

JOSEPHINE JOHNSON

TRAVEL WRITER
CONTENT CREATOR

ABOUT ME

I'm a writer, musician, and creative passionate about off-the-beaten-trail travel.

With a regular column in Savannah Morning News, my adventures range from local to far-flung. Whether it's the Appalachian Trail, a boutique hotel, or the Colombian jungle for spotting rare bird species, I craft unique stories tailored to inspire people to explore the world around them.

My brand values include:

- Curiosity
- Empowerment
- Respect and Sustainability

My audience resonates with:

- Solo travel
- Affordability
- Quality and Safety

14.5K

FOLLOWERS

Facebook, Instagram,
YouTube, TikTok

90K+

MONTHLY
IMPRESSIONS

travel stories/ Savannah
Morning News, website, TikTok

1M+

VIEWS

My followers are engaged with
new folks jumping on for
adventure every day.

My writing and content
creation especially appeal to
solo-traveling women over 50,
who are interested in
meaningful excursions that
emphasize history and
local customs.

17%

ENGAGEMENT

Facebook, Instagram,
YouTube, TikTok

195K+

MONTHLY VIEWERS

Facebook, Instagram,
YouTube, TikTok