

A person wearing a wide-brimmed hat and a long poncho with a bold geometric pattern in red, black, and white stands on a grassy hill. They are looking out over a vast forest of trees with vibrant autumn foliage in shades of orange, yellow, and red. The sky is a soft mix of orange and blue, suggesting the time is either dawn or dusk. A large, semi-transparent watermark of the letters 'Y&' is overlaid on the left side of the image.

missclaire

Mediakit 2025



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

Confucius

A history of passion

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 support she received, convinced her to turn it into a more developed project: in February 2015 she created the website on which she shares her experiences about travel, lifestyle and food&beverage, along with Destination Marketing activity.

Her hobby became a full-time occupation.

The creator is also a guest writer on other websites dedicated to food like Identità Golose and Passione Dolomiti.





The creator

Chiara was born in 1978 in Trieste, where she lives.

Raised in a family of green coffee traders and importers, she worked for 15 years

in Sales & Marketing, mainly in the food & beverage sector. She was always passionate about social media, and in 2014 she left her job as Italian Sales Manager at a coffee company to start her new business, describing her passions: food, travel, hand-made products,

and emerging designers from the Central European area.

Always being careful not to betray her well-defined taste and refined style, she initiated numerous collaborations with artisans and businesses, and regional, national and foreign bodies. Her DNA-given entrepreneurial spirit translates into original proposals, each tailor-made for every customer. The satisfaction rating is widely noticeable from the renewed trust from loyal customers. From Friuli Venezia Giulia to Trentino Alto Adige, from Austria to Slovenia and Croatia, Chiara travels with tireless enthusiasm, in search of new suggestions and realities for her audience, accompanied by her

collaborators and often by her son Giovanni.

She has been the subject of numerous articles in the press and of some degree theses.

As a teacher she has presented her case history at higher education institutions (in Marketing and Communication courses) or at events related to tourism and social media. She has collaborated with some radio and television broadcasters.

She is quite attentive to social issues and she participates as a testimonial and promotes various charitable initiatives on her channels.

The proposal

The service she offers is tailor-made: a custom project will be designed for each customer, which will include the creation of previously unpublished content to be shared on social media profiles and with the entire fan base, or advertorials in two languages completed with professional photographic services, to be published on the website. Proposal for events and co-marketing with partner companies, presentations of new initiatives or products, consultancy for the restyling of activities in the HoreCa sector, and teaching or interventions for storytelling of case studies of the activity.

I work in the Central European territory for companies and institutions that aim to promote their tourist attractions



Collaborations



The team

It is a project with one head and many well-coordinated hands.

Over the years, the team of professionals has expanded, while learning to “get the ball rolling” to perfection, interpreting MissClaire’s taste and style and applying to each project. Chiara can count on the help of 3 photographers, a journalist who takes care of the editing, two translators for the English section of the website, a webmaster and several other collaborators who write about architecture, Central European cuisine recipes, the Film Festival in Friuli Venezia Giulia, and sports.



Some results

Hospitality

Since June 2020 I have started to propose "WEEKEND MISSCLAIRE" packages created in collaboration with some clients: the results were immediately seen and tangible, despite the Covid situation. A good example could be some activities I promoted within my region (Friuli Venezia Giulia).

Escursione in motoslitta

Snowmobile tour Sappada
from 07/01/2021
to 11/02/2021

100
bookings

Il melograno

From 28/07/2023 to
8/11/2023

167 clients in Trieste
60 clients in Udine
17 clients in Pordenone

Solder Chalet Dolomiti

4 Rooms Sappada b&b
from 7/01/2021 to 11/02/2021

35
bookings
80
nights booked

La Subida

Cormons
from 8/06/2020 to
1/10/2020

60
packages

The data

Page views
(year 2024)

35.000+

Average visit 00:01:05

Pubblic

66% women 34% man
italian language 85%
english language 8%
origin: Italy 86%,
USA 4%, Slovenia 1.4%
Croatia 1%, Austria 1%

Traffic origin

63% Organic search
19% Social
12% Diretto
5% Referral

Social Network

79.862+

Facebook

27.700+

Instagram

What they say about us

Carinthia, the southernmost part of Austria, is the only meeting point in Europe of three completely different cultures and this diversity can be felt throughout the region. So - who could be the perfect ambassador of this land if not the legendary Chiara?

Living a short distance away (2 hours by car) she comes when there is a need to promote a romantic dinner on the lake, a particular excursion, a new wellness center or an unusual day in the snow.

Chiara arrives, experiments and her authentic enthusiasm immediately resonates in direct requests or on our website. You are always welcome, dear!

Elke@Regional Tourist Board of Carinthiaa

“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 **Grazia** Slovenia they published a lovely article about MissClaire Home, written by Martina Begovich



Cover and article on **Imagazine**



An article on **il Piccolo**, Trieste

What they say about us



“Zlatna penkala” Award

Golden pen received from the Croatian Tourism Board as the best blog in the world that talks about Croatia



An article on Donna Moderna



An article on **il Piccolo**, Trieste



house of the month on **Home**

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