



THRONE & VINE



SOUTH TYROL



HELPING
TRAVELERS
DISCOVER & ESCAPE TO
ITALY'S BEST KEPT SECRET

WWW.THRONEANDVINE.COM



ABOUT

Love at first sight. That is the only way to explain what happened when we first laid our eyes on South Tyrol several years ago. We knew instantly that travel would never be the same again. We launched Throne & Vine to share our passion for South Tyrol by weaving our personal story into every post.

OUR AUDIENCE

- USA (58%),
- UK, Canada, Italy, Germany (22%)
- Misc. other countries (20%)
- Female: 67%, Male: 33%
- Age: 35-44 (44%), 45-54 (37%), 25-34 (16%), 55-64 (3%)

HOW WE AIM TO HELP

- Create greater awareness about the region and inspire other travelers to add South Tyrol to the top of their travel wish list.
- Share engaging stories and images that capture the essence of South Tyrol's unique landscape, attractions, cultural beauty and diversity.
- Support South Tyrol's brands and products by showcasing the unmatched quality and experiences they offer.
- Provide travel tips and ideas to make travelers realize South Tyrol is a destination they can easily visit.
- Forge strong relationships and partnerships with South Tyrolean organizations and businesses to help serve as their brand ambassadors.

ENGAGEMENT OVERVIEW

SOCIAL MEDIA

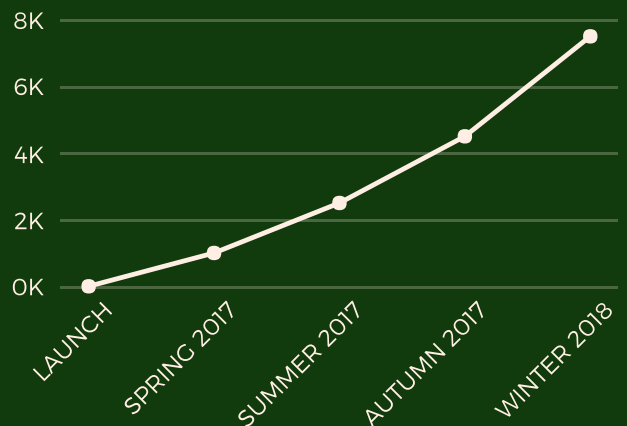
- 7,400+ followers
- Average growth of 800+ followers per month

SOCIAL REACH

- Articles shared 442 times on average by readers
- Average of 39 blog comments per article
- 61% of traffic comes from social channels

RECENT BRAND AFFILIATION RESULTS

- Elena Walch Estate Wines: 575 shares / 65 comments
- Kurmark-Unifrut Apple Co-op: 1.5K shares / 53 comments
- Nals Margreid Winery: 747 shares / 39 comments





TESTIMONIALS

"THIS IS ENCHANTED WRITING AT ITS BEST. WOW!
NOW I WANT TO EXPERIENCE THIS!" - WAYNE MORAN

"THIS READS LIKE A HIGH-END TRAVEL
MAGAZINE—LOVE IT!" - MENA DUARTE

"BEAUTIFULLY WRITTEN, VERY INFORMATIVE
AND INCREDIBLE PHOTOGRAPHS. THANKS
FOR SHARING, I HAD NEVER EVEN HEARD OF
THIS REGION. DEFINITELY MAKES ME WANT
TO VISIT!" - JANIE

"YOU GUYS HAVE OFFICIALLY CONVINCED ME
THAT THIS PLACE SHOULD BE ON MY BUCKET
LIST! I AM IN LOVE WITH ALL OF YOUR PICTURES,
THEY ARE ABSOLUTELY BREATHTAKING!" - AMY

"YOU HAVE A BEAUTIFUL WAY WITH WORDS. WE
FELT AS IF WE WERE SITTING THERE DRINKING
THE WINES WITH YOU. LOVELY POST!" -
EULANDA & OMO

"WOW, YOUR WRITING IS ABSOLUTELY
BEAUTIFUL! I FOUND MYSELF GETTING LOST IN
YOUR DESCRIPTIONS AND YOUR WORDS" -
STEPHANIE EILER

"THIS IS THE COOLEST THING I'VE EVER READ
ABOUT SOUTH TYROL!" - EVA

"YOUR PHOTOS ARE STUNNING! AND YOUR WELL-
WRITTEN POST MAKES A TRIP TO SOUTH TYROL
SOUND LIKE THE MOST MAGICAL OF
EXPERIENCES." - ANIA

SERVICES WE PROVIDE

- Brand storytelling and ambassadorships
- Social media promotions
- Social media engagement with brands
- Giveaways
- Reviews
- Representation at events
- Video creation
- Photography

CONTACT



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OUR BACKGROUND

Kate - Has a product marketing background with one of the largest technology and mass media companies in the world. When she is not consumed with all things South Tyrol, Kate volunteers her time to support rescuing bully breed dogs.

Vin - Has a diverse background spanning public relations, sales, marketing and owning a boutique wine distribution business. He has written for and been featured in major media companies including ESPN, The New York Times and The Wall Street Journal. Vin is an avid outdoorsman and promoter of sensible conservation.