



Lieke Pijnappels

Commercial hospitality photographer

Award-winning commercial hospitality photographer, travel journalist and voice-over. Founder of Little Wanderbook, where I have been creating travel stories since 2015. I help hotels, destinations and travel brands tell stories that inspire people to travel.

Demographics Audience

Gender



70%
Women



30%
Men

Age



15-24

25-35

36-45



- 12+ years experience
- Founder Little Wanderbook
- Author of Tropical Escapes
- Winner Best Hotel Story 2026 - DTBA
- Winner Best Road Trip Story 2025 - DTBA
- Travel journalist for Dutch Magazines

Collaboration Opportunities

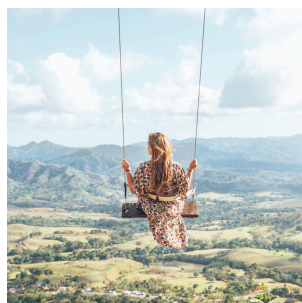
- Sponsored Articles
- Instagram Campaigns
- Photography & Reels
- Brand Partnerships
- Press Trips
- Destination Campaigns
- Hotel Stays

77K+
Social media
followers

37K+
Unique visitors
p.m. on website

45K+
Page views
per month

1.8M+
Readers p.m.
Flair Magazine



@lieke.pijnappels



info@liekepijnappels.nl



www.littlewanderbook.com



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