



# Backpacker Flip Flops

TRAVEL & LIFESTYLE INFLUENCER • CONTENT CREATOR



## Inspiring women to explore the world with confidence

Joanne Hendrickson is the New York-based travel creator behind **Backpacker Flip Flops**, inspiring women to explore the world confidently through fast-paced, informative travel content.

She specializes in creating short-form videos that help travelers quickly decide where to stay, eat, and explore while making travel more accessible and approachable.

Joanne's content empowers women to travel confidently while helping normalize solo female travel in destinations and experiences where women are often underrepresented.

Her content reaches an **audience of more than 200k+ combined followers** across multiple travel and social platforms.



Solo female travel expert



Visited:  
50 states  
84 countries  
Lived on 3 continents



Level 8 Google Local Guide  
Millions of Google Maps photos and review views

### WAYS WE CAN COLLABORATE

- Press/FAM Trips
- Sponsored posts / reels / videos
- Short-form video creation
- Blog posts and content
- Social media management
- UGC video and photo content
- Events and speaking engagements
- Giveaways and contests
- Photography assignments
- Custom campaigns

### AUDIENCE OVERVIEW



100M+ video views



Top country: USA  
Top City: New York City  
Predominately female



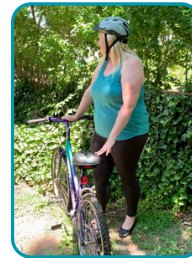
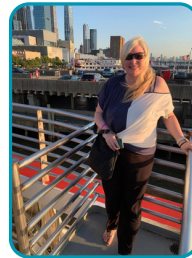
200K+ combined audience (YouTube, TikTok, Instagram)

- Core audience: Millennial and Gen X Women (24-54)
- Strong interest in travel, lifestyle, museums, events and entertainment, and women-focused brands

### WHY BRANDS CHOOSE BACKPACKER FLIP FLOPS

- Multi-platform expertise
- Authentic, relatable and trusted
- Evergreen destination content with ongoing discoverability
- Professional and easy to work with
- Collaborative, reliable, and focused on delivering results
- Proven ability to highlight destinations, hotels, and experiences authentically

### COLLABORATION PORTFOLIO



SCAN TO VIEW MY MEDIA KIT  
Or visit:  
[BackpackerFlipFlops.com/Travel-Influencer](https://BackpackerFlipFlops.com/Travel-Influencer)

Let's inspire exploration together!



[YouTube.com/BackpackerFlipFlops](https://YouTube.com/BackpackerFlipFlops)



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