

ANDY · @ANDYPANEL

Travel photography and practical itineraries.

Photography and personal storytelling for travel, fitness and lifestyle brands. I put products into real places and real outfits, not white-background product shots.

30.3K

INSTAGRAM FOLLOWERS

89

PUBLISHED ITINERARIES

2

LANGUAGES · EN / 繁中

About Andy

I'm a Sydney-based, UNSW-trained optometrist and travel photographer. Optics shapes how I shoot: I pay close attention to light, lenses and detail. I plan and photograph every trip on andypanel.com myself, across Japan, China, Southeast Asia, Australia, New Zealand and Europe.

Audience

- ~90% **male** audience
- Top markets: **Australia, Taiwan, Thailand, Singapore**
- Readers plan real trips: day-by-day routes, transport and costs
- Bilingual site reaching English and Traditional Chinese readers

Proven with brands people trust.

CASE STUDY · DANIEL WELLINGTON

77,980

ACCOUNTS REACHED

10,711

INTERACTIONS

One feed post, photographed at the Chinese Garden of Friendship and Sydney Harbour. It reached nearly three times my follower count.

Past partners

Daniel Wellington	Watch features, Sydney locations
MVMT	Two watch features with everyday styling
Gillette Australia	Grooming feature, InterContinental Hong Kong
Citibank	Citi Signature Qantas card, tied to South America travel

Affiliate partners: Trip.com, Klook, Booking.com, Viator, Amazon, Airalo

What I offer

Photography

Edited product, lifestyle and destination images, shot on location, with usage rights to suit your campaign.

Instagram features

Feed posts, carousels and Stories with captions in my own voice and link stickers.

Short-form video

Reels that show the product in use on the road.

Itinerary integration

Your product written into the "Before you go" and booking sections of relevant itineraries on andypanel.com, where readers are actively planning. These placements keep working long after a post leaves the feed.

Newsletter & paid guides

Mentions in my travel-notes email and the *Slowly* PDF guide series (China and Japan).

Reporting

Instagram Insights screenshots (reach, interactions, saves) after each campaign.

LET'S WORK TOGETHER

hello@andypanel.com

andypanel.com
instagram.com/andypanel
Packages and rates on request