



MEDIA KIT 2022

Herman Desmet

Travel & Interior Photographer — Content Creator
Social Media Micro Influencer — Public Speaker

www.hermandesmet.be
www.shakemyview.com

| [@hermandesmet.be](https://www.instagram.com/hermandesmet.be)
| [@shakemyview](https://www.instagram.com/shakemyview)



About Herman

Herman is a Belgium based photographer and visual storyteller, specialising in travel and interior photography. He started his career 20 years ago as a climbing photographer, combining his daytime job as an interior photographer with adventurous travels. Herman got published several times in leading magazines and newspapers as National Geographic Magazine, Het Nieuwsblad, De Standaard, Op Weg, The Art of Living, Metro, ...

He spends the majority of his time creating photographic and video content for leading brand campaigns, hotels, resorts, travel agencies, interior designers, tourism offices and the general real estate market.

Current and previous clients incl:

- Pierre&Vacances
- IcelandAir
- Center Parcs
- VisitMechelen
- Van Der Valk Hotel Mechelen
- Hotel Ranga, Iceland
- Jakarta Hotel Amsterdam
- Dormy House Hotel Etretat
- rIJsland
- Hotel Sasha Paris
- Exeter Hotel, Reykjavik, Iceland
- Toerisme Vlaams Brabant
- Mövenpick Hotels Europe
- Hotel Kessler-Meyer Cochem, Germany

Available for

Travel and Interior Photography
Video/Event Productions
360VR and Drone
Speaking Events
Ambassadorship
Social Media Content & Collaborations
Product Reviews
Fine art prints

Contact

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<https://www.hermandesmet.be>

<https://www.shakemyview.com>

<https://www.facebook.com/hermandesmetfotografie>

<https://www.instagram.com/hermandesmet.be>

<https://www.instagram.com/shakemyview>

Based in Hertevoetweg 30, 1982 Weerde, Belgium



TRAFFIC PER MONTH

2.5K
page views

1.6K
unique visits

AUDIENCE

78.32% Belgium
7.81% Netherlands
3.45% United States

Herman Desmet
hermandesmet.be



@shakemyview

21k+

followers

23.9%

average post
engagement rate

INSTAGRAM AUDIENCE

60% male

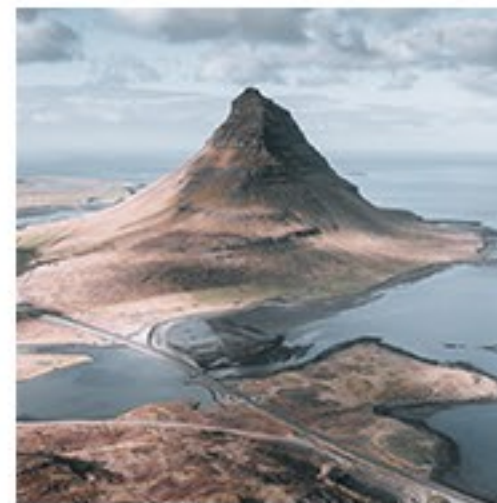
25-44 years old

33% US

7% UK

6% Belgium

TOP INSTAGRAM POSTS:



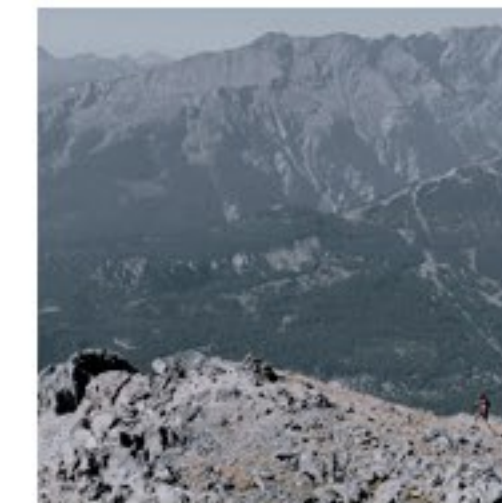
Kirkjufell, Iceland

Reel with 22k+ likes and 490k+ views



Etretat, France

Reel with 16k+ likes and 191k+ views



Ecrins, France

Reel with 6 Million views and 239k likes



Glen Etive, UK

Reel with 7 Million views and 186k likes



Center Parcs

A whole week of shooting promotional images with the crew of Poppr (the leading Belgian 360 agency) for the Villages Nature holiday parc near Paris, France.



Northern Lights

Collaboration with Iceland consultant @rijsland. We went shooting 10 days in Iceland to promote the Iceland travel company Rijsland.



Hotel Ranga, Iceland

Both interior and tourism photography for the famous Hotel Ranga in Iceland. We provided also stunning Instagram reels, portrait photography of the hotel staff and interior & northern light photography for the hotel website and social media.



The Van Company

Collaboration with the Belgian camper-van rental company on a 10 day roadtrip through Scotland. We provided images for advertising, social media and website promotion.



Let's Work Together

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