

CHRYSTAL ANDERSON

Inspiring Women to Live Intentionally and Travel Well



ABOUT ME

As a luxury social and travel host, I connect like-minded women to form friendships, and lead them on exciting adventures to their ultimate bucket-list destinations, both locally and abroad. My favorite trips include the Seychelles, Zanzibar, and New Zealand; I am hosting trips to Cabo San Lucas and Dubai this year.

Through my work, I am able to influence women to become the best versions of themselves, and take concrete steps to pursue their dreams and passions. We celebrate our progress through our experiences traveling together.

226,000

IG+TT IMPRESSIONS

@thrivebycrystal+
@bookedandbougie13
Average Impressions

26K

IG+ TTFOLLOWERS

Data recorded within the past
30 days

120K

ACCOUNTS

Unique accounts reached within
the past 30 days

About my brand

THRIVE BY
CHRYSTAL

For many years, I have been known in my social circle as a travel and lifestyle advisor. It is out of that spirit that Thrive by Chrystal was born.

The driving force behind my brand is the desire to inspire women. My goal is to offer hope and motivation for women to actualize their ideal lifestyle, seek wholeness and healing, and live on their terms.

As the founder of Booked and Bougie, I am able to provide and recommend experiences for expansion through travel. Travel is one way for women to become more curious about the world and engage in it more fully, leading to healing, self-love, and confidence.

MY AUDIENCE

MY MOST FREQUENT VISITORS

My target audience consists of college-educated Black women, ages 28-60, living in the United States, who have a zeal for life. Most are looking to connect with women and form positive relationships in beautiful settings. They have the disposable income and have made lifestyle choices to enable them to travel multiple times per year. Most love luxury or boutique accommodations, and desire access to the finest local food and amenities available wherever they go. They look for signature experiences that connect them to the heart and soul of the local culture.



BOOKED AND BOUGIE

Booked and Bougie is my newest venture, as a master at creating beautiful spaces for women to connect. I have worked in this field for over 10 years, connecting thousands of women in the Tri State Area. I host trips abroad multiple times per year, and many of my followers use the trips as travel inspiration. The average spend for my members is between \$2K-\$5K per person, per trip. Most members book multiple trips per year. With this format, I have hosted over 30 trips abroad. In 2020 alone, I generated over \$1 million in travel sales.

In the coming years, Booked and Bougie will provide a lifestyle and travel experience for a discerning clientele, allowing Black women to form bonds, network, and enjoy the best that travel has to offer.



My Vision

THE FUTURE OF MY BRAND

To me, life isn't truly lived well unless it's filled with meaning. The heart behind my work is to help women embrace the fullness of who they truly are, so that they have the energy needed to craft the life that makes them happiest. This makes travel more accessible to them.

Booked and Bougie will become the premier luxury social and travel club for Black women in the United States, with thousands of women in multiple chapters across the country. We will leverage their incredible energy, intelligence, and creativity to create positive change in our communities, as well as abroad.