

# TRAVELING THE WORLD

with **Zizo Asnis**

@ZIZOVIAJANTE



# ZIZO ASNIS

A native from south of Brazil, with Advertising and Marketing degree and Book Publishing MBA, Zizo Asnis is a professional travel writer, publisher, editor and scriptwriter, with an emphasis on travel-related productions.

He created one of the first Brazilian tourism websites, O Viajante (1999), and the very first travel guides collection produced in Brazil (2000), also called O Viajante (what means “The Traveler”).

As a traveler, he has visited 95 countries plus Antarctica so far, what will be increased in more than 100 after his around the world trip.



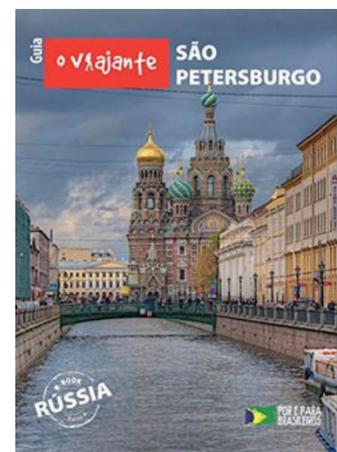
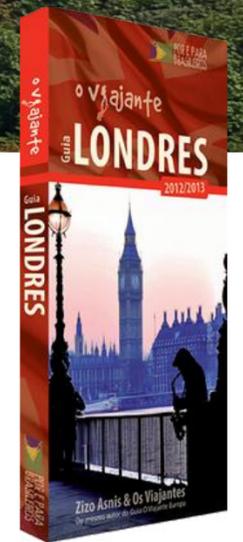
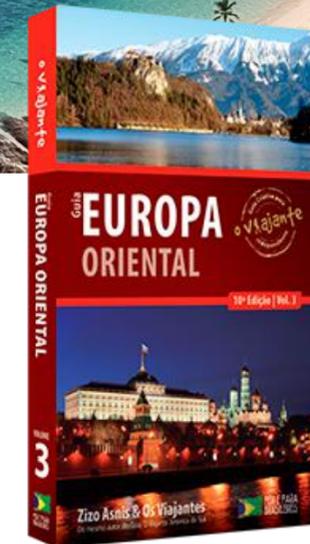
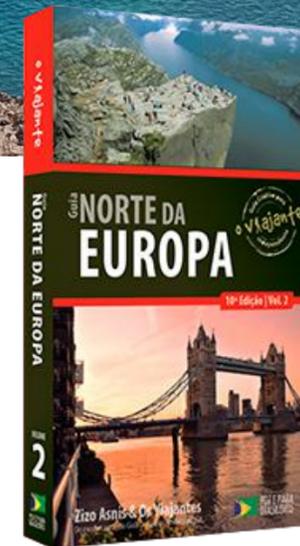
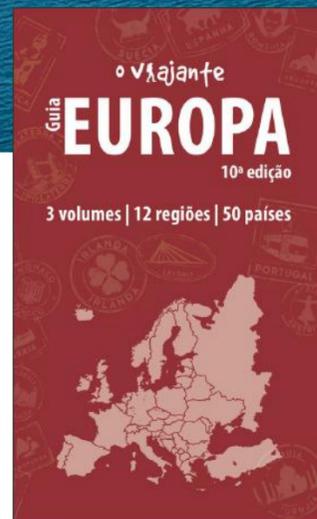
# ZIZO AND HIS WORKS

## As a writer

Zizo Asnis is the author of 16 travel guides books, specifically about Europe — including Mediterranean Europe, Northern Europe, Eastern Europe and London, where he lived four times — all physical books, published and sold in bookstores.

He also has five e-books about Russia, what were released at 2018 Football World Cup in this country.

His European travel guides, published since 2000, are now in their 10th edition.



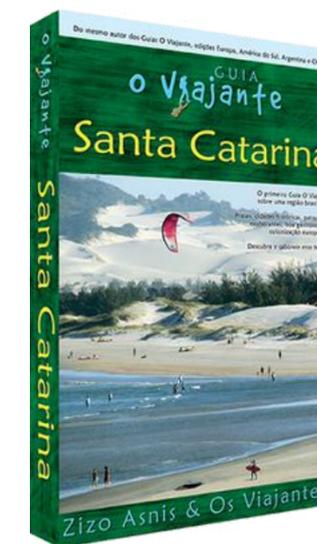
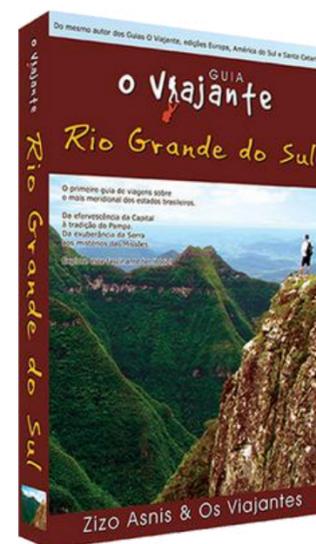
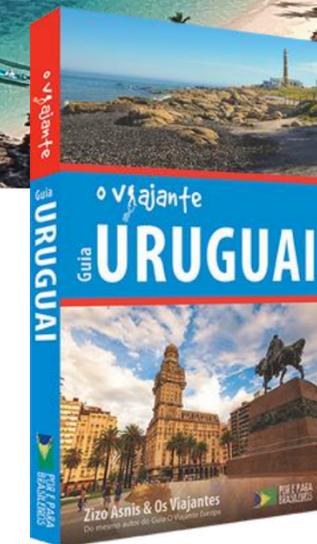
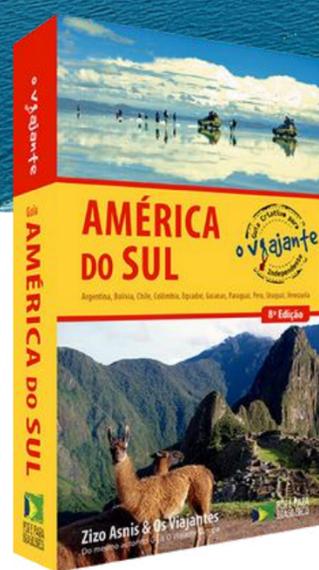
# AS A WRITER

He also has published travel guides about South America — the entire Hispanic continent — as well as publications (physical books) about Argentina, Chile and Uruguay, the latter attending an invitation of the Uruguay Ministry of Tourism.

Also he has published travel guides about two Brazilian states: Rio Grande do Sul and Santa Catarina.

His South America guides, published since 2002, are now in their 8th edition.

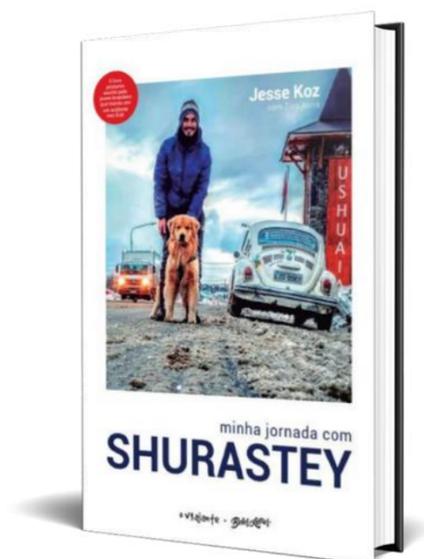
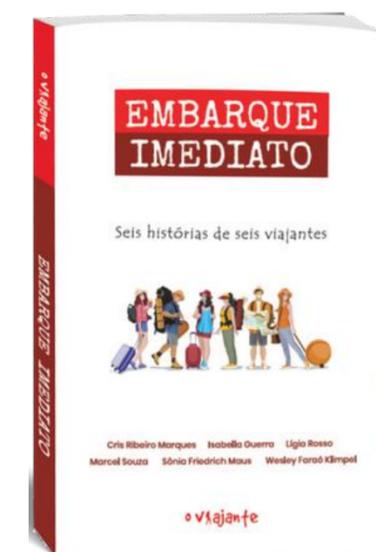
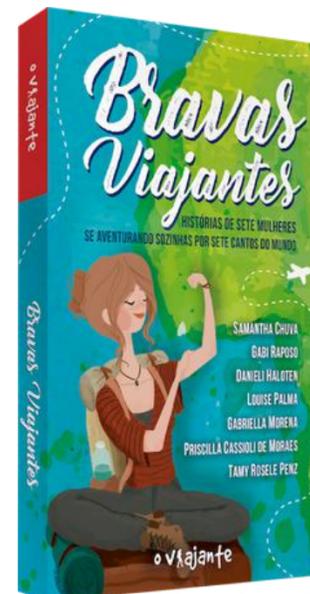
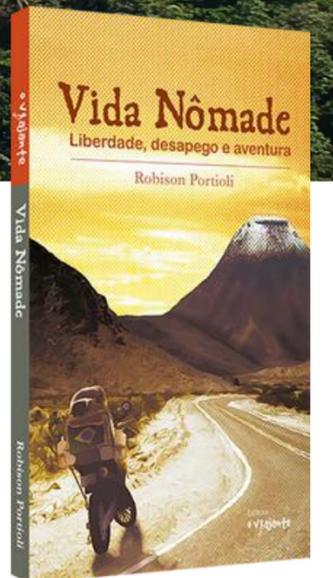
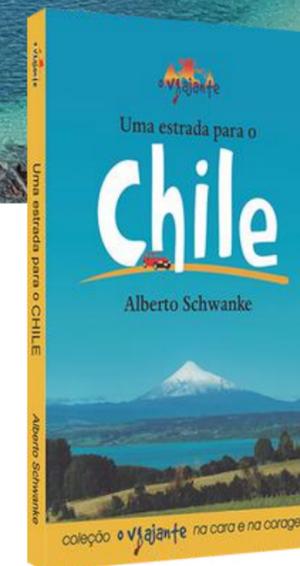
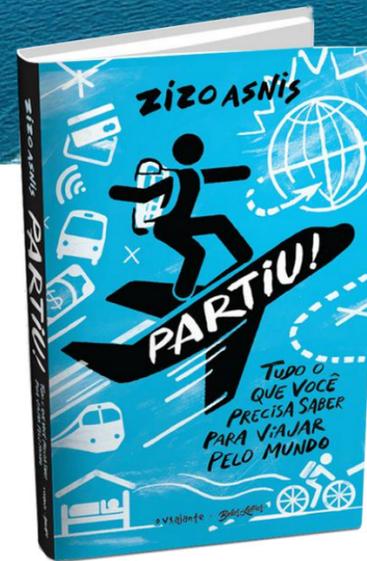
All of his travel guides books — considered the Brazilian Lonely Planet, but in Portuguese language — have sold over 300,000 copies.



# AS AN AUTHOR, PUBLISHER AND EDITOR

He is the author of the books "Let's Go! Everything You Need to Know to Travel the World" and "Trans-Siberian – A Train Journey Through the Soviet World (and Other Countries That Wouldn't Let Me Enter)", both published by Belas Letras Publisher.

He also has worked as editor and publisher on the books: "A Road to Chile," "Nomadic Life," "66 Stories from a Trip Around the World," "Brave Women Travelers," "Immediate Embarkation," and "My Journey with Shurastey."



# AS A TRAVEL WRITER COLLABORATOR

He has contributed to many newspapers, such as Folha de SP; magazines such as Lonely Planet; several travel articles for websites such as Skyscanner; and radio programs such as CBN.

On CBN, one of Brazil's most-listened radio stations, he participated in the CBN Noite Total programs for five years, between 2015 and 2019, sharing his travels journeys around the world.

He also collaborated with the program Fantástico (in the segment "Te quiero América") and, as an interviewee, appeared on the programs Mais Você and Globo Literatura, both on Rede Globo, among others.



# AS A PROFESSOR AND SCREENWRITER

Since 2008, he has taught the Travel Writer Course on travel writing, which has had classes in different Brazilian cities like São Paulo, Rio de Janeiro, Porto Alegre, Belo Horizonte, Brasília, Recife, and a special edition at the São Paulo Tourism Fair, attending a Brazilian Ministry of Tourism invitation.

In 2023, he sold the rights to the book "My Journey with Shurastey" to the production company Paris Filmes. The book tells the story of the young influencer who, with his dog in a Volkswagen Beetle, traveled from Ushuaia to the United States, dying in an accident shortly before reaching Alaska. He is collaborating on the script for the film adaptation.



Travel writer class in São Paulo

# SOCIAL MEDIA

## INSTAGRAM

- **PROFESSIONAL PROFILE | ZIZOVIAJANTE:**  
FOLLOWERS: 4,704 (FOLLOWING 693)
- **PERSONAL PROFILE | ZIZOASNIS\_PESSOAL:**  
FOLLOWERS: 122 (FOLLOWING 111)
- **O VIAJANTE PROFILE | GUIAOVIAJANTE:**  
FOLLOWERS: 3,075 (FOLLOWING 2.255)

## FACEBOOK

- **PROFESSIONAL PROFILE | ZIZOASNIS:**  
FOLLOWERS: 5,200 (FOLLOWING 173)

## IN TOTAL:

- 13.101 FOLLOWERS

## INSTAGRAM



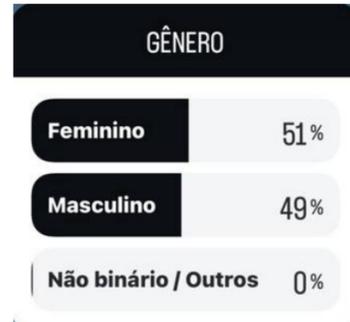
## FACEBOOK



# TARGET AUDIENCE

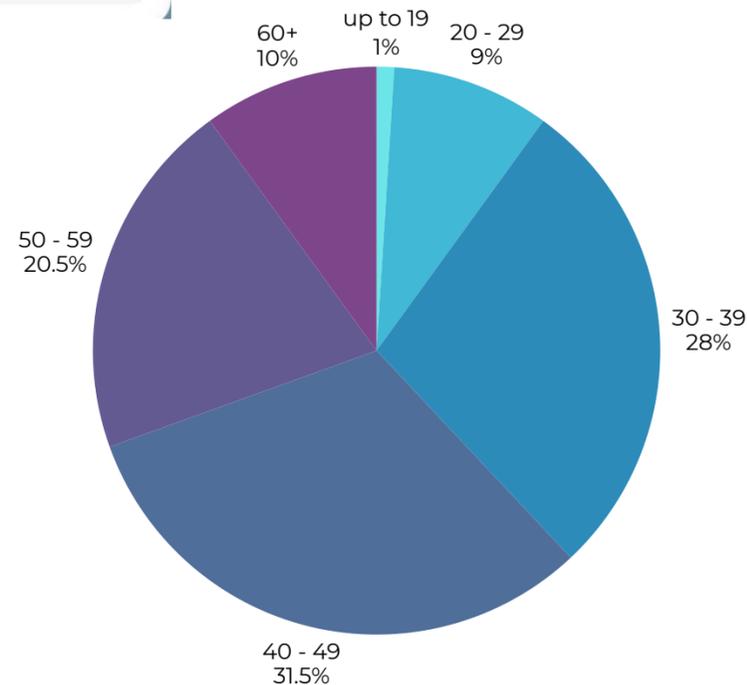
## GENDER:

- FEMALE - 51%
- MALE - 49%



## AGE GROUP:

- UP TO 19 YEARS - 1%
- 20 TO 29 YEARS - 9%
- 30 TO 39 YEARS - 28%
- 40 TO 49 YEARS - 31,5%
- 50 TO 59 YEARS - 20,5%
- 60 YEARS & PLUS - 10%



## LOCATION:

- SÃO PAULO, RIO DE JANEIRO, AND PORTO ALEGRE - 60%
- OTHER CAPITALS (BELO HORIZONTE, BRASÍLIA, RECIFE, SALVADOR, FLORIANÓPOLIS, GOIÂNIA, CAMPO GRANDE, VITÓRIA, CURITIBA) - 10%
- URBAN CENTERS IN BRAZIL COUNTRYSIDE - 22%
- BRAZILIANS ABROAD (MOSTLY PORTUGAL AND THE USA, AND ALSO ITALY, SPAIN, ENGLAND, SWITZERLAND, URUGUAY, AND CANADA) - 8%

## WHO IS OUR AUDIENCE?

THE TARGET AUDIENCE IS FAIRLY BALANCED BETWEEN WOMEN (51%) AND MEN (49%), PRIMARILY ADULT MATURE (AVERAGE AGE 45), WHO HAVE FOLLOWED OUR WORK FOR YEARS, URBAN PEOPLE, WITH GOOD PURCHASING POWER WHO TRAVEL FREQUENTLY.

THEY VALUE UNIQUE TRAVEL EXPERIENCES, COMFORTABLE HOTELS, EXCELLENCE FOOD AND THEY ARE EAGER TO EXPLORE NEW DESTINATIONS.

# PARTNERS

Over the 25 years of O Viajante publishing, important partnerships have been established with several companies (Brazilian and international), whether in project feasibility, website sponsorship, content production or invitations to lectures.

Some of them:



# MARKETING DIFFERENTIALS

- **CREDIBILITY**
- **SELECTIVITY**
- **KNOWLEDGE**
- **EXPERIENCE**

**ZIZO ASNIS** HAS WORKED IN THE TOURISM PUBLISHING MARKET FOR OVER 25 YEARS, AND WITH HIS PUBLICATIONS AND TRAVEL TIPS, HE HAS CONSOLIDATED HIS AUDIENCE (MOSTLY MATURE, WITH GOOD PURCHASING POWER) WHO HAVE FOLLOWED HIM FOR YEARS AND TRUST ON HIS IMAGE.



# AROUND THE WORLD PROJECT



From October to December 2025, Zizo Asnis will travel around the world – on tickets purchased with Star Alliance miles, for business class flights.



The journey will be entirely west to east (ticket issuance rule) and will pass through all continents (our rule), stopping in touristic countries, cities and islands.



Along the way, Zizo will share tips on how to make possible this kind of trip, including business class flights, the airports and VIP lounges he will visit.



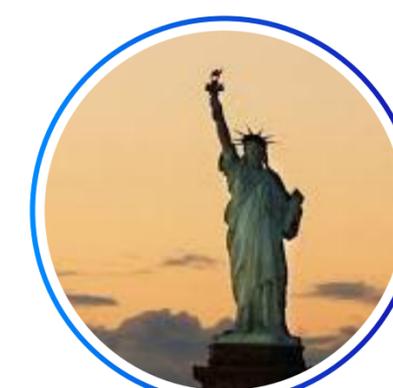
And, of course, he will tell about the places beauty and tourist attractions he will visit, showing the hotels where he stays and the restaurants he enjoys.

# TRAVEL ITINERARY

**BRAZIL > SWITZERLAND > RWANDA > EGYPT >  
ISRAEL > MALDIVES > JAPAN > AUSTRALIA >  
NEW ZEALAND > FRENCH POLYNESIA >  
UNITED STATES > JAMAICA > BRAZIL**

In all these countries, Zizo will share on social media the hotels he will stay, the restaurants he will visit and the tours he will take.

The trip will result in a Round-The-World e-Book, available in free and paid versions, listing all the cities, hotels, restaurants and activities that will be part of his journey.



# BE OUR SUPPORTER!

## INSTAGRAM / FACEBOOK::

- PHOTOS
- CAROUSEL
- REELS
- STORIES

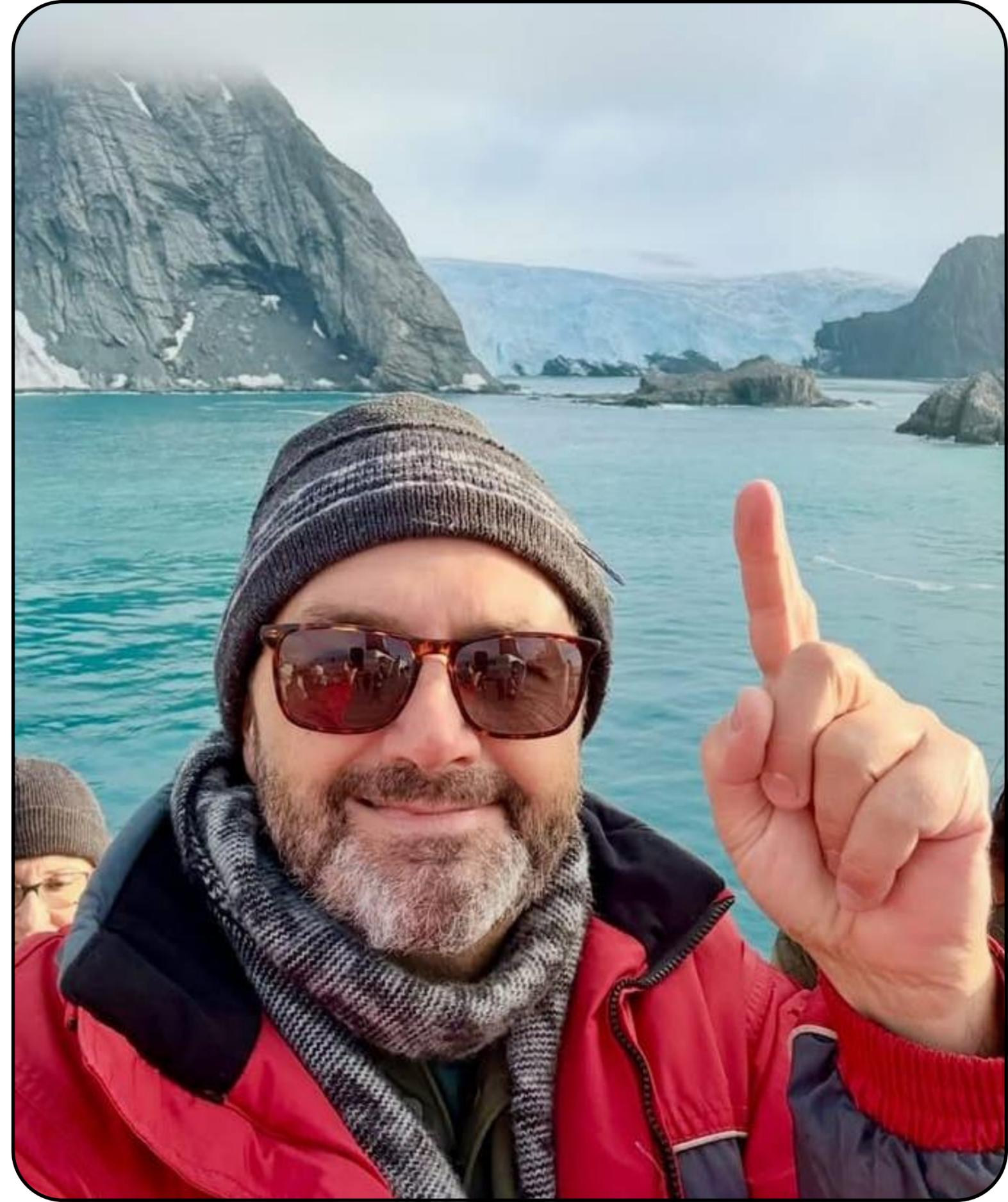
## E-BOOK::

- QUOTE
- REVIEW
- PHOTOS

## HOTÉIS E RESTAURANTES::

- SOCIAL MEDIA
- E-BOOK
- ANONYMOUS COSTUMER\*

\*Anonymous evaluation of hotels and restaurants, highlighting what can be improved along with the evaluation of service quality.



# GET IN TOUCH!



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LET'S GO

on this  
journey  
with us!