



**Partnership with
Visit Svalbard
Northern Norway
2 - 6 December 2019**

	BLOG	INSTAGRAM	TWITTER	FACEBOOK	VIDEO	TOTAL
REACH	4354	95825	3854	7131	4239	115403
ENGAGEMENTS	45	7705	158	327	159	8394

BLOG POSTS

2 blog posts // 4,354 page views // 11 comments // 34 shares

<https://www.heartmybackpack.com/norway/visit-svalbard-northern-lights-winter/>

<https://www.heartmybackpack.com/norway/svalbard-travel-guide/>

INSTAGRAM

*5 posts // 52,440 impressions // 7,549 likes // 156 comments
34 stories // 43,425 reach*

<https://www.instagram.com/p/B50FNmyAhMe/>

<https://www.instagram.com/p/B6BH8MOA7Fs/>

<https://www.instagram.com/p/B6QvQ8ggUKp/>

<https://www.instagram.com/p/B7G5PgegYmm/>

<https://www.instagram.com/p/B7JNn6bgNte/>

TWITTER

4 tweets // 3,854 views // 158 engagements

<https://twitter.com/heartmybackpack/status/1217801966333714433>

<https://twitter.com/heartmybackpack/status/1219258512452222977>

<https://twitter.com/heartmybackpack/status/1222538922628132864>

<https://twitter.com/heartmybackpack/status/1222651052828364801>

FACEBOOK

3 posts // 4,239 reach // 2,333 views // 327 engagements

<https://www.facebook.com/heartmybackpack/posts/1411050459056711>

<https://www.facebook.com/heartmybackpack/posts/1418227635005660>

<https://www.facebook.com/heartmybackpack/videos/456771908335945/>

VIDEO

1 video // 4,239 views // 159 engagements

<https://youtu.be/WpaH-EMCAJQ>

<https://www.facebook.com/heartmybackpack/videos/456771908335945/>

TOP COMMENTS

“This sounds amazing – now I finally get why people would want to vacation up there in Svalbard! And electric snow scooters sound perfect; they’re probably a lot quieter than regular petrol ones! So you can get the speed and the experience of being out in nature without the awful noise...”

“Somehow I had thought you could only visit Svalbard by cruise, like Antarctica. I just looked up flights and they’re surprisingly affordable! I think my husband and I will visit this summer, if we can swing it. Thanks for the tips and hope to read about your return to Svalbard in the other seasons as well.”

“Polar Night, what a crazy, wonderful, unworldly experience up at the Poles!! We all earthlings need to experience that once in a lifetime...”

“Wow, this is amazing! One of the most beautiful posts I’ve ever seen 🥰”

“My husband saw these pictures and already started packing! Ok,ok, maybe not SO dramatic, but it looks like a lifetime experience.”