CASSANDRA TESTA · TRAVEL CREATOR & BLOGGER



CASSANDRA & PALOMA

Two travel companions. One editorial project.

TRAVEL BLOG SINCE 2016

Today I focus on **pet-friendly travel**: hotels, campervan trips, weekends away and experiences to enjoy with your dog.

MY AREAS OF EXPERTISE

- PET-FRIENDLY HOTELS
- CAMPERVAN TRAVEL
- DOG-FRIENDLY TRIPS

TRAVEL STORIES

Destinations, people and places explored first-hand, with an increasingly pet-friendly perspective.

01 / ABOUT ME

Travel and storytelling

A personal travel project sharing places, experiences and practical advice.

Hi, I'm **Cassandra**. I started **Viaggiando A Testa Alta** in 2016 to share my journeys, the destinations I explore and the practical details that make planning a trip easier.

Through my blog, Instagram, TikTok and YouTube, I share itineraries, photos, videos and first-hand experiences. I combine travel stories with useful information to help others plan their own visits.



Travelling with Paloma

HOW I TRAVEL

Based in Milan, I explore Italy and destinations abroad. These days I mostly travel with **Paloma**, my Bernese Mountain Dog, staying in **hotels, travelling by campervan and discovering places together**.

SINCE 2016

Travel blogging and content creation.

BASED IN MILAN

Travelling across Italy and beyond.

02 / PET-FRIENDLY TRAVEL

On the road with Paloma

Paloma, my Bernese Mountain Dog, is now a regular travel companion. Our journeys inspire content for people who love exploring the world with their dogs.

01 ACCOMMODATION

Pet-friendly hotels

Hotel stays, pet amenities, warm welcomes and practical tips for finding places to stay with a dog.

02 ON THE ROAD

Campervan trips

Road trips, stopovers, campervan facilities and places to discover together with Paloma.

03 EXPERIENCES

Dog-friendly places

Walks, activities and practical advice for exploring destinations with your dog.

04 PRODUCTS & SERVICES

Travel gear

First-hand reviews of products and services designed to make travelling with pets safer.

WHY PET-FRIENDLY TRAVEL MATTERS

TRAVEL THAT INCLUDES THEM

I share what each stay or itinerary is really like: the welcome, facilities, spaces, rules and small details that matter when you travel with a large dog.



03 / COMMUNITY

The project at a glance

Figures updated in October 2026. Each metric includes its reporting period.

INSTAGRAM

23,755

followers

44,987 views, last 90 days
919 interactions, last 90 days

YOUTUBE

3,441

subscribers

2.2K monthly audience, 28 days
3.1K video + **1.7K** Shorts views

TIKTOK

1,211

followers

8.2K post views, about 90 days
88% of traffic from search

BLOG

21,000

active users, last 90 days

16K users acquired via Google*
1m 22s average engagement

INSTAGRAM AUDIENCE

56.4%
based in Italy

76.2%
aged 25-54

55.1%
male

Sources: Instagram Insights, Edits, YouTube Studio, TikTok Analytics and GA4. *First user acquisition source/medium.

04 / THE BLOG

Travel guides people find

The website reaches readers actively looking for ideas and practical advice to plan trips, visits and itineraries.

21,000
active users
July 14 to October 11, 2026

16,000
users from organic Google*
*First user acquisition source

MOST-READ ARTICLES · PAGE VIEWS

Villages of Lombardy	1,300
What to see in Tuscany	1,000
What to see in Monza	1,000
What to see in Assisi	881
Neos Air baggage guide	855
Hiking in the Dolomites	774
Hidden gems in Lombardy	758

Click any article title or bar to read the guide.

Most-visited pages in GA4, last 90 days. Titles shortened for layout; articles are in Italian.

05 / PARTNERSHIPS

What I can create

Each project starts with a real experience, with content tailored to the audience and the brand's goals.

01

Reels and short videos

Vertical videos highlighting hotels, experiences, destinations and travel products.

02

Instagram Stories

On-location updates with agreed mentions, tags, links and practical information.

03

YouTube videos

Travel vlogs, reports and reviews with room for a more detailed story.

04

SEO blog articles

Guides, itineraries and features created to remain useful and searchable over time.

05

Hotel stays & press trips

First-hand experiences with hotels, destinations, campsites and other accommodation.

06

Photography & UGC

Visual assets for brand channels, with usage rights and licensing agreed separately.

Pet-friendly focus: hotels, campervans, destinations, experiences and services to explore with Paloma.

06 / PORTFOLIO

Featured content

Three real examples of how I share brands, places and experiences with Paloma.

SELECTED WORK FROM INSTAGRAM AND THE BLOG



REEL · BRAND COLLABORATION

Paloma's GPS | PAJ

A hands-on look at the PET Finder 4G Mini during a walk with Paloma, showing how the product works in everyday life.

VISIT INSTAGRAM PROFILE



REEL · EXPERIENCE + BLOG

Villa della Porta Bozzolo

A visit to the villa with Paloma on Instagram, plus a blog feature about its sunset picnic experience.

WATCH THE REEL

READ THE BLOG ARTICLE



REEL · SEASONAL TRAVEL

Asti & Govone Christmas Markets

A festive Reel exploring the Christmas markets in Asti and Govone, with Paloma joining the visit and ideas for a day out.

WATCH THE REEL

Links open the original Reels and blog post. The PAJ link leads to my profile until a direct Reel link is available.

07 / CONTACT

Let’s work together

Do you represent a pet-friendly hotel, destination, travel experience or service? I enjoy partnerships that let me experience what I share and introduce it to my community first-hand.

GET IN TOUCH

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WHEN GETTING IN TOUCH

Please include a brief project description, possible dates, requested deliverables, budget and any intended content reuse.

I am based in Milan and travel with Paloma. Travel expenses, dog-friendly arrangements and visit logistics are agreed in advance.

COLLABORATION TERMS

Rates available upon request. Organic content reuse and paid advertising rights are agreed separately. Each proposal is considered for its editorial fit with Viaggiando A Testa Alta.

Media Kit, October 2026 | Platform figures refer to the reporting periods shown in each section.