

TRAVERSE



TRAVERSE

An invite-only conference for 22 elite-level travel influencers, hosted on the Islands of Guernsey.

An opportunity for content creators to immerse themselves in island life, to generate thousands of pieces of coverage across Instagram, Facebook, Tik-Tok, YouTube, and online blogs, for a combined audience of more than 2.5 million.

Previous Traverse events have been hosted in Menorca, Turkey, Georgia, and Antigua & Barbuda.

ATTENDEES

Name	Channel	Followers / Subscribers
Lylaa Ali Shaikh	https://www.instagram.com/saltandshaikh/	175k
Danielle Leigh	https://travellingjezebel.com/	50k
Bonnie Rakhit	https://www.instagram.com/bonnierakhit/	91.8k
Joe Parrilla	https://www.youtube.com/@TheJoeyP	18.9k
Swati Narwal	https://www.instagram.com/adventureswithswati/?hl=en	50.7k
Sabina Trojanova	https://www.instagram.com/girlvsglobe	598k
Shruti Priya	https://www.instagram.com/spiral.flyer/?hl=en	74.4k
Jessica Anyan-Brown	https://www.instagram.com/road2cuturedom/?hl=en	33.3k
Megan Wright	https://www.instagram.com/travelwrighter/	90.2k
Roxana Mihailescu	https://www.instagram.com/roxadventures/?hl=en	112k
Philipp Ammon	https://www.instagram.com/photoammon/?hl=en	11.2k
Binita Shah	https://www.binnysfoodandtravel.com/	50.2k
Ranjit Doal	https://www.instagram.com/a_rosieworld/	65.1k
Jayne Claire Morris	https://www.instagram.com/jayneytravels/?hl=en	70.3k
Jordan Simons	https://www.instagram.com/thelifeofjord/?hl=en	53.7k
Michal Tomas	instagram.com/LondonViewpoints	131k
Louis Charles Pauly	https://www.instagram.com/charliepauly/?hl=en	231k
Sabrina Louise Chakici	https://www.instagram.com/sabrina_chakici/?hl=en	62.6k
Kirsty Colclough	https://www.instagram.com/kirstyleannetravels/	68.2k
Salma Masrour	https://www.instagram.com/salma.masrour/?hl=en	222k
Elie Deian Stallard	https://www.tiktok.com/@travelswithels?lang=en	201.4k
Iona Grace Grange	https://www.instagram.com/gracegrangetravel/?hl=en	51.3k

ITINERARY


- Monday 08 September
 - Afternoon arrival, settle into hotel, beach walk & sea swim
- Tuesday 09 September
 - Group split to explore:
 - St Peter Port, including the Bathing Pools, Castle Cornet, Clarence Battery, La Valette Museum
 - Moulin Huet: the Renoir Walk, with a Japanese calligraphy class and lunch at Renoir Café
 - Surf lesson / Fort Hommet
- Wednesday 10 & Thursday 11 September
 - Group split to explore Herm and Sark
- Friday 12 September
 - Return from Herm / Sark
 - Explore the south coast cliffs / enjoy time at Fermain Bay

COVERAGE

Please see below a selection of social media coverage published so far. A full coverage report will follow.

salma.masrour

The ISLANDS of
GUERNSEY



salma.masrour

Follow

Message

...

1,497 posts

222K followers

2,717 following

Salma Masrour | Travel & Fashion | London

Digital creator


Solo Muslim Travel Creator | London 🇬🇧

Itineraries | Hidden Gems | Hotels ✨


📧 contact@salmamasrour.com

Travel with me @s... more


Followed by visitguernsey and travelwrighter




Guernsey 🇮🇪




Japan 🇯🇵




Zanzibar 🇹🇿



North Cyprus





Kyrgyzstan ...



Morocco 🇲🇦

222k followers

 10. Sep. 2025



917

Reach

2

Replies

803

Taps Forward


54


Taps Back

96

Exits

Updated 1 day ago

 10. Sep. 2025



1.5K

Reach

2

Replies

849

Taps Forward


53


Taps Back

67

Exits

Updated 1 day ago

 09. Sep. 2025



1.4K

Reach

2

Replies

753

Taps Forward


61


Taps Back

89

Exits

Updated 1 day ago

 10. Sep. 2025



901

Reach

1

Replies

915

Taps Forward


55


Taps Back

42

Exits

Updated 20 hours ago

 10. Sep. 2025



1.5K

Reach

2

Replies

899

Taps Forward


76


Taps Back

57

Exits

Updated 19 hours ago

 10. Sep. 2025



1.4K

Reach

2

Replies

831

Taps Forward

48

Taps Back

70

Exits

Updated 20 hours ago

gracegrangetravel

The ISLANDS of
GUERNSEY

gracegrangetravel

681 posts 51.2K followers 5,702 following

GRACE GRANGE | travel creator

UK travel creator

attainable luxury travel & authentic experiences

grace@gracegrangetravel.com

firstchoiceholidays... more

linktr.ee/gracegrangetravel

Followed by littlesamster and visitguernsey

51.2k followers

10. Sep. 2025

638 Reach

3 Replies

588 Taps Forward

37 Taps Back

64 Exits

Updated 2 hours ago

10. Sep. 2025

Insights displayed after the story expires.

Updated: Never

10. Sep. 2025

1K Reach

550 Taps Forward

42 Taps Back

48 Exits

Updated 3 hours ago

10. Sep. 2025

1K Reach

550 Taps Forward

28 Taps Back

68 Exits

Updated 3 hours ago

09. Sep. 2025

1K Reach

896 Taps Forward

47 Taps Back

78 Exits

Updated 22 hours ago

09. Sep. 2025

1.8K Reach

953 Taps Forward


63 Taps Back

55 Exits

Updated 22 hours ago

road2culturaldom

The ISLANDS of
GUERNSEY



road2culturaldom Dr Jess|Travel.Art.Culture🇬🇧

Follow

Message

243 Following 21.4K Followers 1.8M Likes


London Art, culture, travel & Doctor diaries
PR/collab road2culturaldom@gmail.com

🔗 linktr.ee/road2culturaldom

📺 Videos


↕ Reposts

👍 Liked



Guernsey islands

4 videos




London museums health...


2 videos

11.9k followers

21.4k followers




10. Sep. 2025




🕒

Insights displayed after the story expires.

Updated: Never




10. Sep. 2025



🕒

Insights displayed after the story expires.

Updated: Never




10. Sep. 2025

gyokubai_studio

Thank you so much for coming everybody!!

@charliepaully
@salma.masrour
@road2culturaldom


@visitguernsey
@renoirteagarden



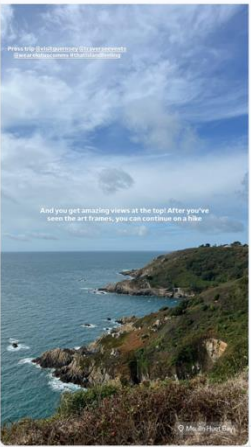
🕒

Insights displayed after the story expires.

Updated: Never




10. Sep. 2025



🕒


Insights displayed after the story expires.

Updated: Never



10. Sep. 2025


And if you're feeling creative, you can recreate some of Renoir's art as I did with my muses ...




🕒

Insights displayed after the story expires.

Updated: Never



10. Sep. 2025



🕒

Insights displayed after the story expires.

Updated: Never

travelwrighter

travelwrighter

Follow

Message

931 posts

90.2K followers

1,014 following

Megan Wright | Travel & Life Over 30

travelwrighter

Digital creator

Travel Inspiration for the over 30s

Dual Citizen in London

megan@travelwrighter.net

Get your Travel, Gap Yea... more

travelwrighter.net/links and 4 more

Followed by visitguernsey and cherylarnham_

Guernsey

Colombia

London 2

Mallorca

Expat Taxes

Flat Buying

90.2k followers

travelwrighter

Tears For Fears • Everybody Wants To...

travelwrighter 2 d

At 31 I quit my stable corporate 9-5 as a manager in finance to travel solo through Southeast Asia for the year. People told me it would stall my career and set me back financially. In reality it was one of the best experiences of my life and my career and finances are doing just fine.

At 36 I decided to start posting about my travels on instagram even though people told me it was cringe and not a real job. Flash forward 2 years and I've had countless messages from people telling me I helped inspire them to take that trip they'd been dreaming of but had put off thinking they were too old. I've also had the pleasure of working with incredible travel brands and tourism

451 likes

2 days ago

Add a comment...

[View here](#)

08. Sep. 2025

2.5K Reach

1 Replies

1.4K Taps Forward

92 Taps Back

173 Exits

Updated 1 day ago

08. Sep. 2025

3.2K Reach

5 Replies


1.3K Taps Forward

36 Taps Back

273 Exits

Updated 2 days ago

charliepauly



charliepauly

Follow

Message

...

391 posts

231K followers


1,037 following

Charlie Pauly


@charliepauly

Digital creator
big fan of adventures & laughs
london based
charlie@charliepauly.com
[linktr.ee/charliepauly](#)


Followed by visitguernsey




guernsey




the roses




illinois



f1





dublin



la

231k followers

 09. Sep. 2025



2.6K

Reach

4

Replies

1.7K

Taps Forward


120


Taps Back

148

Exits

Updated 1 day ago

 09. Sep. 2025



2.7K

Reach

3

Replies

2.4K

Taps Forward


72


Taps Back

203

Exits

Updated 1 day ago

 09. Sep. 2025



3.3K

Reach

7

Replies

2.2K

Taps Forward

55

Taps Back


306

Exits

Updated 1 day ago

adventureswithswati

The ISLANDS of
GUERNSEY



adventureswithswati

Follow

Message

...

918 posts

50.7K followers

398 following

Swati- Travel & Lifestyle Amsterdam

Digital creator


Inspiring women to live a life of adventures

Exploring unique destinations & experiences


Spreading smiles, good... more

linktr.ee/adventureswithswati


Followed by visitguernsey and travelwrighter




I almost died!




Switzerland




Wedding



NZ1




Dance life



Norway (Troms)

50.7k followers

POV: You found a hidden gem just an hour flight from London



Adventureswithswati

Follow


If you are craving an escape from the daily grind, just a short flight from the UK, Guernsey is your answer. Leave your worries behind and recharge w... See more


Idea 10

Gibran Alcocer - Idea 10

Gibran

[View here](#)

 11. Sep. 2025





Ended the day with the most delicious dinner I have had so far on the island. All ingredients are from their own garden.

@visitguernsey @sarkhotel

Insights displayed after the story expires.

Updated: Never

 11. Sep. 2025





Made it to venus pool where tidal currents make way for swimming opportunities.

@treversevents @visitguernsey @sarkhotel

Insights displayed after the story expires.

Updated: Never

 11. Sep. 2025




Beautiful sights all around the island

@visitguernsey

Insights displayed after the story expires.

Updated: Never

roxadventures



roxadventures

Follow

Message

...

1,265 posts

112K followers

2,076 following

Roxana Mihailescu

Digital creator

🌍 Law school grad turned content creator


👉 your solo travel bestie | Romania based

✉️ rox@contrastadventures.com


↓ Join m... more

🔗 beacons.ai/roxadventures and 2 more


Followed by visitguernsey and travelwrighter




guernsey 🇬🇪




london 🇬🇧




timișoara 🇷🇴



my story



cyprus 🇨🇵




saschiz 🇷🇴



112k followers

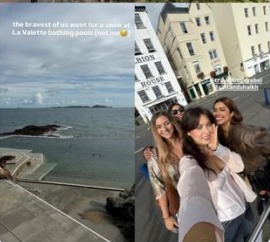
11. Sep. 2025



ST PETER PORT, GUERNSEY

@visitguernsey

St Peter Port is the capital of Guernsey, a charming town with cobbled streets and cute shops.




the bravest of us went for a swim

La Vieillesse (young) foodies

Insights displayed after the story expires.

Updated: Never

11. Sep. 2025



St Peter Port is the capital of Guernsey, a charming town with cobbled streets and cute shops.

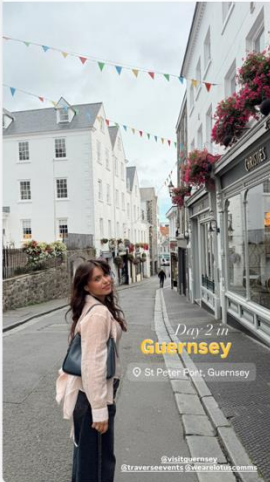
@visitguernsey

St Peter Port, Guernsey

Insights displayed after the story expires.

Updated: Never

11. Sep. 2025



Day 2 in Guernsey

St Peter Port, Guernsey

@visitguernsey

St Peter Port, Guernsey

Insights displayed after the story expires.

Updated: Never