

SHANNON HEALEY

CONTENT ARCHITECT + CREATIVE THINKER

P O R
T F O
L I O

"5 THINGS" GUIDES

Overview

Snapshot travel guides featuring unique and seasonal experiences for visitors to enjoy in Massachusetts.

Objective

Inspire consumers and drive traffic to landing pages; industry pitching material in support of PR team's seasonal outreach; emphasis on evergreen content to extend the life of collateral; repurpose content for marketing campaigns, blogs, and email newsletters.

Components

- *5 Things: Fall* – one day itinerary, fall foliage hotspots, ways and places to embrace the harvest, holiday highlights, and event listings; landing page massvacation.com/fallfun
- *5 Things: Winter* – romantic getaway ideas, spa and wellness retreats, winter activities, artisan and local makers, holiday highlights, and event listings; landing page massvacation.com/winter
- *5 Things: Spring* – in bloom (flowers, gardens, and shows), ways to celebrate moms and dads, hikes for all levels, Massachusetts footwear brands, holiday highlights, and event listings; landing page massvacation.com/spring
- *5 Things: Summer* - day trip ideas, family-friendly activities by theme, local ice cream shops, holiday highlights, and event listings; landing page massvacation.com/summer

Category

Collateral, Content

Role

Concept, Copywriting, Design, Strategy



5 Things: Summer in Massachusetts



5 Things: Spring in Massachusetts



5 Things: Winter in Massachusetts



5 Things: Fall in Massachusetts



The shift in temperature signals the start of fall, arguably Massachusetts' most beautiful season. The Commonwealth comes alive with vibrant foliage, crisp air, and intoxicating aromas, enhanced by a bounty of exciting festivals and events. So put on your favorite flannel shirt, order a pumpkin spice latte, and let's go!

Plan your fall fun in Massachusetts at massvacation.com/fallfun

click images to view/read each "5 things" guide in browser

MASTERPIECE TRAIL

Overview

The Masterpiece Trail is a curated collection of 24 incredible works of art throughout Massachusetts on permanent or long-term display at art museums and galleries. Spanning a variety of subjects, time periods, and mediums, from an equally diverse body of artists, the Masterpiece Trail is a decided shift toward a more playful feel and tone in collateral that MOTT will continue developing with future projects.

Objective

Create a fun, fresh, accessible teaser of Massachusetts artworks to introduce consumers to the genre and instigate the discovery of broader arts and cultural destination experiences. Connect with museums and galleries to foster relationships, select works, and introduce a statewide trail. Time release of the project with statewide festival, ArtWeek.

Components

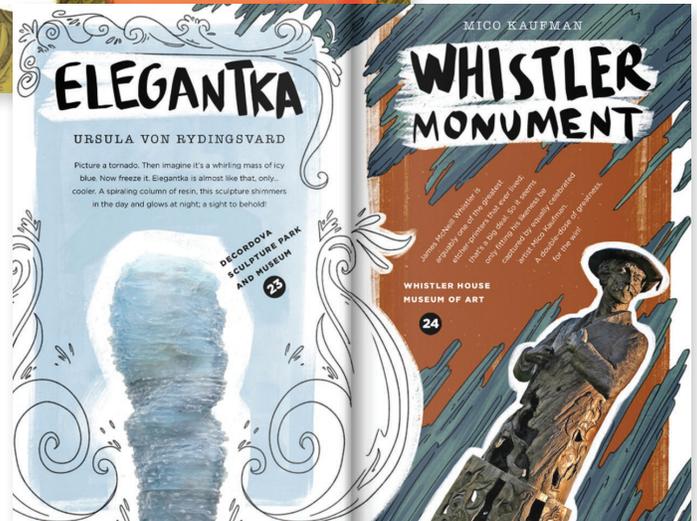
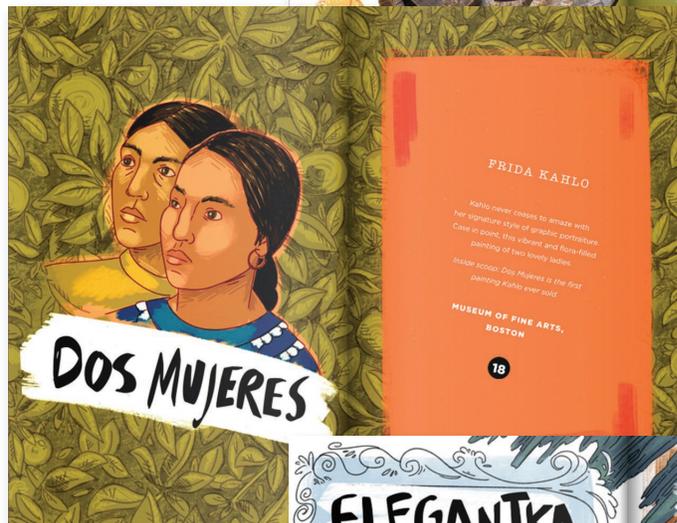
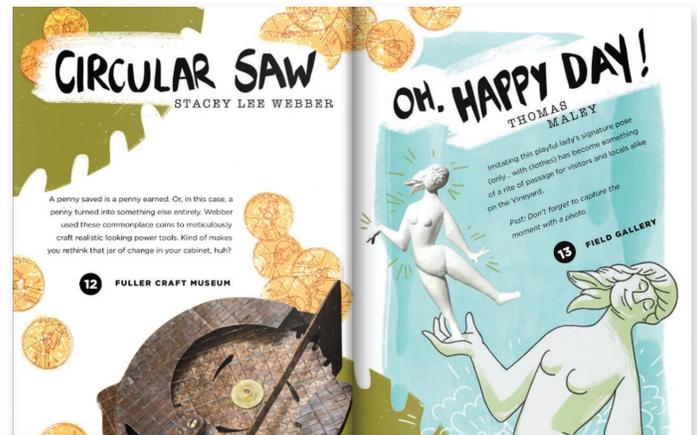
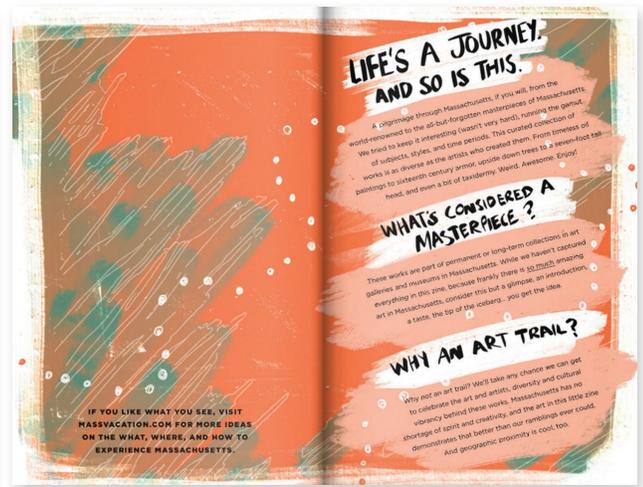
- Landing page, massvacation.com/masterpiecetrail
- Zine, digital and print format

Category

Collateral, Content

Role

Concept, Copywriting, Project Management



click images to view trail landing page and read zine in browser

LOVE WINTER CAMPAIGN

Overview

Multi-channel marketing campaign promoting “tasty, sporty, and crafty” assets in Central MA during the winter, through engaging creative and curated lists, with a push to the landing page for more detail.

Objective

Part awareness, part inspiration, providing consumers with a variety of niche winter offerings in Central MA; drive traffic to landing page; generate website visits and newsletter sign ups.

Components

- Landing page massvacation.com/lovecentralMA
- TripAdvisor co-op campaign, digital ads (x4)
- Boston Globe print ad, 1/8 pg
- Boston Globe digital ads, 728x90 and 320x50

Run time

- Landing page launch 1/15/17
- TripAdvisor 1/15/17 – 3/15/17
- Boston Globe print 2/12/17
- Boston Globe digital ads 2/1/17 – 2/17/17

Results

- 3,296,066 impressions on TripAdvisor
- 5,534 landing page views 1/15/17 – 3/15/17
- 2:27 ave. time on landing page
- 900,000 subscribers of Boston Globe print edition
- 103,013 impressions of Boston Globe digital ads

Categories

Content, Marketing Campaign, Partnership

Role

Concept, Design, Media Placement, Project Management

MA MASSACHUSETTS

MY TRIPS BLOG DEALS EVENTS GUIDE

SEARCH

VISIT STAY EAT DRINK GO INSPIRE

LOVE WINTER IN CENTRAL MA

Central MA is serving up a healthy dose of TASTY, SPORTY, and CRAFTY offerings that will make your winter getaway spectacular. Think craft breweries, snowshoeing with a view, one-of-a-kind items, and feel good vibes. Get inspired with our sampling of seasonal offerings in the heart of Massachusetts.

TASTY	SPORTY	CRAFTY
breweries • some of our dining faves	snow sports • other outdoorsy things	local goodies • shopping ideas
Hebert Candy Mansion handcrafted small batch chocolates since 1917	Wachusett Mountain skiing, snowboarding, and tubing just a train away from Boston	Natick Mall over 250 shops carrying notable brands
Wachusett Brewing Co. crafting beer since 1994, with free tours of the brewery	Nashoba Valley snow tube central since 2001, the largest in New England	Kringle Candle ultra-fragrant, high quality candles in an array of scents and styles
Rapscallion Brewery historic barn brewery with a dog-friendly tap room and live music	Cormier Woods snowshoe through an 18th century farmstead and forest	Crompton Collective a curated boutique marketplace celebrating local makers and vintage goods
Lookout Farm Hard Cider	Quabbin Reservoir	Vaillancourt Folk Art

LOVE WINTER in CENTRAL MA

TASTY
SPORTY
CRAFTY

Cider houses, ski slopes, and the many reasons we love winter in the heart of Massachusetts at massvacation.com/lovecentralma

LOVE WINTER in CENTRAL MA

Spark your adventure at massvacation.com

LOVE WINTER in CENTRAL MA

Find out why we love winter in the heart of MA at massvacation.com

click images to open campaign landing page in browser

IN BLOOM + STEP IT UP SOCIAL CAMPAIGN

Overview

Promotion of Massachusetts' "In Bloom" spring floral assets and "Step It Up" hiking experiences for all levels, through engaging and informative Facebook and Instagram content. This was a benchmark-setting campaign.

Objectives

Facebook: increase likes and engagement. Instagram: increase followers and engagement; drive traffic to website for spring content.

Components

Paid targeted (age, geo, interest) social posts on Facebook and Instagram for "In Bloom" and "Step It Up" content.

Run time

In Bloom, 3/23 – 4/16
Step It Up, 4/16 – 5/16

Results

Facebook

- 2,085,792 impressions delivered
- 14,863 post engagement
- 6,370 page likes

Instagram

- 1,783,454 impressions
 - 78,895 post engagement
 - 77,736 post reactions (likes)
- Total impressions (combined)
- In Bloom 1,868,713
 - Step It Up: 2,000,533

Category

Content, Marketing Campaign,
Social Media

Role

Copywriting, Design, Project
Management, Strategy



Visit Massachusetts
Sponsored

From rugged adventures to easy hikes for the whole family, Massachusetts has it covered!



Visit Massachusetts
Organization
226,017 people like this.

Like Page

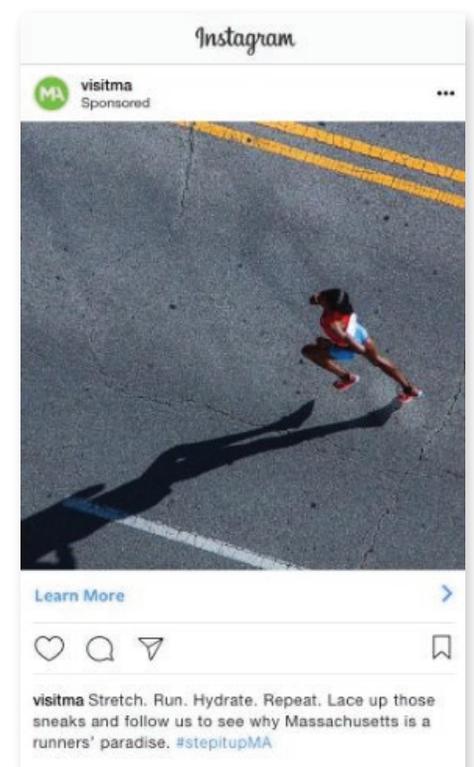


Instagram

visitma Sponsored

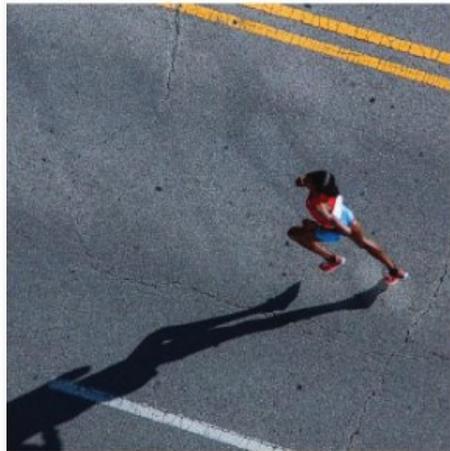


visitma Are you a Massachusetts blossom chaser? Tag your floral faves #inbloomMA for a chance to be featured!



Instagram

visitma Sponsored



Learn More

visitma Stretch. Run. Hydrate. Repeat. Lace up those sneakers and follow us to see why Massachusetts is a runners' paradise. #stepitupMA



Visit Massachusetts
Sponsored

Put a little spring in your step! Follow us on our flower-filled journey thru Massachusetts.



Visit Massachusetts
Organization
226,048 people like this.

Like Page

MASS INSIDER EMAIL NEWSLETTERS

Overview

MOTT's consumer facing email newsletter database consists of 55,000+ subscribers. Targeted, rich content, distributed to a captive audience is one of the most cost-effective forms of outbound-meets-inbound marketing. Revamped format and content style of emails, and increased distribution with interest-based segments.

Objectives

Boost open rates, website visits (especially to the blog), and new email subscriptions.

Components

- A/B subject line testing
- Theme and interest segmented database
- Email calendar
- Simple and sharp newsletter format, strong imagery
- More frequent and compelling blogs to feed email content

Results

By updating the look, feel, and quality of content, in addition to regular segmentation, there was a significant jump in opens and sign ups. The average open rate increased from 16.2% to 21.4% in just a few months and in-email clicks translated to increased traffic on priority content.

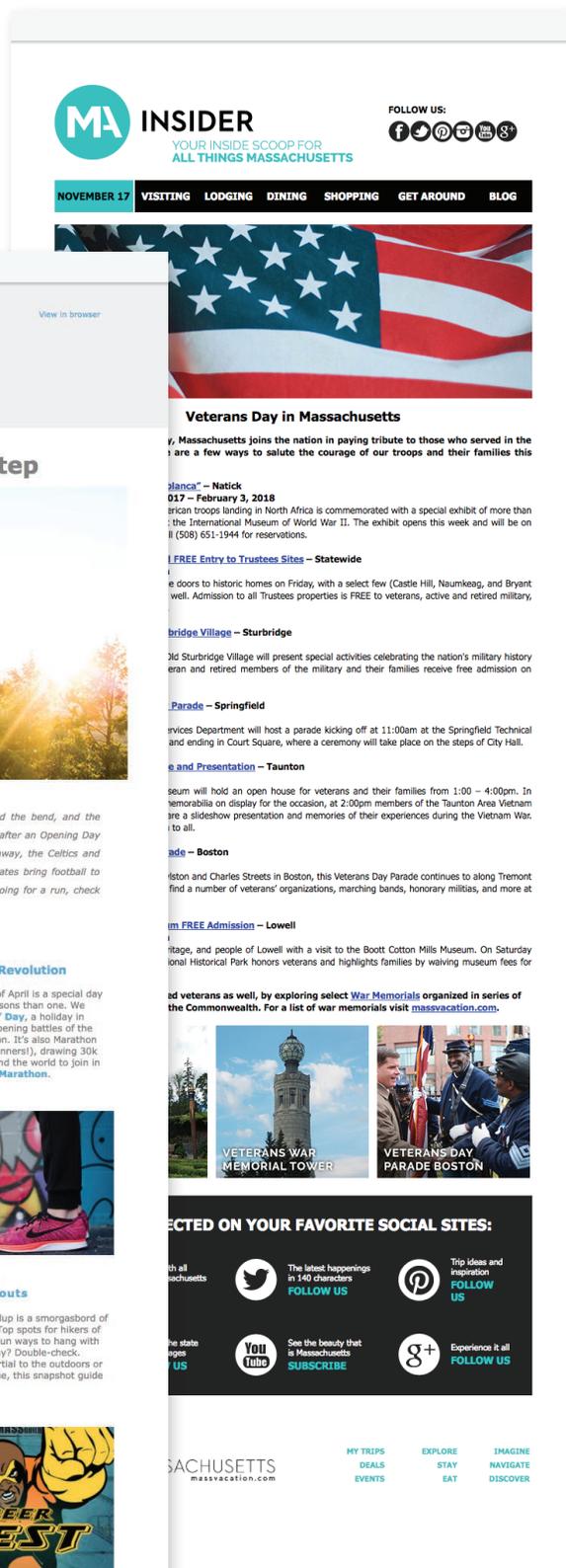
Category

Content, Email Newsletter

Role

Copywriting, Design, Strategy

old style



new style

A Spring In Your Step

View in browser



MASSACHUSETTS

A Spring In Your Step



Spring is in the air with **daffodils** blooming, **ArtWeek** around the bend, and the **sports** scene is buzzing. The Red Sox are off to a sizzling start after an Opening Day win at Fenway, the **Boston Marathon** is less than 48 hours away, the **Celtics** and **Bruins** are looking to plant deep playoff seeds, and the **MA Pirates** bring football to Worcester. Whether you're cheering on your favorite team or going for a run, check out these fit and fun ways to spring forward in Massachusetts!



Running and Revolution

The third Monday of April is a special day in MA for more reasons than one. We celebrate **Patriots' Day**, a holiday in remembrance of opening battles of the American Revolution. It's also **Marathon Monday** (hooray runners!), drawing 30k athletes from around the world to join in the iconic **Boston Marathon**.

We Run Mass

Massachusetts is an active destination. From strolling in the park, to trekking over rough and rugged trails, or a leisure walk along the beach, you're bound to see a pair of colorful sneakers whiz by. Put some pep in your step with this look at running culture in the Commonwealth.



Spring Standouts

Our **5 Things** roundup is a smorgasbord of **springtime hits**. Top spots for hikers of all levels? Check. Fun ways to hang with dad for Father's Day? Double-check. Whether you're partial to the outdoors or in, culture or cuisine, this snapshot guide has you covered.

Cheers to Beers

With boatloads of breweries, distilleries, wineries, and cideries, the craft beverage scene in Massachusetts is knocking it outta the park. Beer lovers, mark your calendars to sample the goods at this **showcase** of more than 50 local breweries.



Want more? Sign up for our other emails focused on things like Food & Drink, Outdoors & Adventure, Arts & Culture (you get the idea) [HERE](#).



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INSIDER
YOUR INSIDE SCOOP FOR
ALL THINGS MASSACHUSETTS



NOVEMBER 17 VISITING LODGING DINING SHOPPING GET AROUND BLOG



Veterans Day in Massachusetts

By November 11, Massachusetts joins the nation in paying tribute to those who served in the military. There are a few ways to salute the courage of our troops and their families this year.

Blanca™ - Natick

017 - February 3, 2018
African troops landing in North Africa is commemorated with a special exhibit of more than 100 artifacts at the International Museum of World War II. The exhibit opens this week and will be on until (508) 651-1944 for reservations.

FREE Entry to Trustees Sites - Statewide

Open the doors to historic homes on Friday, with a select few (Castle Hill, Naumkeag, and Bryant Hill) well. Admission to all Trustees properties is FREE to veterans, active and retired military, and their families.

Sturbridge Village - Sturbridge

Sturbridge Village will present special activities celebrating the nation's military history. Veterans and retired members of the military and their families receive free admission on Friday.

Parade - Springfield

The Springfield Police Department will host a parade kicking off at 11:00am at the Springfield Technical Community College and ending in Court Square, where a ceremony will take place on the steps of City Hall.

War Memorial Presentation - Taunton

The Taunton War Memorial Museum will hold an open house for veterans and their families from 1:00 - 4:00pm. In memorabilia on display for the occasion, at 2:00pm members of the Taunton Area Vietnam Veterans will give a slideshow presentation and memories of their experiences during the Vietnam War.

Parade - Boston

The Boston Veterans Day Parade continues to be a highlight of the city. The parade will travel along Boston and Charles Streets in Boston, this Veterans Day Parade continues to along Tremont Street. Find a number of veterans' organizations, marching bands, honorary militias, and more at the parade.

Free Admission - Lowell

The Lowell Historical Society and people of Lowell will have a visit to the Boot Cotton Mills Museum. On Saturday the Lowell National Historical Park honors veterans and highlights families by waiving museum fees for veterans and their families.

Learn more about Veterans Day events and exploring select War Memorials organized in series of the Commonwealth. For a list of war memorials visit [massvacation.com](#).



CONNECTED ON YOUR FAVORITE SOCIAL SITES:



MASSACHUSETTS
massvacation.com

MY TRIPS DEALS EVENTS
EXPLORE STAY EAT
IMAGINE NAVIGATE DISCOVER

click images to view/read email newsletters in browser

MASS FINDS BLOGS

Overview

The blog is an essential part of MOTT's online presence and hub for editorial content. A combination of MOTT-generated and guest-contributed posts, the blog serves to expand on and support massvacation.com listings, events, and tourism experiences. It's also a home for new and niche content.

Objective

Curate, develop, and post relevant, informative, entertaining, shareable content that can be repurposed for email newsletters and social media.

Category

Blog, Content

Role

Copywriting, Editing, Layout

The Best Spots to Watch the Sparks Fly on 4th of July in Massachusetts

FAMILY FUN



Posted by Massachusetts Office of Travel and Tourism

Firework displays are going to light up the sky in MA on the 4th

On the 4th of July we celebrate America's Independence Day, and that means fireworks dancing in the stars and lighting up the night's sky. We're throwing the USA a birthday bash in every region of the State, so there's tons of red, white, and beautiful

Naturally, the DCR Hatch Shell on the Esplanade stylings of the Boston POPS, if you're a true star yourself atop the roof of the Museum of Science Boston Pops and their dazzling fireworks display entertainment and activities for the kids. Or take Middlesex Falls for a gorgeous view of Boston's

If heights aren't your thing, then take a

Hop a ride with the Sea Shuttle Crew from Salem Marblehead, or experience a little maritime mayhem on the USS Massachusetts in Fall River. Battlemaster? Escape to the Cape and be awed by the aboard the Nauset Marina for a 4th of July Fire



Fireworks in Fall River at Battleship

On Monday, July 3rd, catch the Wave in front of Jetties Beach in Nantucket. You'll be able to enjoy dipping your toes in the sand.

The 4th of July holiday break is also a great

Central Massachusetts – or to explore it

Roam the lush, green meadows of the Fruitland July 3rd, or make a day of it at Six Flags New England, cotton candy, and thrilling rides will be at the Main Street Gazebo.

For more events and festivities to celebrate in

What's your favorite place in Massachusetts to visit with us by tagging comments and photos #visitMA

TOPICS: Family Fun, Holidays, Summer, Things

Comments are closed.

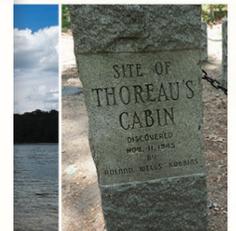
Literary Hero: Henry David Thoreau

LITERARY HEROES



Inspiration to some of the greatest American writers, Thoreau's talent has long been a part of the culture of Massachusetts. We connect Massachusetts writers' works from then and now. Henry David Thoreau, a naturalist and philosopher, is in the spotlight for this exploratory journey to Massachusetts sites touched by the

Massachusetts, and is grounded in a fundamental pillar of nature. One of Thoreau's best-known works, Walden, is a simple exercise in simple living in a cabin on the shores of Walden Pond. Walden embodies Thoreau's social commentary. Walden embodies Thoreau's ethical and moral life.

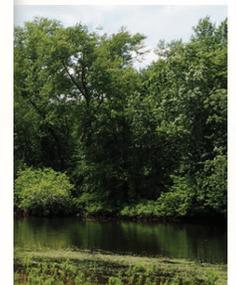


Original site of Thoreau's Cabin

Thoreau's travels throughout Massachusetts. Cape Cod, with particular appreciation for the Cape Cod Museum. Thoreau also wrote A Week on the Concord and Merrimack Rivers, and his brother took from Concord, MA to

Transcendentalist newspaper of the time. Thoreau's journaling his daily life, thoughts, and observations in his most important independent work. In addition to the Concord Museum is hosting a special exhibit of his

Thoreau's nonviolence – which calls for the nonviolent resistance to the abolitionist movement, and the importance of the



Idyllic afternoon

Test Your Knowledge of Massachusetts Spirits + Distilleries

FOOD & DRINK



Posted by Massachusetts Office of Travel and Tourism

With a long rooted tradition in distilling, Massachusetts has emerged as a feature destination for craft beverage enthusiasts and culinary tourists. Craft distillers in Massachusetts produce a variety of spirits – including rum, whiskey, vodka, and more – so this really is the place to try it all!

And maybe you have – tried it all, that is. You might even consider yourself a craft beverage expert. Do your friends roll their eyes when you start your monologue about the art of tasting, the nuances of flavor, or history of producers and how so-and-so has grown their own ingredients...

Or maybe you're more of a novice, looking to learn more and experience what Massachusetts has to offer in distilled spirits. Inquisitive minds, read on!

This is, however, a challenge to the so-called experts, to put that know-how to the test with five Q&As about Massachusetts spirits and distilleries. Do you have what it takes to be considered a Massachusetts Spirits + Distillery expert?



Captured In A Bottle from Martin Albert on Vimeo.

How many distilleries are there in Massachusetts?

The current number of distilleries in the Bay State is, drum roll please, 151! Located throughout the state, you're never hard pressed to find a craft distillery within a quick drive, train, or ferry ride. With only two Massachusetts craft distillers operating in 2005, the growth of the industry parallels the rising popularity of craft beverages, unique flavors, and locally grown/produced goods.

How old is the oldest working commercial distillery in Massachusetts?

Spirits and Massachusetts have been friends since pre-Revolutionary War times, and you'd be right to think there's an operating distillery that dates back quite a bit, but you'd probably be off by a hundred years or so. Only an expert would know that the oldest operating commercial distillery opened in 1997: Triple Eight Distillery. Widely recognized as an industry leader, Triple Eight Distillery churns out an assortment of spirits including liqueur, vodka, bourbon, and gin from their facility on Nantucket.

What are the top three spirits produced by Massachusetts distilleries?

Gin, rum, and whiskey are the top three spirits produced by Massachusetts distilleries, with vodka running a close fourth (per the 2015 Massachusetts Distilleries Economic Snapshot). Besides commonly used ingredients such as molasses, rye, and wheat, distilleries also source locally for fruits and herbs. Damnation Alley Distillery in Belmont, for example, works with four local farms to produce their whiskeys and vodkas from fresh ingredients such as wheat, grains, and even sea salt. Berkshire Mountain Distillers, one of the founders of the craft distiller movement, even grow a number of their own ingredients.



click images to view/read blog posts in browser

CAMERA & CARRY ON

Overview

Camera and Carry On is a travel blog focused on incorporating the elements of travel into everyday life. A combination of storytelling and editorial techniques offer up various styles of posts, from listicles to photo essays, first-person narrative to "how to" guides, and more. Entertaining, upbeat, honest, and authentic blogging turned this passion project into a successful business.

Objective

Create compelling, inspiring, shareable content, focused on beautiful photography and creative writing, to bridge the gaps between travel and lifestyle blogs. Develop strategies for monetization, partnerships, and sponsored opportunities. Leverage social media to connect with audience and grow readership.

Components

- Frequent, rich blog postings
- Editorial calendar
- Affiliate program
- Media kit and outreach plan
- Active presence on Instagram and Facebook
- Content development services

Results

Generated a substantial audience and social media following, opening the doors to successful sponsorships, media mentions, and other paid opportunities.

Category

Blog, Content, Social Media

Role

Copywriting, Design, Editing, Photography

Epic Hikes in Fjord Norway

Norway is nature's answer to a fatigued spirit. City noise, the morning commute, waiting in line, errands, overtime hours, loads of laundry... the daily grind is taxing on our minds and bodies. "Let's take a vacation" is an innate reaction for some of us (and for those of you that take pause, remember you earned them for a reason), but often it's choosing a destination that's the hardest part. For us, the decision was simple: away to Norway!



Battery running low? Take a hike in Norway.

We needed to be outdoors, disconnected, surrounded by glorious landscapes, clean air, and unbridled by schedules and nontop lists of to-dos. A surfline way to rejuvenate — hiking the unbridled majesty that is Norway. With no shortage of trails, feature-rich and worthy lookouts, and varying degrees of difficulty to choose from, the fjords seemed their bounty and begged us to explore. Challenging our off-the-beaten-trail butts to step up their game, we championed three epic hikes in Norway. Check 'em out.

Kjeragbolten

Dude, I had no idea what I was getting myself into. Not only was I totally unaware of the level of difficulty (a "hard" hike per vistornorway.com) or the steep and numerous ridges we'd be climbing, but more so the sheer I'd be whipping my ass into with all that lower body work.



Half way up the first ascent I looked back and nearly wished I didn't. The first of many brushes with my fear of heights that day. But like a big girl I sucked it up, blissed my hands, and modulated my boots in the name of making memories.



"I Lo booty, here I come!"

Feeling pretty good after a grueling 3 hour hike to say, hooey — above a fjord. It was time to take 2 adrenaline junkie friends to show 'em you've got a shot. Success! Took 2387502 photos of him, then then for a selfie (yeah, omg it's right).

Caribbean Destination Inspiration

Shannon | Caribbean Food & Drink | Lifestyle Making A List Post Culture



I'm still living in la la land. I may be back in Beantown (it's true... no one that's from here calls it that, but whatever — bears are the bomb) but I'm still swaying to the memory of island music and bany breezes. Gotta keep that vacation spirit alive! Even though I get sidetracked playing my Royal Board shorts and anchor lark to walk my dog on my tree-lined brownstone street. Hey — it's hot, and my choice of ensemble is totally in temperate appropriate (I'm talking to you, over-dressed). So I'm brainstorming a few ways to incorporate the Caribbean into my everyday — until my next destination obsession, that is. 🍹

Did you miss the part about us going to St. Croix recently? Catch up with these posts on shopping for a swimsuit, packing, rolling in the sand, and kicking water sports videos. Get it? Oh, let's move on to the post-ravel stuff, and how I'm bringing the tropics home.



- Sunrise Pappas Smoothie
- Guava, Pineapple, Banana Smoothie
- Coconut Pancakes
- Blackened Mahi Tacos
- Jamaican Jerk Chicken with Coconut Rice and Beans
- Hot and Fruity Caribbean Colelaw
- BBC aka Bailey's Banana Colada Drink
- The Paradise Drink
- Coconut Sugar Caramelized Plantains



- Warming Sun - Dirty Heads
 - Three Little Birds - Bob Marley
 - Serenity - Sublime
 - Rhythm of Love - Plain White T's
 - Island - My Bubbie
 - Riptide - Vance Joy
 - Jump in the Line - Harry Belafonte
 - \$4.48 Plus My Number - Toots & The Maytals
 - Compliments Your Soul - Dan Croot
 - Breakdown - Jack Johnson
 - Every Morning - Sugar Ray
 - Last Request - Pigeon Nutini
 - No Way No - Magic!
- For the full sh*t, check out my island playlist here.



- Wild Girl: A True Story - Jean Elyse
- Robinson Crusoe - Daniel Defoe
- Conan and Gungahler: A Novel - El Brwan
- Islands in the Deep - Ernest Hemingway
- Forgetting Sarah Marshall
- Pirates of the Caribbean
- Cosmos
- Jurassic Park
- The Swiss Family Robinson

What To Do & How To Prepare For the Ultimate Irish Vacay

Shannon | Caseway Coast, Donegal Co. Europe, Ireland, Making A List, Photo-essay, Tips & Resources



I never been a fan of the, "What's your favorite place in the world?" question, because frankly, it's possible to answer. Like, "Which kid do you love most?" Well, don't answer that. I don't want to know. If I hate to be the reason you now have to put your secondary children in therapy. Let's just say I appreciate and admire unique destinations for what they are. That said, there might be a select few in Ireland, Ireland being one of them. Once the haunt of my dreams, the Emerald Isle has secured a spot on my bucket list forever (let's alter our grand, three week visit. If an iron situation is on your travel list, I'll better learn how to say, "Cheers" in Gaelic (G'ra, "Sláinte" by the way) and check out these 12 tips for being the clever country!

1. Visit the big stuff everyone talks about

Blarney Castle, the Cliffs of Moher, Slieve League, the Giant's Causeway, Ring of Kerry... They're popular for a reason. Except drive the Ring of Beara instead of Kerry (less busy and more scenic). And whether it's more city or country — forgive the cliché — there's something for everyone. Dublin and Belfast boast culture and entertainment bays, while heart and charm fill picturesque towns from coast to coast.



2. Get a set of wheels

Blair and Belfast are a cinch to explore on foot, but you're going to want to ditch the city to explore the rolling hills and seaside cliffs on your own. "So can just arrange to be a tour group?" Wrong. Well, it would, but I highly suggest you put that idea in the bin. Tour bus, minimum bus. Rent a car! The roads are easy to navigate and I can assure you, you'll never wish you didn't rent a vehicle, whether you're following or following suggested routes. Just make sure to pay attention when you cross from the public of Ireland into Northern Ireland (right... no left).



7 Movies That Inspire Me to Get Away

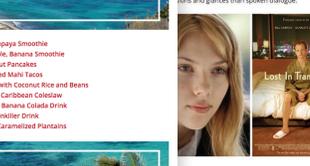
Shannon | Lifestyle Making A List Post Culture

My love affair with travel started long ago, before I ever journeyed beyond the borders of my home town, and onto foreign lands. As a young lass, just about anything "exotic" intrigued me, namely, its accents. That said, "What You Were Here" posters, and the (ultimately) animated classic, E.T., it's movies I have to thank for my introduction with travel. They made it easy to picture and that taste of unfamiliar culture and wonderful newness was both inspiring and spiritual, as leverage soul with dreams and possibilities of what I meant to get away. Now, fully grown, I believe and continue to hold a special spot in my heart for the traveling kind. Filling me with a bit can't be ignored, behold a handpicked list of movies that I simply adore and inspire me to

- 🎬 Limited
- 📍 Stunning visuals, quirky characters played by Owen Wilson/Adam Brody/Jason Schwartzman, set storytelling of Wes Anderson.
- 📍 India
- 📍 The movie just makes me smile. I dare anyone to watch it without a grin.



- 📍 Japan
- 📍 Scarlett Johansson's lush and peck inside what it might be like to visit Tokyo, one of the in the world, and still feel a little bit lonely.
- 📍 Tokyo, Japan
- 📍 Yes, Bill Murray is in this one, but the standout performance goes to Scarlett Johansson, playfully chemistry between them, and I love that they seem to say more to one another through glances than spoken dialogue.



- 📍 Paris
- 📍 Great storytelling, pretty people, and the stunning backdrop of Paris.
- 📍 Paris, France
- 📍 It's a fantasy come to life. If only!



- 📍 Susan Sarandon
- 📍 Well, it's based on a true story, so there's an element of reality there... but with Hollywood's Anne Lane is lovely, vulnerable, at a crossroads, and even though the story seems a bit far journey is a heartwarming one.
- 📍 Italy
- 📍 This makes the possibility of running away to Italy, buying an old villa, and turning your life pretty darn doable. Oh, and the Italian landscape is breathtaking.



5 Things to Get Excited About in Santa Cruz, Galapagos

Shannon | Ecuador Making A List South America



and of Santa Cruz for a day, or two, or three... awaiting your big cruise adventure around lands. What to do? What to see? Well, did the dirty work so you don't have to. A jumping edition, most visitors will find themselves spending at least a day on the main island. So, too, too the guide book and have a jolly of time with these 5 things to get excited about in



MAALL!



AS GREATS. Put on your big kid britches, grab a mask & snorkel, and jump in. Extra the walk there is a little rocky, but you'll be fine in sandals. Mind the cactus forest on intense swim, though. Those suckers are prickly and will poke you when you're not looking, so the sun high around noon to see straight to the bottom.



and Scoop Form

FOR YOUR FACE. The Galapagos are kind of pricey. So if you're searching for a good bang hold the restaurants and head to the Kioskos for dinner (ask anyone and they'll point the town) from night, the tables and chairs fill (in the street as vendors push menus to hungry at filling, tasty, and one of the best values you'll

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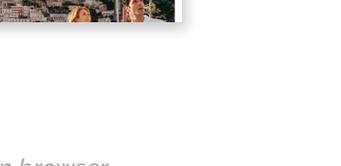
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JUST FOR FUN

Overview

They say it's good to have a hobby (or two); keeps the mind limber and spirit happy. These are a few personal illustration projects from over the years... just because.

Category

Illustration

Role

Concept, Design

