

# THE INSIDER

TRAVEL CATEGORY

2019  
KOL BIBLE

LUXURY  
FASHION  
BEAUTY  
TRAVEL  
F&B  
FITNESS  
CHILD & PARENT  
FOREIGN

BY PARKLU

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# SPECIAL

# THANK YOU

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THE BUSINESS OF  
GLOBAL CHINESE TRAVEL





Kim Leitzes founded PARKLU in 2011 because she knew there had to be a better way for brands to work with Chinese influencers.

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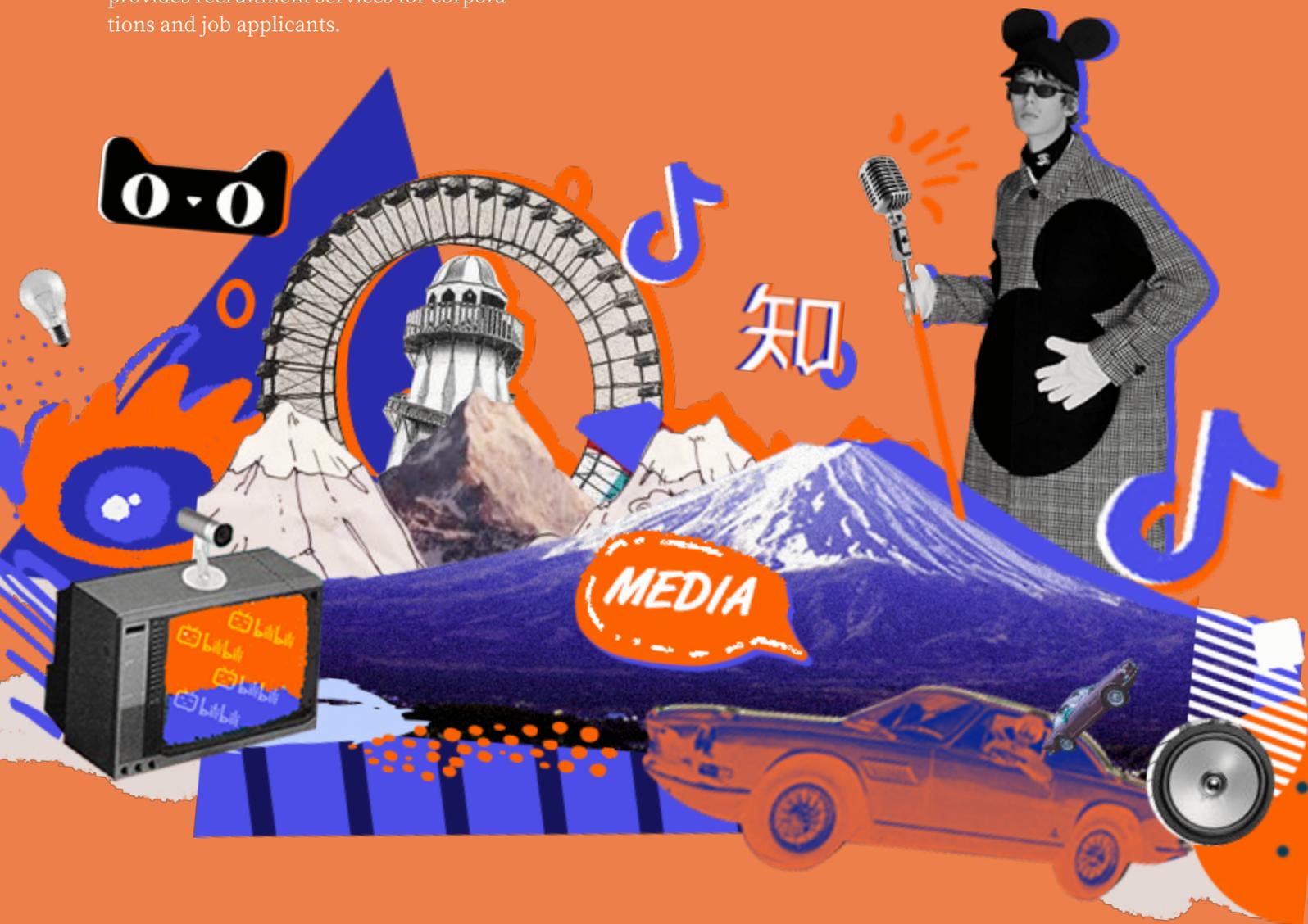
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## Exploring The Evolution of Communication between Brands and Consumers



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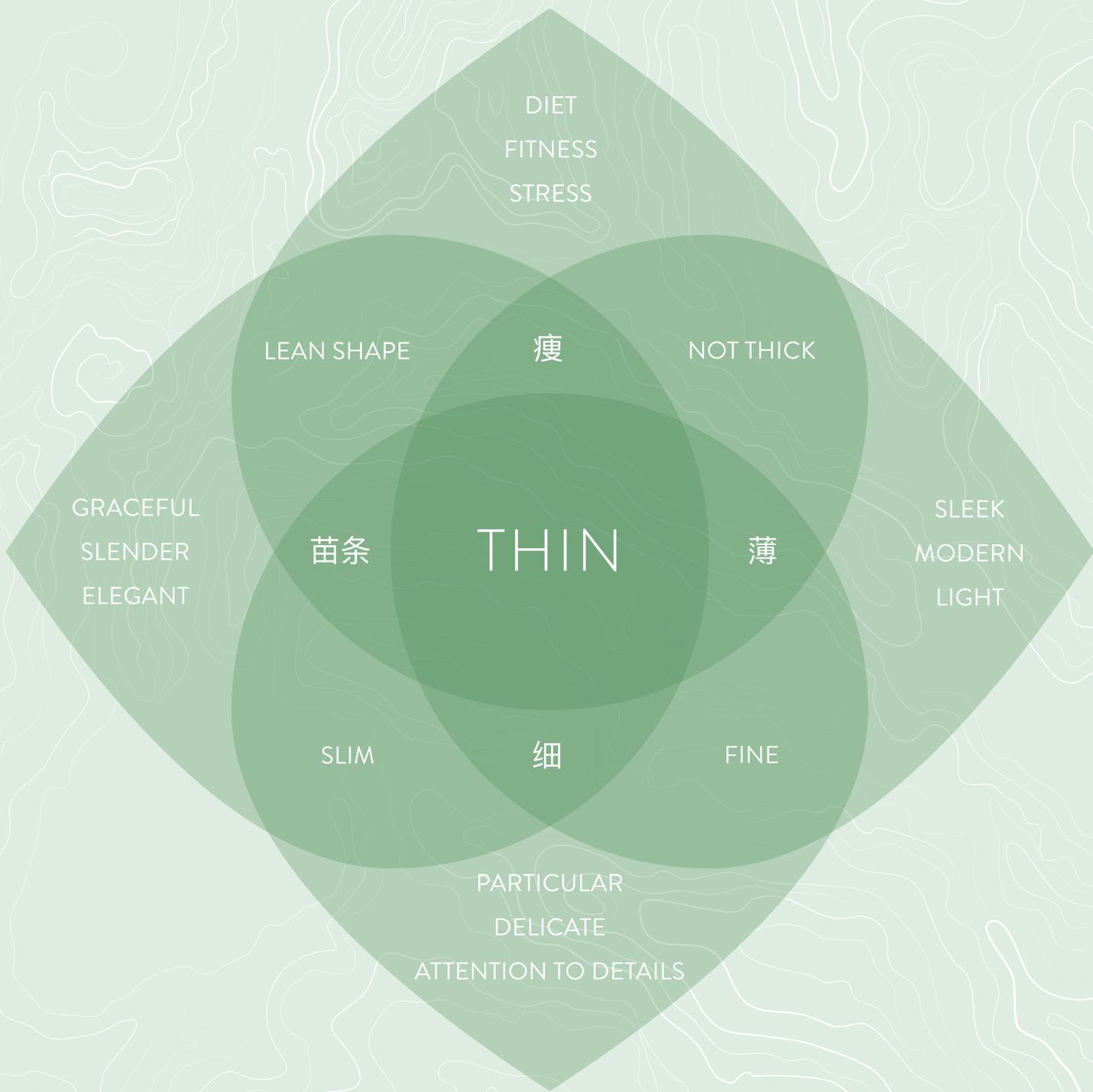
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## Shun works with these brands:

**Travel platforms:** Ctrip, Klook, Tuniu

**Accommodation providers:** Airbnb, tujia.com, booking.com, Hilton Hotels

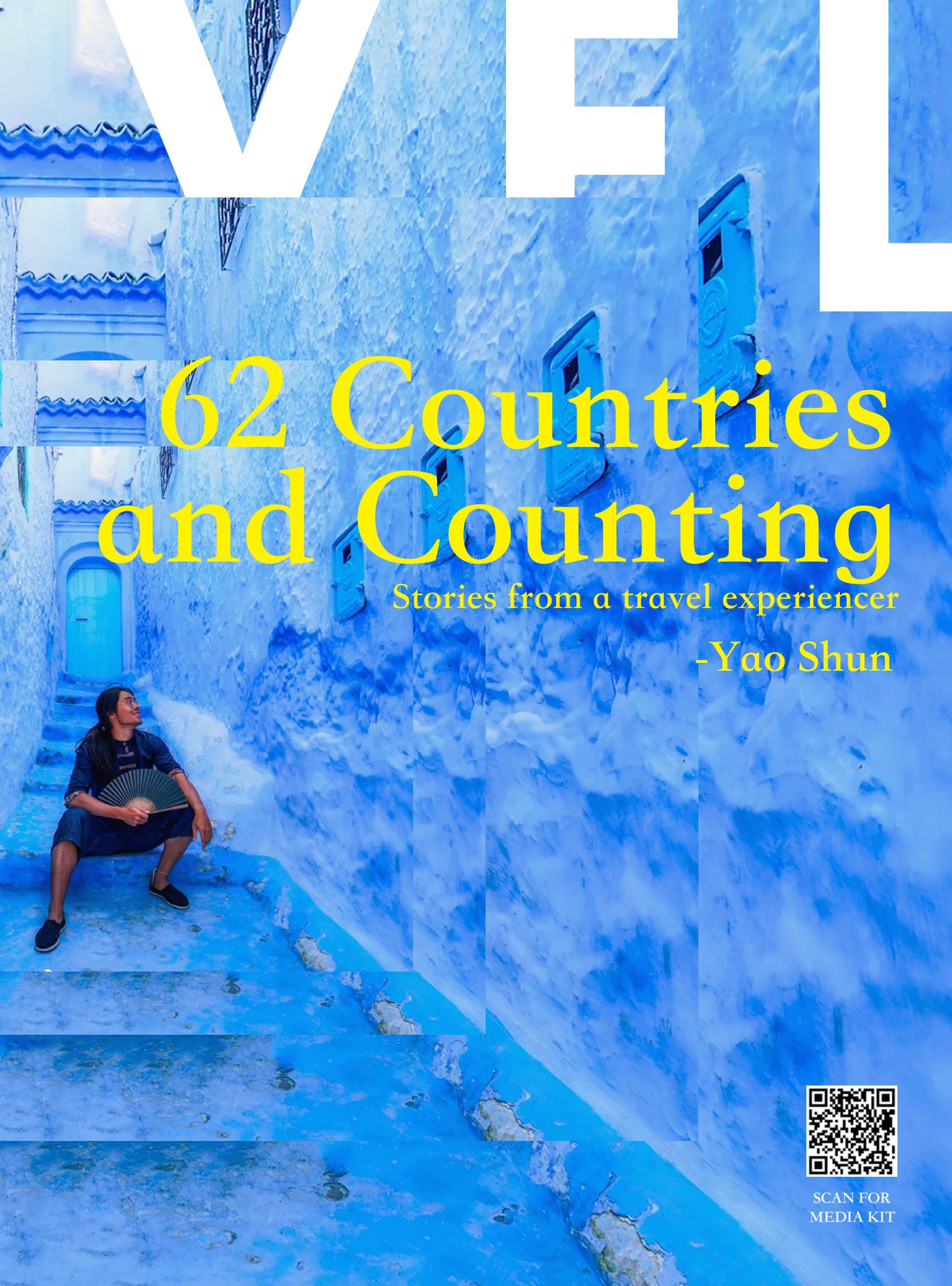
**Tech:** Huawei, GoPro

**Governmental tourism departments:**

Philippines Department of Tourism, Las Vegas Tourism Bureau, Ecuador Ministry of Tourism

**Automotive:** SAIC Maxus, Volkswagen, Ford

**Brand collab wish-list:** BMW, Audi, Adidas, Nike



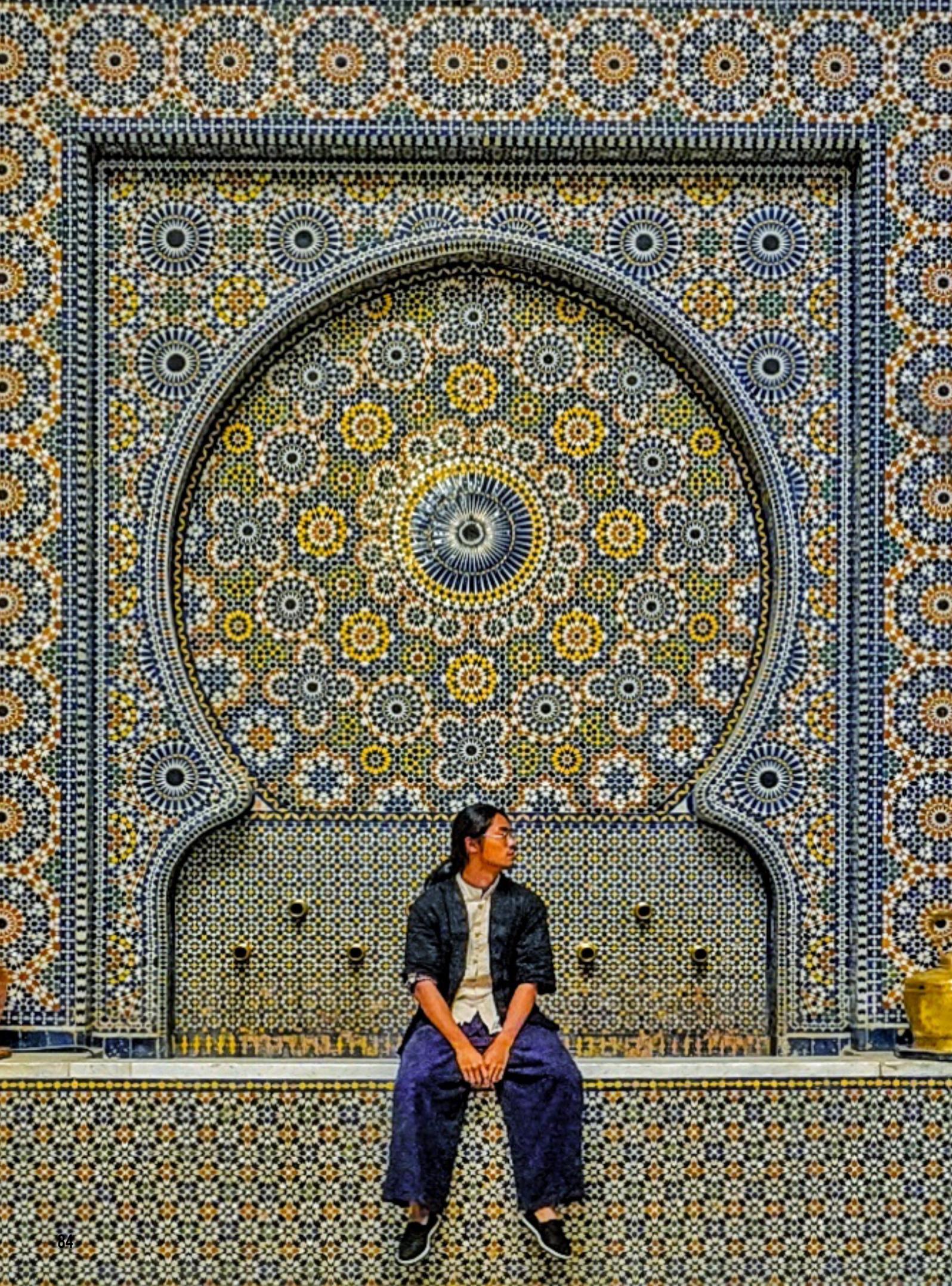
# WORLD 62 Countries and Counting

Stories from a travel experiercer

-Yao Shun



SCAN FOR  
MEDIA KIT





# SHUN became a travel blogger after visiting 42 countries during his gap year

I have a pretty strong character. Before graduating from university I took a gap year and traveled to 42 countries, and even made several thousand dollars. This is when the second chapter of my life started – being a travel experimenter.

Because I love traveling so much and have visited countless places, I started writing a blog. To show destinations and different ways of living one's life holistically, I started merging travel with other topics like sports, lifestyle and food.

I also have lots of interests and hobbies. I might go to the U.S. to parachute, the kind where I can jump solo. I also know how to paraglide and am a certified scuba diving instructor. When time permits, I love to go surfing, kite-surfing, skiing, ice-skating – anything that's badass, really.

Despite all my years of traveling, my favorite trip is still my first 100-day voyage on a train from Beijing to Rome. This trip turned out to be a key to a whole new world for me. At that time, I was young and inexperienced going through unforeseen challenges in distant lands. Although quite poor, I was very happy and found joy in simplicity.

As a blogger, I have a consistent feed of new content where I explore new worlds and learn skills continuously. My daily posts are inspired by my life and travels. In short, what I share is who I am – I do not brag or exaggerate.

*What's your most memorable experience working with brands? Any horror stories?*

My most memorable experience was retracing the Silk Road, which I did when working with Chow Tai Fook. Having been selected by them, I felt that I could do what I wanted to do and go to places I wanted to visit anyways while making some content along the way. The coolest thing about working with brands like these is that they give you lots of trust and freedom.

Of course, there have been some collaborations that went less smoothly. Once, I worked with a brand that had a very weak operational capacity. The accommodations and F&B they arranged were very poor and, while the itinerary was all planned out, the planning was uncoordinated. The journey ended up being stressful and highly uncomfortable.

*Shun organizes meetups with his fans and enjoys talking with them personally*

My fan-base is 70% female and made up mostly of students and professionals. I engage with them frequently and personally reply to most of the comments. I also like to share posts, create contests, give away some souvenirs from my travels – Sahara Desert sand, for example.

Every year, I organize a few offline events to meet with the fans. Some of them spend a few hours on the train just to come and participate. I wish that people who like me can grow collectively, and together with me, and become better versions of themselves. This is my whole purpose in sharing my experiences.

*Who is your favorite blogger?*

I follow '270夫妇'. The richness of their travels is different for anyone to replicate. They make their own money, they spend it and, while traveling, do so many amazing things. I truly admire them!

*What is your biggest regret?*

I regret that during my college years I did not fall head-over-heels in love. Most of my time was spent studying, working and traveling.

# Grace's dreamland



Grace is the Chinese editor of PARKLU's  
theINSIDER magazine.

A travel blogger and a hotel reviewer,  
she represents Springtour and Fliggy.



SCAN FOR  
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# The path to popularity is tough and lonely

Although I have a very busy full-time job, I have dedicated every spare moment I have to following my dream. In doing so, I have given up almost all of my down-time.

Once, I wrote an article entitled "What Is It Like to Be a KOL? A Day in the Life of a Celebrity Blogger". In it, I said this: "Many people try to create an official WeChat account or post on Weibo because they have seen the beautiful side of the KOL industry, but becoming popular is a difficult and lonely process."

I can only double-down on that now.

To take a social media account from 0 to 1, you not only need to make high-quality content tirelessly and think creatively, but also have an exceptionally business-oriented mind and promotional channels. Establishing and running a social media account is actually not an easy business path.

The people you admire are those that have persevered.

Fashion blogger @Doufu525, who I once interviewed, said, "Before I became a freelancer, no matter how busy I was, I would continue writing once I got home. It was normal for me to go to bed at 2:00 or 3:00 a.m. and get up again at 6 or 7 in the morning to go to work."

Another fashion blogger, @Eve, said, "The one thing that's shared by every successful KOL is the tenacity – our relentless learning in our professional areas, our maintenance of social circles, and our rigorous management of our bodies and look."

So, forget about serenity or glitzy extravagance. Behind the bright lights, it's mostly a mundane picture of drafting and editing copy, along with trying to keep up with industry news. And all this comes after getting off from your full-time job.

A beauty blogger once said: "If you are not a KOL with several million fans yet, you still need to work hard to catch up with others after you have finished work, which can bring a lot of anxiety. You only see the success of a small group of people who often have a whole team to help them. For most people, that is not realistic."

Like I said, the process of getting from 0 to 1 is a difficult and lonely path. Luckily, I love the grind. That's because when you're passionate enough about something, it generates productivity

I love travelling, I love food, and I love attending exhibitions. In other words, all the interesting, fun and beautiful things in life. At the same time, I love to write, take pictures, record, and share.

While registering social media accounts is easy, for those who like to collapse on the couch every day after arriving home from work after 8pm, it is the problem of the century to persevere.

Not many people nowadays who still write, "So please keep on going!" They tell me. This, and seeing new followers come in, keeps me going.

Each time I post, I get new fans. They express their approval and appreciation in all kinds of different ways in their comments. I am overjoyed every time I read their comments, or read that they gave in to temptation and bought something I recommended. I love to interact with my fans by talking to them and discussing traveling and ways to have fun.



# FORTUNATELY IT'S WHAT I LIKE

Up to now, I feel my content creation has been the most satisfying thing in my life and my biggest accomplishment.

One fashion blogger named Rebecca said this about finding success:

“To do something well does not mean to toil away at it or to count on luck solely – it is about being in the right place at the right time with the right people.” The precondition is that you must be passionate enough about what you do. How much are you able to invest into what you love doing? Only when we really love something can our potential be fully unleashed. That’s because we will think of every possible means to do it better. No matter what industry, once you come out on top, the rewards will never leave you disappointed.

A while ago, I interviewed world champion street dancer Xiao Jie. What struck me the most was how he repeatedly emphasized the importance of “being dedicated to your work” and “staying true to yourself”. He said that, apart from sleeping and eating, there is nothing in his life but dance.

In my case, I am gradually starting to live the life I want. I receive invitations from hotels and restaurants to review them and invitations to social media events. I have also signed a contract to represent Springtour as a professional traveler.

I have collaborated with major brands in the fashion, beauty, lifestyle, and wellness industries. More and more opportunities are coming up.

While creating the INSIDER, I interviewed a lot of KOLs. Becoming an influencer really is, as one puts it, “painful but happy at the same time.”

You might envy KOLs: They are surrounded by heaps of fans, receive gifts from brands, and all they do is look glamorous all day.

But, if you should know one thing, it’s that the path is far from easy or straightforward. In the course of putting together this magazine, I’ve identified five characteristics of successful KOLs.



## 1 *Endless Curiosity*

Besides my full-time job of researching KOL industry trends, I also maintain my blogging and gain practical experience. You have to always stay at the vanguard of your industry and be filled with curiosity. You have to continuously explore and discover – continuously deliver the most unique and useful information to your fans.

## 3 *Expertise*

While perseverance is important, sticking to what you're good at will bring confidence. It will also be your shortcut.

For example, I sometimes get fashion-related opportunities. The thing is, I have always found putting outfits together to be extremely tedious. I'm not one of those people who starts posing as soon as they get in front of the camera.

I love travelling. I love exploring and taking pictures from interesting angles, and I love sharing beautiful things. So why not just stay myself? After all, if something doesn't suit me, not only will the process be very tiring, but I also might not be able to do it well.

## 2 *Shameless Bravery*

When interviewing Xiao Jie, I asked him what advice he had for young people who wanted to become dancers. He said, "When you find yourself on stage, no matter how you dance, you first need to have the courage to dance, the courage to express your "shameless" side, the courage to take this step."

Before I got involved in social media, I had thin skin and was very low-key, but now I participate in all kinds of social events, pitch myself to brands and think of every possible way to promote myself.

## 4 *Good Sense and Analysis*

You need to keep up with hot topics and sense, before others, when a social platform has strong potential. At the same time, you need to learn from the hottest tweets and analyze why they were so explosive. You need to study constantly and research the most popular trends every day.

## 5 *Post-Honeymoon Perseverance*

I have a friend who was set on becoming an internet celebrity. I gave her a lot of tips and she did everything accordingly. Later, I found out she had even gone as far as immediately registering on, and using, some of the social platforms I only mentioned in passing. In other words, she went the extra mile. She worked hard every day taking pictures and creating new content and, in a very short time, her efforts started paying off.

Another friend is a male beauty blogger. I watched him work his way up from an ordinary person to a full-time KOL. It's not enough to say he worked hard; he was trying out colors until the skin on his lips started peeling. He had 20 or 30 collaborations in his first month alone. I wholeheartedly admire his efforts.

If you would like to set your foot into this industry, you have to ask yourself one question:

*Will I be able to keep doing this after my initial enthusiasm and the honeymoon phase have passed?*

# Money is not everything, KOLs should spread positivity



Helen and her husband have been travelling together for 10 years. They have visited more than 40 countries across five continents, and they are still on the road. Helen went from business management to being a social media KOL, and from travelling just twice a year to being away for six months a year.

While the amount of time she spends on the road has changed, her passion and attitude to exploring the world have not.

*Q: What are your hobbies and interests besides work?*

A: It's still traveling. I also like watching movies.

*Q: Is there anyone you admire in the industry?*

A: Da-Image. Although his main focus now is photography, film and behind-the-scenes production work, he is, in my mind, one of the very few producers in travel photography circles who can meet and exceed client requirements under any circumstances.

*Q: What advice would you give to aspiring bloggers?*

A: First, make sure you have a profession and abilities to establish yourself in society, and only then talk about becoming a "professional blogger". Don't put money above all else, don't be shortsighted in only pursuing financial gain and fame. A blogger's job is to bring positivity to society and to fans.

*It's not healthy that being a KOL has become a "career"*

I think it's not very healthy that being a KOL has become a "career". I hope that KOLs have other skills to help them get a foothold in society besides making income through product recommendations and business collaborations. Only once you have stability, can you do recommendations and reviews objectively. This is what it means to be truly accountable to fans and the industry.

*Q: Who or what do you love most in life?*

A: My husband and my parents.

*Q: What was your favorite trip?*

A: My honeymoon trip with my husband. Later, we went to many more – perhaps even more beautiful – places, but it's really not easy to match the unique happiness of a honeymoon.

*Through my travels, I spread positivity*

For my husband and I, traveling is something quite ordinary and insignificant, and not any different from other hobbies. We don't flaunt it or give it some special significance. Rather, it has become just a part of our lives – a way to be happy. If, in the process, we can also bring positivity to society and show a new side of Chinese people to those from other countries, these would count as additional perks.

Because I focus on what I'm good at – strategic travel journals – and have a deep understanding of difficulties and struggles professionals encounter while traveling, I have attracted a group of readers who follow in my footsteps when they travel. They copy my routes, activities, and even go to the same hotels and restaurants. This saves them a lot of time and energy on doing their own research. In the long run, I hope to be able to help more people enjoy the pleasures of traveling outside their busy work schedules.

*Q: What is a talent you wish you had?*

A: Painting or music. I don't value skills you can acquire through hard work as much as those that require a natural gift.

*Q: Are you happy in your life as a blogger?*

A: Producing content requires a lot of time and energy. In fact, this has had quite an impact on the natural and relaxed way of traveling that I personally prefer. However, nothing is perfect, and we need make sacrifices sometimes. So, I can't say I'm not happy.

*For fans with financial means, the content cannot be too commercialized*

I gradually accumulated fans through my travel journals and recommendations. They are mainly professionals over 30 and families with a solid financial foundation. A small part consists of students. I usually interact with them by answering their questions, but these types of people are quite busy, so the amount of interaction is not very high.

Because I also have an income from another profession, I consider being a travel KOL mainly a hobby, so I haven't become overly commercial. Also, I don't need to advertise any products I'm not on-board with or that I don't use myself. My business collaborations don't over-consume the trust of my fans.

If a brand reaches out to me for collaboration, I generally consider whether this is something that I would be willing to spend my own money on. I normally choose products with a nice feel, or big brands. I also hope to have long-term collaborations with clothing brands because I usually need to choose clothing for appearing on camera.

Because I choose collaborations carefully and because I have been lucky, communication with all the clients I've had has been marked by mutual respect and understanding. We have completed all collaborations smoothly.



SCAN FOR  
MEDIA KIT

## Travel blogging started on an unintentional note.

In an era when everyone can travel and everyone loves sharing pictures, anyone can be a travel blogger. However, a good travel blogger should inspire people to travel, give useful tips, show new ways to look at the world, and encourage more people to record and share their experiences.

We can describe how we became travel bloggers in five words: totally out of the blue! During our honeymoon in 2014, A Hou picked up the camera for the first time to record our trip. It was also the first time we brought a tripod so we could take some couple selfies during our trip. Afterwards, we uploaded these couple photos online, and at the same time shared some awkward, funny behind-the-scenes moments.

Absolutely Completely unexpectedly, we received a lot of attention, comments and support. There were also couples who recorded their romantic trips based on the experience we shared. It was exactly this kind of encouragement from people we have never met that made us realize that something small that we did could influence others. This was a wonderful feeling.

We changed careers and became travel bloggers. To have more time and freedom, we focus on doing what we love and doing it well.

## Stand out visually, push your limits from time to time

Later on, we managed to shake off any easily recognizable style through visual uniqueness. We don't want to repeat ourselves, so each time we go to a different place to take pictures or videos, we try to challenge ourselves with new techniques and discover new creative possibilities for content.

We are very satisfied with our lives as bloggers. Although it is tougher than having an ordinary job, we have also discovered more possibilities for ourselves, broadened our horizons, and forced ourselves to learn.

## Creating a 2,000-strong fan group

As travel bloggers, we normally interact with our fans on public Weibo and WeChat accounts. We also have a 2,000-member fan group where we communicate with everyone. If there are questions, everyone tries to help answer them.

We have a lot of students and young office workers among our fans. Because of our experience studying abroad, we also have quite a lot of YouTube followers overseas.

# OUT OF THE BLUE



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# What would you like to say to aspiring travel bloggers?

I hope you are an optimistic person who can smile at criticism, but is able to change.

I hope you are a self-disciplined person who knows how to organize your life and work.

I hope you are a dedicated person, passionate about the things you love, and able to help others be courageous.

## Looking forward to crossover collaborations

We have worked with the British Tourist Board, France's Travel Development Agency, New Zealand's Tourism Bureau, and others. Equipment brands we have worked with include DJI, Sony and Fujifilm. Some other brands are Huawei, Royal Caribbean Cruises and BYD Auto.

Actually, we don't reject collaborations with brands from any industry. We believe that crossovers are extremely interesting and can produce a different kind of spark.

We worked with PARKLU once, with the brand being a famous luxury hotel in Monaco. The whole collaboration process went very smoothly, everyone was very professional, and we managed to build good relationships. We are looking forward to the next opportunity to work together.

## Xiao Mo and A Hou

Creative photographers Xiao Mo and A Hou are a couple who travel the world taking photos and filming videos.

Xiao Mo has a degree in film studies from the UK, and she has previously worked for a TV station.

A Hou recently graduated from London Central Saint Martin's College with a master's degree in contemporary photography.

Since 2015, they have been working full-time on social media. They have planned and launched two video programs: an inspirational travel guide *Vigorous Rush* and a fun photography course called *The Evil Society of Photography Skills*. Both programs got front-page recommendations on major video platforms and gathered more than 1M views per episode.

*Q: What led you to want to become a KOL in this industry?*

A: I was born with it. My parents always asked us who we wanted to be when we grew up, and my answer was that I wanted to travel around the world.

*Q: What do you write about in your blog? What are your thoughts about this industry?*

A: I'm a travel blogger. Travel for me means finding oneself through the exploration of the world.

*Q: What kinds of fans do you have? How do you usually interact with your fans?*

A: My fanbase is mostly female, born in the 80s and 90s. One way I interact with them is by giving out gifts.

*Q: What makes you different from others in the industry? What's special about you?*

A: My motto is this: The key to making the most of your travels is having fun!

*Q: What is the secret of your popularity among fans?*

A: I can boil my popularity down to my travel stories and travel anecdotes.

## The key to making the most of your travels is having fun

*Q: Which trip was your favourite?*

A: My trip to New Zealand.

*Q: What is the source of your everyday inspiration?*

A: Unique perspectives.

*Q: What are your interests and hobbies?*

A: I like fitness, watching movies and variety shows, oil painting, and sketching.

*Q: Do you have an idol, or someone you deeply admire in your industry?*

A: Not exactly from my industry, but I admire Roberto Baggio and Yixing Zhang.

*Q: What brands have you worked with? What brand would you like to work with the most?*

A: I have worked with a lot of brands — a few hundred. I choose to work with big, international brands from different industries like fashion, beauty, sports, hospitality, food, cars, mobile phones, airlines and travel. I would like to work with Sony the most.

*Q: What is your ideal career path? What do you think about your current work as a KOL?*

*A: I would like to be a producer. My career as a KOL has allowed me to gain a lot of experience in preparation for my future career.*

*Q: Do you have any interesting stories or unforgettable experiences from your work as a blogger?*

*A: I had the most unforgettable experience during a recent trip. I went to Kazakhstan and experienced an extreme temperature change from +42 C to -10 C. There was no cellphone reception at the top of the mountain, and we faced many challenges with accommodation and our travel route. But, in the end, it all resulted in some deep friendships among those who participated.*

*Q: Even though you're not a fashion blogger you are quite fashionable. Do you have any advice for future fashion bloggers?*

*A: In my opinion, fashion is an attitude towards life — it is a part of life itself. If I see a fashion blogger all dressed up, wearing heavy makeup every day, I won't look at her again. I'd think her life is very exhausting, and I personally would not want to live like that. Fashion must show all aspects of one's life. I like simple fashion. I get tired of looking at complicated things.*

*Q: What is your most memorable experience working with a brand?*

*A: Most collaborations with brands go very smoothly. My most memorable experience happened just last year, at the end of May. I was working with Pepsi Co during the live broadcast of the 2018 UEFA Champions League final, and even got to kiss the European Cup. Not a bad experience at all — many people would be jealous!*



SCAN FOR  
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# 李佳迅 Sue & Roy 黃元甫

We once made a travel music video in four days.

*Q : What led you to become KOLs in this industry?*

A: Even back in our student days we loved to live freely. We loved going to foreign places in search of new experiences and talking to all kinds of different people. We kept this passion even after we found jobs. In the end, we decided to quit our jobs and combine travelling with freelancing.

*Q : What makes you different from other KOLs in your industry?*

A: As a couple, we have a singular personal style and interact with fans a lot. We have plenty of stories to tell and are good at expressing travel experiences through music.

*Q : What is the secret of your popularity?*

A: We produce constant, frequent, highly personalized content based on the hottest internet trends, like short videos. That, and tons of fan interaction.

**Q :** *What brands have you worked with?*

A: Huawei, Christian Dior, La Mer, Dyson, Cathay Pacific, The Parisian in Macao, Canon, Nescafe, Amazon, Kindle and others.

**Q :** *What kind of fans do you have, and how do you interact with them?*

A: Our fans are mostly university students born in the 90's and white-collar workers. After posting something, we answer fans' questions and comments as soon as possible. While travelling we look for interesting gifts to reward the most active fans, send postcards to some of them, and so on.

**Q :** *What are your dream jobs?*

A: Explorers and producers of travel documentaries.

**Q :** *How do you see your career?*

A: Our current career strikes a great balance between hobby and work. It has given us so many opportunities for new experiences. We feel very lucky and cherish being able to have this kind of life.

**Q :** *What are your hobbies and interests?*

A: Singing, board games, films, photography, and collecting antiques.

**Q :** *How do you choose brands to work with?*

A: First of all, we do our best to choose brands that are relevant to our travel lifestyle, because only then can we best spread high-value content. Other than that, we favor international brands or brands that have great reputation in their industry.

**Q :** *What inspires your daily posts?*

A: Our travel experiences, everyday interactions, and conversations with each other.

**Q :** *Do you have any unforgettable stories to share from your blogging careers?*

A: We were invited to participate in the Moscow A Capella International Music Festival. There, we met and chatted with the mayor of Moscow. That was the kind of amazing experience that being bloggers brings us, and one that cannot be exchanged for money.

**Q :** *What is your most memorable experience working with a brand?*

A: In June, 2017, we accepted an urgent collaboration request with Huawei Skytone. We created an original song in three days, then went to Indonesia, and in one week completed filming in four different cities, all on our own. After coming back, we spent another four days creating a custom travel music video for the client. To this day, we think that this experience made us unleash a huge creative potential, and it also left us an amazing piece of work that both the client and our audience liked.



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# TRAVEL

CATALOG



01. 旅游约吗 📍 Beijing

Weibo blogger

Top mentioned brands:  
Disney; LEED; Disney Baby  
Content types: Travel  
Fans: 📺 7M 📧 6.8M



02. 可乐瀚 📍 Fujian

Weibo vlogger, globetrotter and travel guide writer

Top mentioned brands:

Ctrip; Lotto Sport Italia

Louis Vuitton

Content types: Travel

Fans: 📧 1.6M 📺 1.6M



03. 瑶瑶也不远 📍 Overseas

Travel and food video content creator

Top mentioned brands:

Airbnb; Kenwood

Content types: Travel

Fans: 📺 1.2M



# TRAVEL

## CATALOG



05. 李晓莹suri 📍 Guangdong

Toutiao contributor with content on skin care and travel

Top mentioned brands:  
Ctrip; ZeroWater; Dunhill  
Content types: Travel  
Fans: 👁️ 400K



07.另维 📍 Overseas

Travel experienter and  
Tencent NBA anchor

Top mentioned brands:  
Green-A; NBA; SK-II  
Content types: Travel  
Fans: 📺 306K



06.十三阿全 📍 Zhejiang

Fashionista travel couple

Top mentioned brands:  
Taobao; LEED;  
Content types: Travel  
Fans: 📺 338K



04.大侠-V5 📍 Jiangsu

Suzhou-based travel blogger  
and Ctrip-signed travel pho-  
tographer

Top mentioned brands:  
fliggy;China Southern Airlines  
Content types: Travel  
Fans: 📺 793K



# TRAVEL

## CATALOG



08.Sukeytong 📍 Guangdong

Travel guru and Mafengwo-sponsored traveler

Top mentioned brands:  
Airbnb; LEED; Farfetch  
Content types: Travel  
Fans: 📺 24K



09.一姐那些事儿 📍 Zhejiang

Globetrotting hostel owner

Top mentioned brands: VPL

Content types: Travel

Fans: 👁️ 14K



10.八力奈 📍 Overseas  
Filmmaker and travel expert

Top mentioned brands:

Suki; Olympus; Oreo

Content types: Travel

Fans: 👁️ 20K



11.濫生 📍 Hunan

Office worker who loves traveling and photography, and Mafengwo traveler

Top mentioned brands:

Tmall; ANA; Dana

Content types: Travel

Fans: 👁️ 5.4K





KC



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