

**Be Right Back*

IL BLOG DI VIAGGI DI CELESTE



About me

Celeste, 40 years old, born and raised in Tuscany, proud cat lady. When I'm away from my office desk, you'll usually find me wandering around Europe, searching for stories, hidden details and places that deserve a second (or even a third) look. With one magnificent constant: Czechia.



*About my blog *Be Right Back*

*Be Right Back was created in June 2016, inspired by the desire to freeze in time the most beautiful memories from every trip and give a voice to the most meaningful moments captured through photography.

Over time, it evolved from a personal travel diary into a collection of practical and detailed travel guides, helping readers discover destinations through itineraries, useful tips and authentic experiences. Since 2019, our way of travelling has changed too: we travel less often, but we take more time to truly experience each destination. Today, Be Right Back focuses mainly on European destinations, proving that even closer-to-home places can tell unforgettable stories.

What the blog is about

- Prague and Czechia;
- travel guides & diaries about less known European destinations, mostly in the Balkan area;
- road trips and short DIY trips in Europe;
- fun facts, traditions, anecdotes;
- typical dishes.

My readers (2024/2025)

- Italians (94%), English speakers (4%);
- from Italy (86%), Czechia (4%) and UK (2%)
- heading to Czechia/Prague, with particular interest for the capital city;
- looking for some information on less popular European destinations.

Social Contacts

@berightbackblogit



1920+

@berightbackblog
5,18% engagement

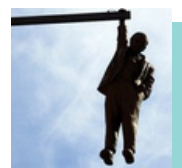


1650+

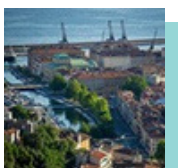
Popular Posts



Czech dishes



Alternative Prague



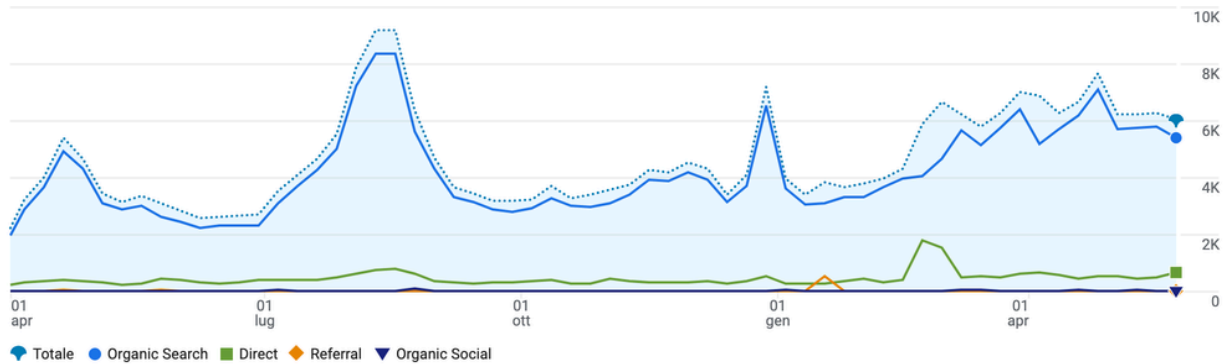
Rijeka

*Be Right Back

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last 14 months (Apr. '25 to May '26) *The blog in numbers*



- 213K+ users
- 281K+ sessions
- 1:15 min average engagement time
- 89% organic traffic
- 87% of traffic from Google

Contact me for...

- collaborations with Tourist Offices, tourist accommodations, and in general with companies operating in tourism;
- taking part to blog tours and projects of promotion of the territory;
- sponsored posts;
- sponsorship of events, organized tours, guided tours, tourist accommodations.

Collaborations

- In August 2019 and 2024 I collaborated with Prague City Tourism. The first collaboration included posting stories and photos on the feed of the official Instagram profile of @cityofprague;
- In May 2023 I was part of the very first episode of the podcast "Czechia da Vivere", created and promoted by Czech Tourism Board in Italy;
- I wrote about Prague/Czechia on Turisti per Caso (site/magazine) and on Guide Marco Polo (online).

