

# CLAIRSE

MITTELEUROPA ENTHUSIAST



*Everything has beauty in it,  
but not everyone can see it.*

Confucio

# The numbers

## Web site visits (year 2019)

**275.000**

2018 241.000  
2017 218.000  
2016 198.000  
2015 129.500

## Traffic origin:

**49% Organic search**

**38% Social**

90% Facebook, 5% Pinterest, 3% Instagram

**12% Direct**

**1% Referral**

## Public

66% women 33% men

language italian 69% english 16%

origin Italy 71%,

USA 6%, Serbia 4%,

Slovenija 2.5%,

Croatia 2%

## Social Network community

**72.700+**

Facebook

**Instagram 10.500+**

**Pinterest: 620+**

**TripAdvisor : 270.000 readers**  
(83% Italy, 2% Slovenia, 12% other  
countries)

# The project

MissClaire started almost as a game in September 2012, with a Facebook page to show Chiara's style and her passion for beauty through a series of images and photographs. The rapid increase in followers and the encouragement she received convinced her to turn it into a more developed project: in February 2015 she opened her website where she shares her experiences about travel, lifestyle and food&beverage with Destination Marketing activity.

Her hobby becomes a full time occupation.

The creator is also a guest writer on other websites dedicated to food like

**Identità Golose.**



# The creator

Chiara is 40, mother of an eleven year old boy and lives in Trieste.

She grew up in a family that worked in the business of green coffee import and for 15 years she worked in Sales & Marketing, mainly in the food & beverage sector; in December 2014 she decides to leave her job as Italy Sales Representative for a coffee company, to start her business as a blogger to tell us about her passions: food, travel, handmade products and emergent designers.

She's always careful to not betray her well-defined taste and well-selected style, she's always on the go, also thanks to her Businesswoman Dna that always gives her an extra push towards customer care.





## Collaborations

Events, fairs, launches of new businesses or products: even without any advertising activity MissClaire has become a collaboration channel for Italian and foreign customers, collecting approval from her readers that fill the social channels with comments and questions. She works with government tourist websites like Karnten, Croatia Full

of Life, Bad, Vienna Tourist Board , Kleinkirchheim - Region Nockberge, Thermenland Steiermark, Graz Tourismus, Linz Tourismus and I Feel Slovenia; she's also an Ambassador for Friuli Venezia Giulia Turismo and of Carinzia. She collaborates with many restaurants, private hotels and hotel chains like Kempinski, Gruppo Maistra,

Falkensteiner, F&DE Group. She manages the communication and events for the Associazione Viticoltori del Carso and helped write a tourist guide about Trieste called "Trieste al Femminile" Morellini Editor.



## Who works for MissClaire?

It's a project with one head but many hands: the editorial plans are entirely chosen by Chiara, that keeps the contacts, selects the companies and the products and personally experiences the stories she then writes about in the blog. The current team is made up by journalists that takes care of the editing, translators for the English section, web masters for

the graphic part and the website and photographers that capture the images of everything she experiences. After the great success of MissClaireHome, from October 2016 an architect has joined the team and takes care of our new column about interior design and from January 2018, there's a new section of the website called "cooking" where Silvia Policardi,

a professional pastry chef, every Saturday rediscovers the recipes of the "Mitteleuropa" tradition.

## Where

The area she works in and writes about is "Mitteleuropa", an area that covers the north-east of Italy, Slovenia, Austria and part of Croatia.

# What they say about us

“Chiara came to visit us on a November afternoon with her photographer. We offered a nice dinner with a Capra White. Because she dedicated herself to us, taking her time to ask us all about our story and even talking to our cooks, all the way through lunch that almost became dinner, she even has the chance to enjoy the sunset from the terrace of Capra. Other than the pleasant chat we had on the day of her visit, we were very pleased with the collaboration with her, because we had an increase in the number of visits on our web site and also lots of comments on TripAdvisor from clients and future Italian clients.

Well done Miss Claire”

Marketing manager @ **Capra Restaurant**

**Slovenia**

“About a year ago we received a lovely proposal for cooperation with Miss Claire. Chiara and the photographer visited us in October and wrote an amazing blog about experience in Garden Village Bled along with some magnificent photos that Miss Claire kindly allowed to use for our purposes and thanks to the wonderful blog we had much more Italian guests.”

**Suzana @ Garden Village Bled**

**Slovenia**



# What they say about us



In the special “Top Story” of edition n. 8 of Grazia Slovenia they published a lovely article about MissClaire Home, written by Martina Begovich.



An article on Trieste’s “Il Piccolo” newspaper on the 28th of July



The review of Orsone shared by Joe Bastianich

# What they say about us



Home of the month in July 2017 edition of  
“Home”



An article on Trieste’s “Il Piccolo”  
newspaper, 17th May 2017




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 [www.tripadvisor.it/members/missclaire2012](http://www.tripadvisor.it/members/missclaire2012)