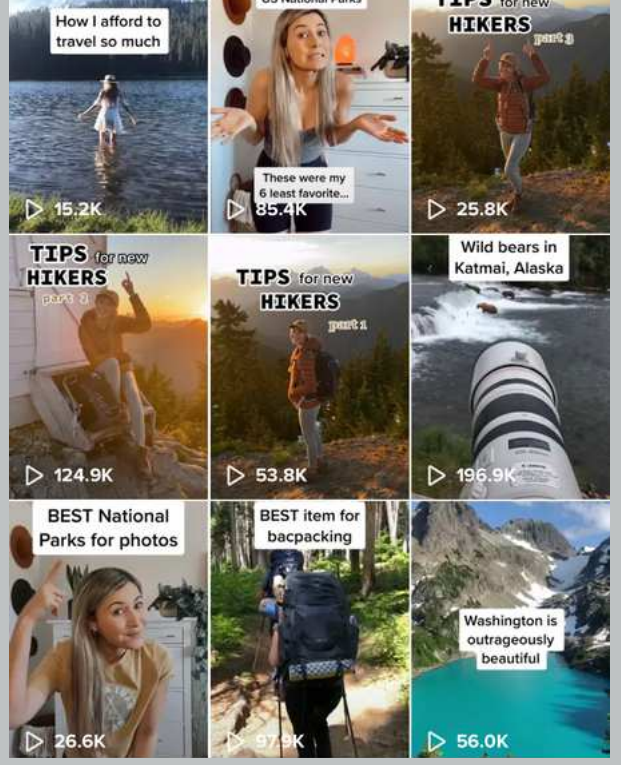
@Renee.Roaming

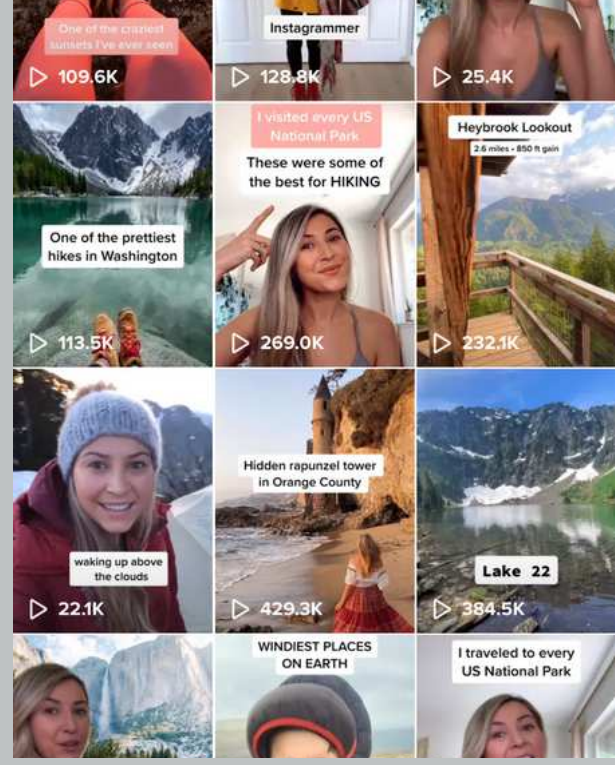
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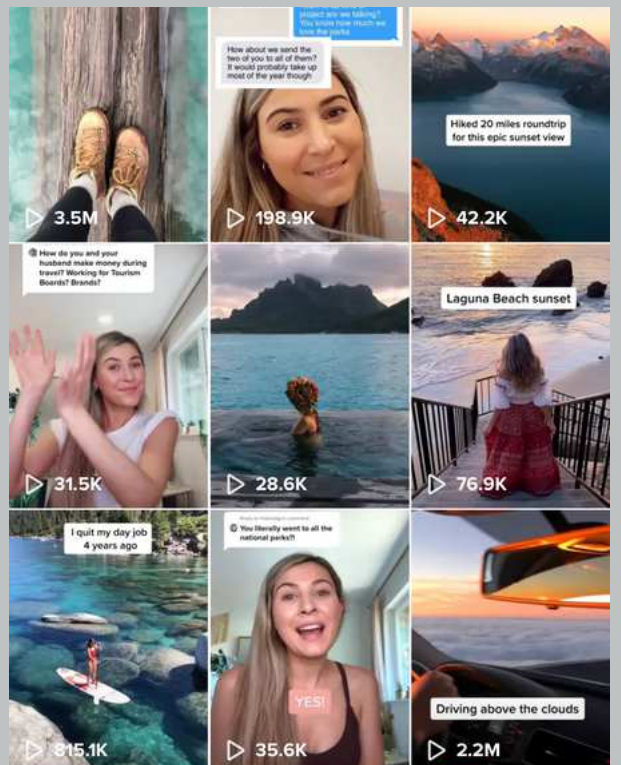
- 231,000 followers
- 1 million monthly views
- 21k monthly profile views
- 5 million video likes
- 5.4 million views on top video
- 300k+ video shares

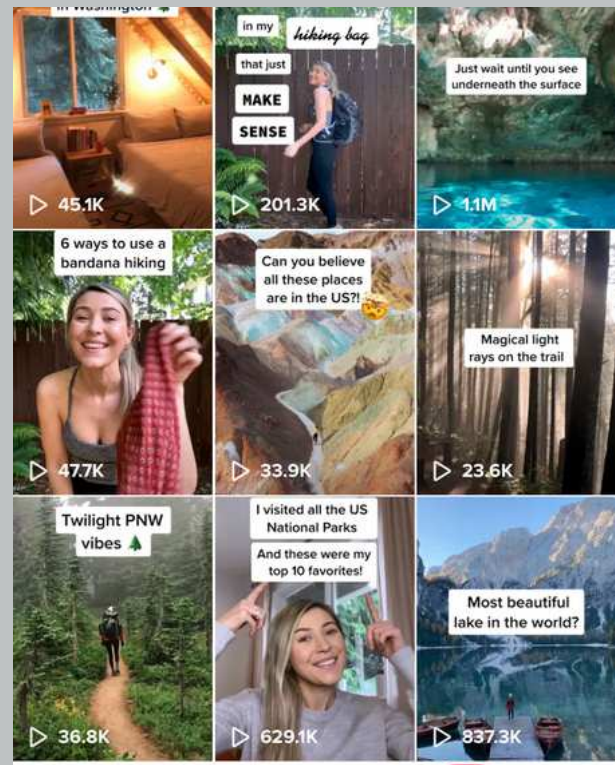
DEMOGRAPHICS:

- 75% women, 25% men
- 64% United States
- 3% Thailand
- 2% Mexico
- 2% Canada









Blog

reneeroaming.com

NUMBERS:

- 170k+ monthly views
- 98k+ monthly sessions
- 81k+ monthly readers
- 330k views on top post
- 7,100 email subscribers

DEMOGRAPHICS:

- 83% women, 17% men
- 38% = 25-34 years old
- 15% = 18-24 years old
- 14% = 35-44 years old
- 14% = 45-54 years old
- 83% US based readers
- Seattle highest US city









Pinterest

@ReneeRoaming

NUMBERS:

- 20,800 followers
- 8 million monthly impressions
- 4 million monthly audience
- 323k monthly engagements
- 800k+ views on top pins
- 247k monthly close-ups
- 44k monthly pin saves
- 34k monthly link clicks

DEMOGRAPHICS:

- 77% women, 23% men
- 47% = 18-24 years old
- 24% = 25-34 years old
- 11% = 35-44 years old











Let's collab

Services

- Instagram feed posts
- Instagram Stories
- IG Reels / IGTV features
- Instagram takeover
- TikTok videos
- Pinterest shares
- Featured blog post
- Guest blog posts
- Facebook posts
- Twitter posts
- Image licensing
- Brand consulting
- Public speaking
- Product reviews
- Video creation
- Modeling
- Trip planning

The Renee Roaming team are happy to discuss a package that would best suit your brand's needs.

Previous projects

HOTELS & TOURISM BOARDS

- Four Seasons Resorts
- Hilton Hotels & Resorts
- Marriott International
- IHG Hotels + Resorts
- Hawaii Tourism
- Visit Faroe Islands
- Visit Reno Tahoe
- The Safari Collection
- Tahiti Tourism
- Visit Orange County
- Tourism Ireland
- Visit Finland
- Travel Alberta
- Asilia Africa
- Delta Airlines
- American Airlines

BRAND COLLABORATIONS

- Uber
- CitiBank
- HSBC
- KEEN
- Athleta
- Marmot
- Red Bull
- Fjallraven
- Pandora
- Pendelton
- Nautica
- OnePlus
- Ancestry
- Lonely Planet
- Amazon
- Mazda
- Sony
- Backcountry
- Nature Valley
- Danner Boots
- Discovery+
- Columbia
- Omaze
- Stanley
- U.S. Bank
- Energizer
- SMITH
- Unfold
- Evolve
- GoMacro
- T-Mobile
- Icebreaker
- Bosch
- Burts Bees
- Disney
- Airbnb

Happy clients



Testimonials

"Working with Renee is never short of amazing. Not only does she deliver beautiful content, but she's very flexible with our team with any last minute changes, quick to respond, and she always looks for creative and fresh ways to be better for our client! Renee stays true to her brand and she's authentically herself, and that always shines through her work." - Alexis David, Maven Agency for Icebreaker

"If I had to describe Renee in one word it would be: determined. Determined to always get the shot, to make her clients happy with high-quality content, to never back down from a challenge, and to authentically story tell. Her creativity, kindness and talent never ceases to amaze me." - Christina Erny, Reno Tahoe Visitors Authority

"Renee is so wonderful to work with and I can't recommend her enough. She's so easy to work with and was able to work within our budget to deliver incredible content. Her photography is just incredible and showed off Orange County, CA in a way we haven't seen before. Her content isn't just beautiful, it's personal and unique and her friendly voice shines through. She was really able to get to the heart of our destination and shine a light on it in an authentic way. We knew we were in good hands with Renee and felt confident her content would be exceptional and would tell our destination's unique story to her impressive audience." - Stephanie Goodwin, McCue PR for Visit the OC

"You're a stand out among other influencers. We've worked with a lot and they're often not as professional or as easy to work with as you are and you really deliver on content!." - Visit Orange County team

"Renee and Matthew are a genuine pleasure to work with as they are professional, very creative, and their content is absolutely stunning! They were flexible to meet our needs, delivered on our campaign objectives and I would welcome the opportunity to partner with them again in the future." - Noel Morrison, Tahiti Tourism

"Renee is an expert in adventure travel and is on a mission to inspire others to get outside, explore, and see the world. She is incredibly thoughtful and creates meaningful resources that her community craves. She exceeds expectations on every single project. We're grateful to work with Renee, she embodies our brand and creates stunning content every month!" - Colleen O'Neill, Backcountry

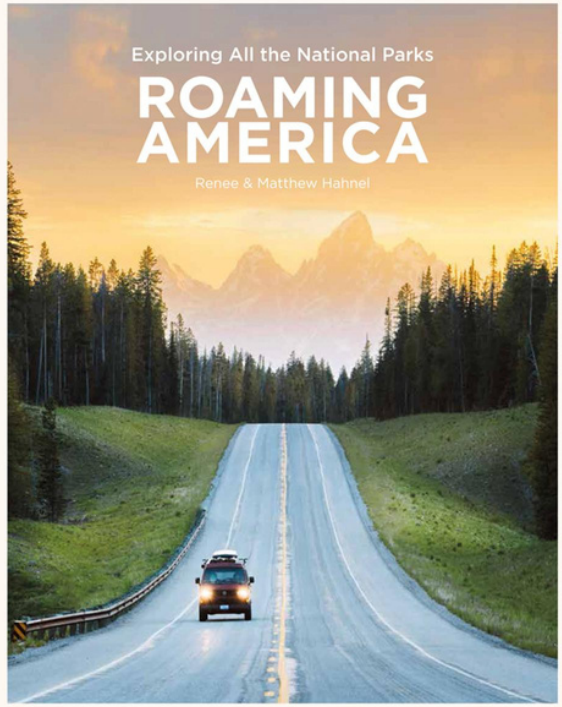
Commercial

The Renee Roaming team has extensive experience working for large-scale client projects and can offer your brand high quality commercial assets. Both Renee and her husband, Matthew, are professional photographers and their work has been published on various magazines and book covers, on billboards, digital ads, and in client catalogs.













Get in touch

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