

THE SWEETEST ESCAPES

Travel and Dessert Blog

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ABOUT ME



My name is Kathleen Cregg and I am the sweet force behind the blog. I work in television and as I was traveling the country for a little show called American Idol, I found myself posting local ice cream findings. After being crowned as an ice cream expert, the idea sparked for a travel and ice cream blog. Now, I travel the world with my husband seeking adventure and the best ice cream out there.

As a Los Angeles native, I often attend local festivals, pop-ups, ice cream shop/restaurant openings and seasonal events. I love reporting the best LA has to offer!

4,100+

MONTHLY PAGEVIEWS

Data recorded since the beginning of my blog in 2018

295K+

PINTEREST VIEWS

Average monthly views

5K

IG FOLLOWERS

Micro-influencer with a big voice

Blog Facts



WORK WITH
ME

The Sweetest Escapes launched in October 2018 and covers a variety of travel topics including hotel reviews, restaurant reviews, travel itineraries, local events, and ice cream reviews, just to name a few. Most posts will inadvertently have ice cream in them! The goal of the blog is to give honest reviews and help others plan their dream vacations.

My demographic is mainly women in the 25-40 age range and high traffic conversions derive from Pinterest.

Work with me:

Sponsored posts Press and Social Media trips Banner Ads
Accommodation, food, tour, activities, and product reviews
Coverage on other online publications

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