



TRAVEL MEDIA KIT · 2026

Risparmi e Viaggi

More travel. Less spending.
More freedom.

LUCIA SPEZIALE

Travel blogger & content creator

[RISPARMIEVIAGGI.COM](https://risparmieviaggi.com)

ITALY · TRAVEL · EXPERIENCES

● Curated ideas, practical itineraries, mindful budgeting

Beautiful journeys, told with practical insight



RISPARMI E VIAGGI

Travel, inspiration and mindful choices

MY SIGNATURE

Nice to meet you, I'm Lucia

I'm Lucia Speziale, and since 2018 I've been sharing destinations, itineraries and experiences through Risparmi e Viaggi, my blog and social channels.

My way of travelling combines inspiration with practicality: what is truly worth seeing, how to plan efficiently, and how to enjoy authentic experiences while keeping an eye on the budget.

I create personal, carefully crafted and useful content designed to guide readers from the desire to travel to choosing the right trip.

MY CONTENT FOCUSES ON

● DESTINATIONS

places and culture

● ITINERARIES

ideas to follow

● BUDGET

transparent costs

"More travel. Less spending. More freedom."

THE RISPARMI E VIAGGI PROMISE

A community that loves to discover the world

Instagram · @risparmi_e_viaggi

16K+

Instagram followers

383.520

views

last 30 days

94%

views from
non-followers

+1,6K

net new followers

last 30 days

AUDIENCE

Women **66,3%**

Men **33,7%**

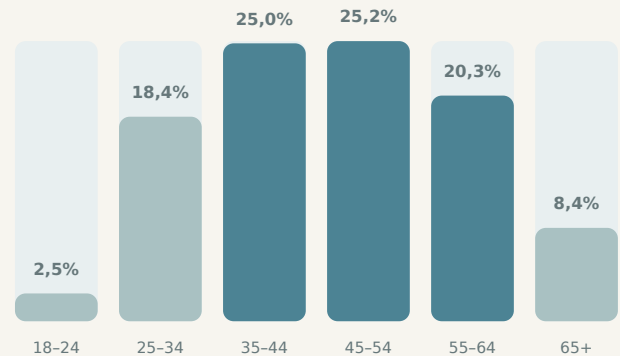
LOCATION

Italy **78,0%**

Spain **5,9%**

Other countries **16,1%**

AGE GROUPS



FACEBOOK · LAST 28 DAYS

95.090

views

1.227

interactions

243

Facebook followers

AUDIENCE 96,1% Italy · 76% women · 55-64: 32,6% · 65+: 29,5% · Rome: 52,9%

Facebook Insights · last 28 days · 6 October 2026

988

NEW FOLLOWERS

generated by the "Costiera a Low Cost" Reel

Instagram Insights · last 30 days as of 5 October 2026

Destinations experienced. Stories worth sharing.

Over the years, I have taken part in projects and blog tours in Italy and abroad, working with tourism boards, cultural organisations and local operators.



NORTHERN EUROPE

Finland · Sweden · Estonia

Visit Vuokatti, Visit Helsinki, Visit Oulu, Visit Jyväskylä, Uusikaupunki, Pori, Rauma and Turku; Visit Stockholm and Visit Tallinn.

ITALY

Basilicata · Rome · Ostia Antica · Grosseto

Basilicata Region; Archaeological Park of Ostia Antica; Shoah Museum Foundation; Jewish Museum of Rome; Il Giardino Romano; local tourism organisations.

EUROPE

Northern Ireland · Toulouse · Carcassonne

Projects with local tourism boards in Northern Ireland, Toulouse and Carcassonne.

Selected collaborations over the years · non-exhaustive list

Stories that inspire. Measurable results.



BUDAPEST · PERFORMANCE

Don't make this mistake in Budapest

156.796

Instagram views

794 new followers · 2,5K saves

125.736 Facebook views



AMALFI COAST · CONVERSION

Amalfi Coast on a Budget

115.332

Instagram views

988 new followers · 1,9K saves

87.936 Facebook views



ALL-TIME RECORD · 2023

One-day itinerary in Naples

552.626

Instagram views

6.083 saves · 10.738 likes

Published on 4 September 2023

Insights recorded on 6 October 2026 · Instagram and Facebook views are reported separately.

ONE STORY, MULTIPLE TOUCHPOINTS

Every piece of content starts from the destination and its strengths: it inspires, informs and helps people choose and plan their trip.

DESTINATIONS

Guides & itineraries

Places, culture and activities told with people's real searches in mind.

HOSPITALITY

Stays & experiences

Photos, videos and stories that showcase hospitality, spaces and the guest experience.

BRANDS & OPERATORS

Tailored content

Products and services integrated into real travel experiences.

FORMATS

Blog & guide SEO

Itineraries

Reel

Post

Stories

Photography

Short videos

A presence that helps you get discovered

Alongside Risparmi e Viaggi, I collaborate with Antonio Vitale, a Level 8 Google Local Guide. The figures below refer to his Google Maps profile.

27M+

total
views

5.200

contributions

27.000

points

3.477

photos

495

reviews

MOST-VIEWED CONTENT ON GOOGLE MAPS

Stedelijk Museum · Amsterdam

912.533

Gallo d'Oro · Parma

410.048

Antica Pasticceria Carraturo

406.000

Biscottificio Artigiano Innocenti

360.148

Vucia · Sicilian cuisine

240.475

Let's talk about your project

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DISCOVER THE BLOG