



# check-in

Volare e viaggiare



Travel Blog  
🇬🇧 Media Kit

## About me

My name is **Stefano Bagnasco**, I live in a little town in Northern Italy. I like to define myself as *"with one foot in Italy and the other one in the world"*.

I have studied Graphic Design in Milan, Philosophy in Genoa and last year I lived several months in Madrid to attend a Master's program in Digital Marketing. I write and speak in Italian, Spanish and English.

**Travel** and **flight** are definitely my biggest passions.

Since the autumn 2015 I have been working on my travel blog and its social media channels. I do so professionally in order to enhance the relevance of a website that was opened in April 2013.



# The Blog

Its name, **Check-in**, sounds familiar for those people used to flying. Indeed, it is the process necessary to obtain the boarding pass.

Apart from that, “check-in” means “**registration**” so that I use the hashtag *#checkin(...)* to collect the articles, photos and videos related to certain topics.

Any examples?

*#checkinScozia, #checkinLiguria, #checkinMadrid, #checkinSaragozza, #checkinCostaBrava and #checkinGalizia.*

This **travel blog** it is specialised in specific destinations:

- **Scotland**
- **Spain**
- **Liguria (Italy)**

The characteristic of every trip is to only **make use of public transport** to reach all the cities and attractions.

Anyway, this fact really does not exclude the interest in any other countries (for that reason there is a separate blog category).



# “Check-in” goes English

The **English version of the blog** is now live.

This means a lot because it allows **to write and to speak to a wider audience** across all over the world.

Initially, the articles translated from Italian to English will mainly regard **Scotland**. As always, these will be shared on the social channels connected to the blog.

Overall, the **Scottish destinations** visited during my trips **will be promoted in Italian as well as in English**, reaching an important number of people interested in this country.

You can visit the english website at <https://checkinblog.it/en>



## Social relevance

The social media are vital for sharing and promoting all the blog contents to a wider audience.

Besides that, social pages are used:

- **during** the travel, with *live updates* and *reports* of what have been seen;
- **after** the travel, with articles and photos/videos.

In both cases a specific *hashtag* is used before, during and after the travel in all the contents related to it.

**Check-in** is on the most important social medias, with an increasing number of followers and interactions\*:

- **Facebook (Check-in blog)**: 3.6k fan (posts in Italian)
- **Facebook (Passione Scozia)**: 3.8k fan (posts mainly in Italian)
- **Instagram**: 15.5k follower (posts in Italian)
- **Twitter**: 1.496 follower (posts in Italian, English and Spanish)

In April 2017 I created the *Facebook Community "Sognando la Scozia - Dreaming of Scotland"*. Today\* it counts more than 12.300 members and **it is the biggest one dedicated to Scotland** on this social network.

\*Updated on 1st December 2019



## Data and statistics

As for social media channels, figures from Google Analytics\* show the same positive tendency.

Especially since March 2016, when the last version of the website was launched with a new and *mobile friendly* layout in order to create a better *user experience*.

**Sessions:** 230.039 (+19,94%)\*\*

**Users:** 179.079 (+17,02%)

**Page views:** 292.725 (+14,85%)

The **87%** of users is from **Google organic search**, the **81%** is from **Italy**, the **9%** is from **Spain** and the **4%** is from **UK, Australia and USA**.

The **68%** is from *mobile*, the **26%** from *desktop* and the **5%** from *tablet*.

\*Period 1st June - 1st December 2019

\*\* Compared to the same period of the previous year



## Collaborations

- Zaragoza Turismo, [zaragoza.es](http://zaragoza.es)
- Costa Brava Pirineu de Girona, [costabrava.org](http://costabrava.org)
- Hotel Europa Figueres, [hoteleuropafigueres.com](http://hoteleuropafigueres.com)
- Hostalet de Cadaqués, [hostaletcadaques.com](http://hostaletcadaques.com)
- Moventis-Sarfa, [moventis.es](http://moventis.es)
- ScotRail, [scotrail.co.uk](http://scotrail.co.uk)
- The Ranald Hotel Oban, [theranaldhotel.com](http://theranaldhotel.com)
- Wild About Argyll, [wildaboutargyll.co.uk](http://wildaboutargyll.co.uk)
- Scottish Citylink, [citylink.co.uk](http://citylink.co.uk)
- ASVA, [asva.co.uk](http://asva.co.uk)
- West Coast Tours, [westcoasttours.co.uk](http://westcoasttours.co.uk)
- Turismo Alcalá de Henares, [turismoalcala.es](http://turismoalcala.es)
- Santiago de Compostela Turismo, [santiagoturismo.com](http://santiagoturismo.com)
- Turismo de A Coruña, [turismocoruna.com](http://turismocoruna.com)
- Galicia Incoming, [galiciaincoming.com](http://galiciaincoming.com)
- People Make Glasgow, [peoplemakeglasgow.com](http://peoplemakeglasgow.com)
- First Bus, [firstgroup.com](http://firstgroup.com)
- Hostal Peral Madrid, [hostalperal.com](http://hostalperal.com)
- Catalunya Experience, [catalunyaexperience.it](http://catalunyaexperience.it)
- Turismo Blanes, [blanescostabrava.cat](http://blanescostabrava.cat)
- Turismo Lloret de Mar, [lloretdemar.org](http://lloretdemar.org)
- Turismo Tossa de Mar, [infotossa.com](http://infotossa.com)
- Sagalés, [sagales.com](http://sagales.com)
- Transports Pujol, [autocarspujol.com](http://autocarspujol.com)
- Hotel Costa Brava, [hotelcostabravablanes.com](http://hotelcostabravablanes.com)
- New Lanark, [newlanark.org](http://newlanark.org)
- City of Perth, [perthcity.co.uk](http://perthcity.co.uk)
- Scozia Tour, [scoziatour.com](http://scoziatour.com)
- Ryanair, [ryanair.com](http://ryanair.com)



- Turismo de Galicia, *turismo.gal*
- Ente del Turismo Spagnolo in Italia, *spain.info*
- Domus Atilia Sagunto, *domusatilia.com*
- Turismo de Valencia, *visitvalencia.com*
- Visit Scotland, *visitscotland.com*
- Turismo de Madrid, *esmadrid.com*
- Tour Santiago Bernabeu, *realmadrid.com*
- Vueling, *vueling.com*
- Turismo de Bilbao, *bilbaoturismo.net*
- Turismo de San Sebastián, *sansebastianturismoa.eus*
- The Royal Highland Hotel, *theroyalhighlandhotelinverness.com*
- Maid of the Forth, *maidoftheforth.co.uk*
- Stagecoach, *stagecoachbus.com*
- Ente Nazionale Britannico per il Turismo, *visitbritain.com*
- Ayrshire B&B Association, *ayrshirebandb.com*
- APHA, *hotelesdealicante.org*
- Vectalia, *vectalia.es*
- DAVAA, *davaa.co.uk*
- Jennie Patterson, *patterpr.com*
- Turismo de Castilla y León, *turismocastillayleon.com*
- Moxy Hotels, *moxy-hotels.marriott.com*
- Visit Bute, *visitbute.com*
- Motel One, *motel-one.com*
- Traquair House, *traquair.co.uk*
- Loch Katrine, *lochkatrine.com*
- Visit Falkirk, *visitfalkirk.com*
- Hub by Premier Inn, *premierinn.com*





## Useful contacts

If you want **to collaborate with me** these are my useful contacts:

- <https://checkinblog.it> (*blog*)
- [stefano.bagnasco@hotmail.com](mailto:stefano.bagnasco@hotmail.com) (*personal email*)
- [check-inreport@hotmail.com](mailto:check-inreport@hotmail.com) (*email 1*)
- [info@checkinblog.it](mailto:info@checkinblog.it) (*email 2*)

These are "Check-in" **social channels**:

- <https://www.facebook.com/checkinblog>
- <https://www.facebook.com/visitarescozia/>
- [https://twitter.com/Checkin\\_blog](https://twitter.com/Checkin_blog)
- <https://www.instagram.com/estebanbagna88/>
- <https://plus.google.com/u/1/b/112379524664492101843/+CheckinblogIt/posts>

From the 31st December 2015:

**"Check-in di Stefano Bagnasco", VAT N. IT 02492990060.**

