

Souvenir Finder



Souvenir Finder is the world's only website dedicated to shopping tourism.

Travel is all about the *experience*. While you can't freeze that magical moment in time, you can bring home a souvenir-- it's the memory that you can wrap your hands around.

Souvenir Finder brings destinations to life by telling the story of a place through its souvenirs-- whether they are made by a local artisan, are unique to the place's traditions and culture, or are just a fun pop culture trend.



Why Shopping Tourism Matters

- In the US alone, 76% of all US travelers visiting overseas destinations list shopping as a top recreational activity. (*source: US Dept. of Commerce, Office of Travel & Tourism Industries*).
- Shopping is now considered a determinant factor affecting destination choice, an important component of the overall travel experience and, in some cases the prime travel motivation (*source: United Nation's WTO Global Report on Shopping Tourism, May 2014*).
- Shopping is one of the major categories of tourists' expenditure, representing a significant source of income for national economies both directly and through the many linkages to other sectors in the economy (*source: United Nation's WTO Global Report on Shopping Tourism, May 2014*).

We'll help you connect to this lucrative, but often neglected audience.

What Souvenir Finder can do for you:

Your story will be told through well-researched, highly original articles (unlike any you will find on other websites) with striking photography, published on Souvenir Finder, and reaching our dedicated and engaged readers:

- **110,000 Monthly Page Views**
- 82,000 Unique Monthly Visitors
- 60% from United States

We will share your stories across all social media channels, including:

Pinterest: As an official Pinner for Lonely Planet's World Shopping and World Food Pinterest Board, Souvenir Finder will share rich pinned images to Lonely Planet's **500,000** board followers, in addition to our own boards.

Twitter, Instagram, Facebook, Google +: Souvenir Finder will post vivid, shareable images to all its social media channels (over 10,000 followers).

Who is Souvenir Finder?

Kristin Francis is the founder and managing editor behind Souvenir Finder. A "recovering" attorney and long-time New York City resident, Kristin understands that readers want more than the bare listings in guide books-- they want a personal touch and unique perspective to bring the destinations alive.

Kristin writes for the well-traveled, affluent professional, not the backpacker crowd. A natural trend spotter, Kristin keeps up with the latest fashion, lifestyle and travel trends, often weaving in literary, cultural and historic references to give context to a story.

Kristin has been quoted as a travel shopping expert by *Travel & Leisure* magazine and the *Huffington Post*. In addition, Souvenir Finder has been featured on leading publications like *Weight Watchers*, *Racked New York*, and *Johnny Jet*.

Kristin's freelance work has appeared in the *New York Post*, *Trivago*, and *Walks of Italy*. Kristin graduated magna cum laude from Georgetown University and Vanderbilt University School of Law.

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