

# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Natalie Lefevre

Natalie Lefevre is a social media consultant, luxury travel influencer and environmental ambassador with a solid marketing and media background. Through her digital marketing agency she provides global strategy and social media expertise and is a skilled keynote speaker. Natalie also keeps busy with many experiences showcasing travel on her Instagram brand @Island\_Natalie and her curated @instatravelistz, achieving 1-5+ million impressions per post and up to 20+ people reached when collaborating with impactful strong industry leaders and friends.

Originally from the idyllic Seychelles islands, Natalie's irrepressibly social nature led her to a career in public relations and media. As Director of Corporate Affairs at Euronews NBC she was in charge of communications, partnerships, press, events as well as negotiations with the European Commission. During her time at this major media outlet she managed ad campaigns as well as the strategy and creative teams that launched the luxury site Living It and travel site, Wander.

With an infectious passion to explore other cultures, connect with locals and celebrate nature, Natalie encourages dedicated followers to taste the best experiences the world has to offer. With a diverse skill set and fluency in German, French, Spanish, Italian and Creole, she has become one of today's most sought-after travel advisors to the traveller and resort. Her niche is in understanding the multiple spectrums of the digital marketing industry to create various styles of content with powerful immersive impact to meet strategic goals.

As an ambassador for One Ocean One Future, Natalie is dedicated to helping save the oceans, rainforests, and marine life. She creates content that promotes a plastic-free, sustainable environment and showcases eco-friendly resorts. Exploring has fostered a deep passion for nature and the animal world, and the desire to protect it for future generations.

## Contact data

### Natalie Lefevre

Social Media & Digital Marketing Consultant, Travel Influencer



## Event

[Instagram, Influencers & Co: The Underestimated Challenge For Destinations](#)

Friday, March 6, 2020, 16.00 - 16.45

CityCube Berlin, Hall A4/A5

