

JOANNE HENDRICKSON

# @BackpackerFlipFlops

TRAVEL & LIFESTYLE INFLUENCER

CONTENT CREATOR



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BackpackerFlipFlops.com



YouTube.com/BackpackerFlipFlops



Instagram.com/BackpackerFlipFlops



TikTok.com/@BackpackerFlipFlops



Based in New York

Close to: JFK - LGA - ISP - EWR - HPN



Let's inspire exploration together!

# Meet Joanne

## The voice behind Backpacker Flip Flops



BACKPACKER FLIP FLOPS

My name is **Joanne Hendrickson**, and I'm a New York-based full-time travel creator and the voice behind **Backpacker Flip Flops**. I create high-impact, short-form travel content that helps women make confident travel decisions in under a minute.

Known for my “backpack and flip flops” casual travel approach, I focus on efficient, practical, and elevated travel experiences for millennial and Gen X women on the go. After solo traveling to all 50 U.S. states and 84 countries, I share destination highlights, hotel stays, and real travel experiences designed to help women travel smarter and make the most of every trip.

As a woman often visiting destinations for short periods of time, I found myself searching for quick, informative content that helped me decide what was actually worth seeing, doing, and booking - without having to watch long-form videos or read lengthy blogs to get the information.

**I now create the type of content I always hoped to find as a traveler: fast-paced, honest, informative short-form video guides designed for busy women on the go who want to see and do it all.**



With 20+ years in marketing and business consulting experience and dual Master's degrees in Business, I bring an evergreen strategy-driven approach to every partnership. My audience of 200K+ followers engages with content that drives both inspiration and action.

**I combine real travel experience with a strategic mindset to create content that connects, converts, and drives results**

# Meet My Audience

Engaged travelers inspired by practical content

## PLATFORM PRESENCE

-  98K+ Subscribers
-  128M+ YouTube views
-  18K+ Followers
-  5K+ Followers
-  88k Followers
-  8.1M+ TikTok Likes
-  Google Local Guide: Level 8  
Millions of views of photos, videos,  
and reviews on Google Maps

## DEMOGRAPHICS

-  Top Country: USA  
Top City: NYC
-  Predominately female  
Millennial & Gen X  
Women  
(25-54)

Additional top countries:

- United Kingdom
- Canada
- Brazil

Additional top cities:

- Los Angeles
- London
- São Paulo



# Why Partner With Me

## Credentials & Credibility

### Established Brand Entity

Backpacker Flip Flops is a registered LLC and trademarked brand, ensuring all collaborations are conducted through a legitimate, structured business

### Business-Driven Strategy

MBA & MSML with 20+ years consulting experience advising 250+ businesses across multiple states, demographics, and industries

### Performance & ROI Focused

Data-informed strategy, audience insights, and conversion tracking used to optimize content performance and ROI

### Brand Alignment & Longevity

Content is built for evergreen impact, aligning with brand identity to drive long-term awareness and engagement

### Professional & Reliable

Collaborative, easy to work with, and focused on delivering strong campaign results



### Multi-Platform Reach

Content is distributed across multiple platforms to maximize campaign reach and discoverability

### Authentic Storytelling

Real, relatable, experience-based content that builds trust and audience connection

### Evergreen Travel Content

Destination, hotel, aviation, and experience content designed for ongoing visibility and engagement

### Audience Alignment

Engaged U.S.-based female travel audience focused on planning, inspiration, and bookings



Scan to read testimonials from other brands



# Partnership opportunities

Let's create content that inspires travel and drives results!



## Press/FAM Trips & Destination Campaigns

*On-location travel content showcasing destinations through fast-paced storytelling, highlighting key hotels, experiences, and activities to inspire visitation and support marketing goals.*

## Destination Spotlights & Itinerary Coverage

*Clear, efficient travel videos or guides breaking down what to see and do, helping audiences quickly understand and plan trips with confidence.*

## Sponsored Posts

*Authentic branded content in my travel style, designed to feel natural, engaging, and performance-driven. Can include giveaways for added reach and engagement.*

## UGC Creation

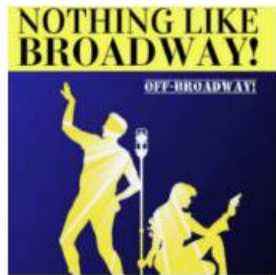
*Relatable, user-generated style travel content for brands to use across marketing channels, focused on authenticity and conversion.*

## Speaking Engagements

*Talks on travel, content creation, social media strategy, women in travel, traveling with an injury, running/sports tourism*

**Always open to other ideas and creative collaborations!  
Let me know what you have in mind!**

## EXPERIENCES



# Proud Partners

A selection of brands I've had the pleasure of working with

## TOURISM & HOTELS



## MUSEUMS & EXHIBITIONS



## TRAVEL PRODUCTS



# Real Impact. Real Results.

## Brand Partner: **Run Like a Diva**

*Destination running campaign*



Multi-post Instagram campaign including in-feed content, stories with link, and link-in-bio promo using a trackable 10% promo code.

**Results: 245 tracked link clicks and 39 destination running packages purchased (15.9% click-to-purchase rate) using code.**

Impact: Strong conversion performance with the highest promo code usage the brand had received at the time, plus additional reach through shares, saves, and profile visits.

## Brand Partner: **Guess Where Trips**

*Travel itinerary / experience*



Instagram + TikTok video campaign promoting a road trip itinerary package with link-in-bio and a trackable 10% promo code.

**Results: 1,600 impressions and 79 tracked link clicks (4.9% CTR), resulting in 9 tracked itinerary purchases (11.4% conversion rate).**

Impact: Strong above-benchmark performance with high purchase intent from a travel audience, driving conversions alongside increased visibility through saves, shares, and cross-platform engagement.

## Brand Partner: **Phivi Dessert Box**

*Product UGC Campaign*



YouTube video supported by Instagram Stories UGC and website content, promoting a subscription offer with a trackable 10% promo code.

**Results: 1,200 views and 17 purchases (1.42% conversion rate) using code.**

Impact: Strong conversion performance aligned with YouTube benchmarks, plus ongoing value through UGC and evergreen website content.

BACKPACKER FLIP FLOPS

# Let's stay connected!



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## Partnerships & Media

For partnerships, collaborations, and media inquiries, please scan the QR code, or visit:  
<https://backpackerflipflops.com/travel-influencer>



## Collaboration Inquiry

Let's inspire exploration together! Please email me at the address above, scan the QR code, or visit:  
<https://backpackerflipflops.com/contact>



## @BackpackerFlipFlops on all social platforms



YouTube



Instagram



TikTok



LinkedIn



Google Maps



Website

