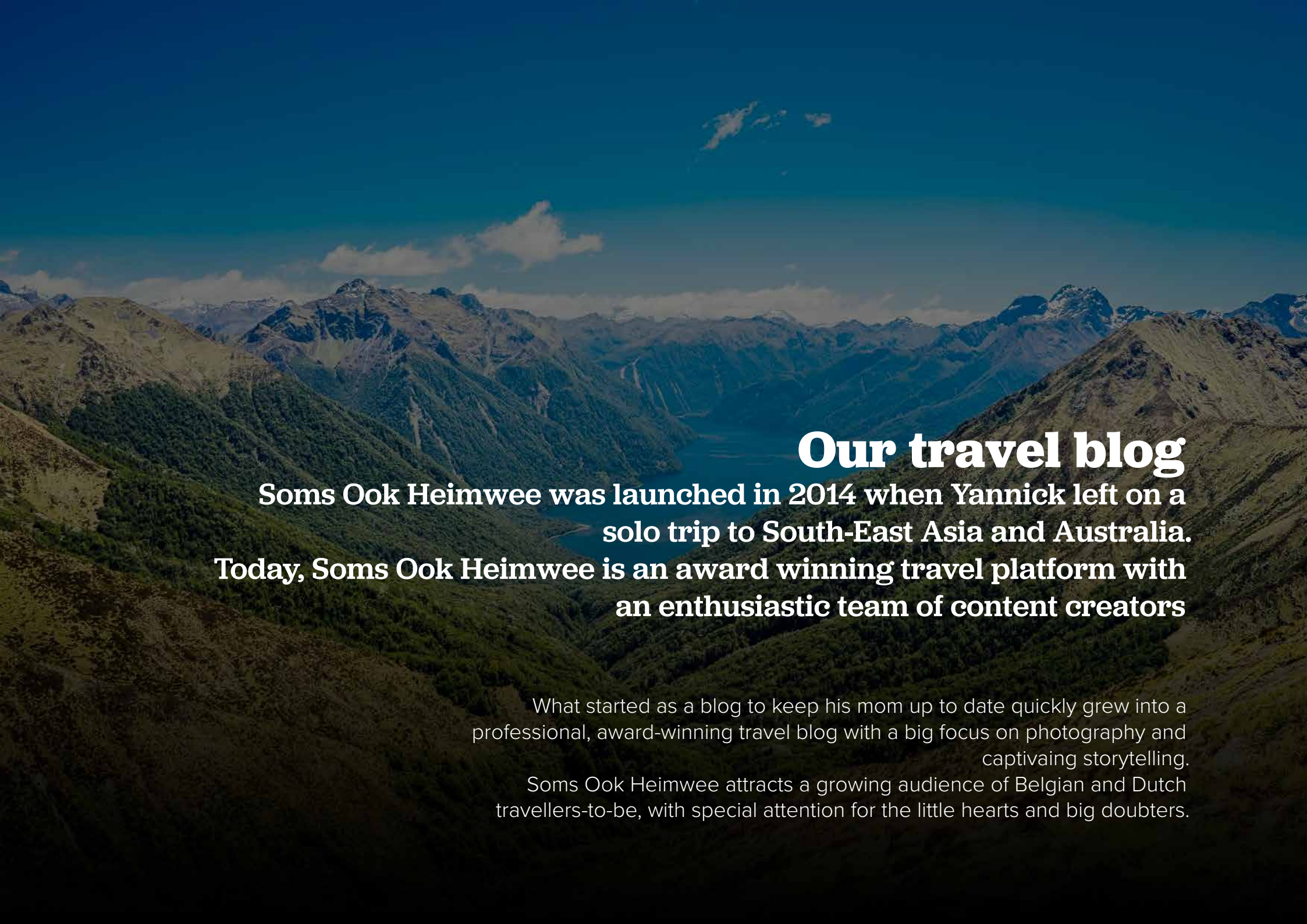


Last updated: **20/02/2026**

soms ook heimwee.

Travel blog & photography Yannick De Pauw

Media Kit ENG



Our travel blog

Soms Ook Heimwee was launched in 2014 when Yannick left on a solo trip to South-East Asia and Australia.
Today, Soms Ook Heimwee is an award winning travel platform with an enthusiastic team of content creators

What started as a blog to keep his mom up to date quickly grew into a professional, award-winning travel blog with a big focus on photography and captivaing storytelling.
Soms Ook Heimwee attracts a growing audience of Belgian and Dutch travellers-to-be, with special attention for the little hearts and big doubters.



The name

Soms Ook Heimwee literally means “Sometimes Homesick Too”.

When I left my comfortzone in Belgium, I didn’t know what to expect. Most of the blogs out there are filled with amazing pictures and dazzling stories, as if traveling is always easy. I also share the struggles, pains and tears in my quests of conquering the world. And yes, I still still feel homesick sometimes, eventhough I want to keep traveling to show me son Sue the world.



Focus

Solotravel - Father/son focus
Citytrips & Family Holidays
Traveling (with a toddler)
Adventure & outdoors
High quality photography
Personal storytelling



The author

Yannick is a 40 year old Belgian writer & photographer, living in Leuven, Belgium.

When Yannick is not photographing or travelling the world, he's busy playing with his son. He works as a marketing specialist at startup agency madewithlove. Next to that, Yannick has moved over 17 times, loves pizza, and watching too many football games.

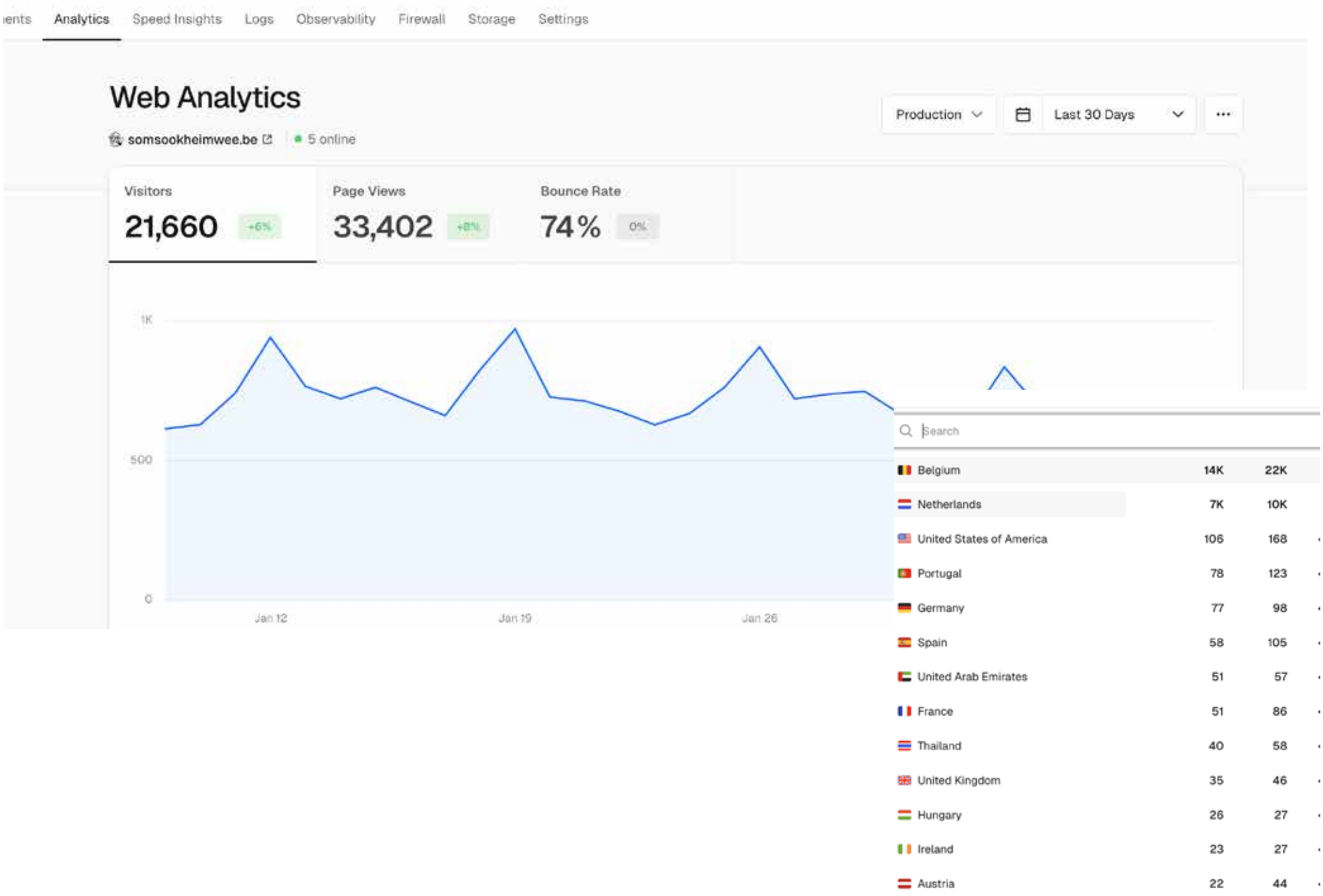
Some figures

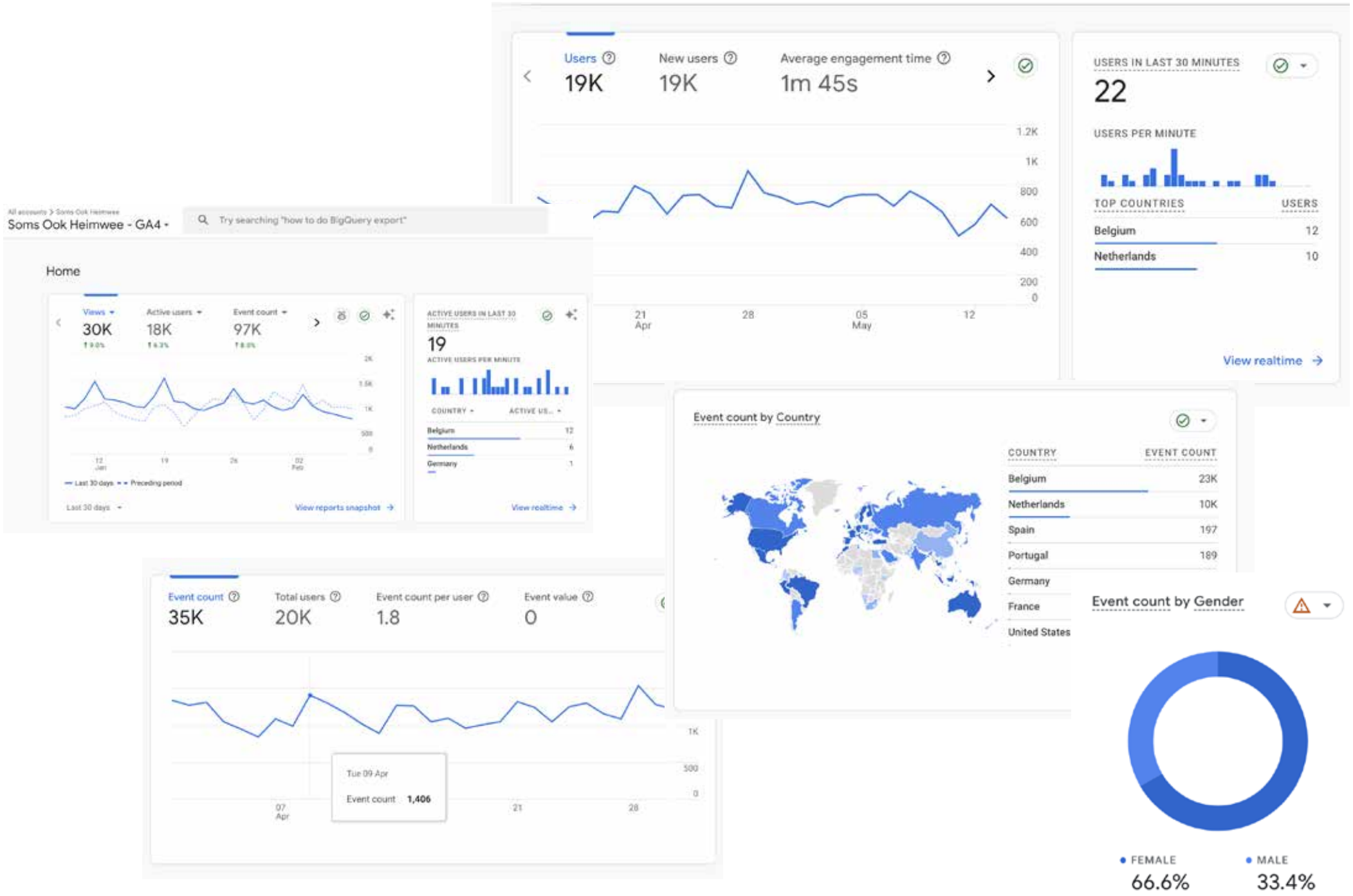
Soms Ook Heimwee attracts around 21,5k visitors on average per month, with peaks up to 30k

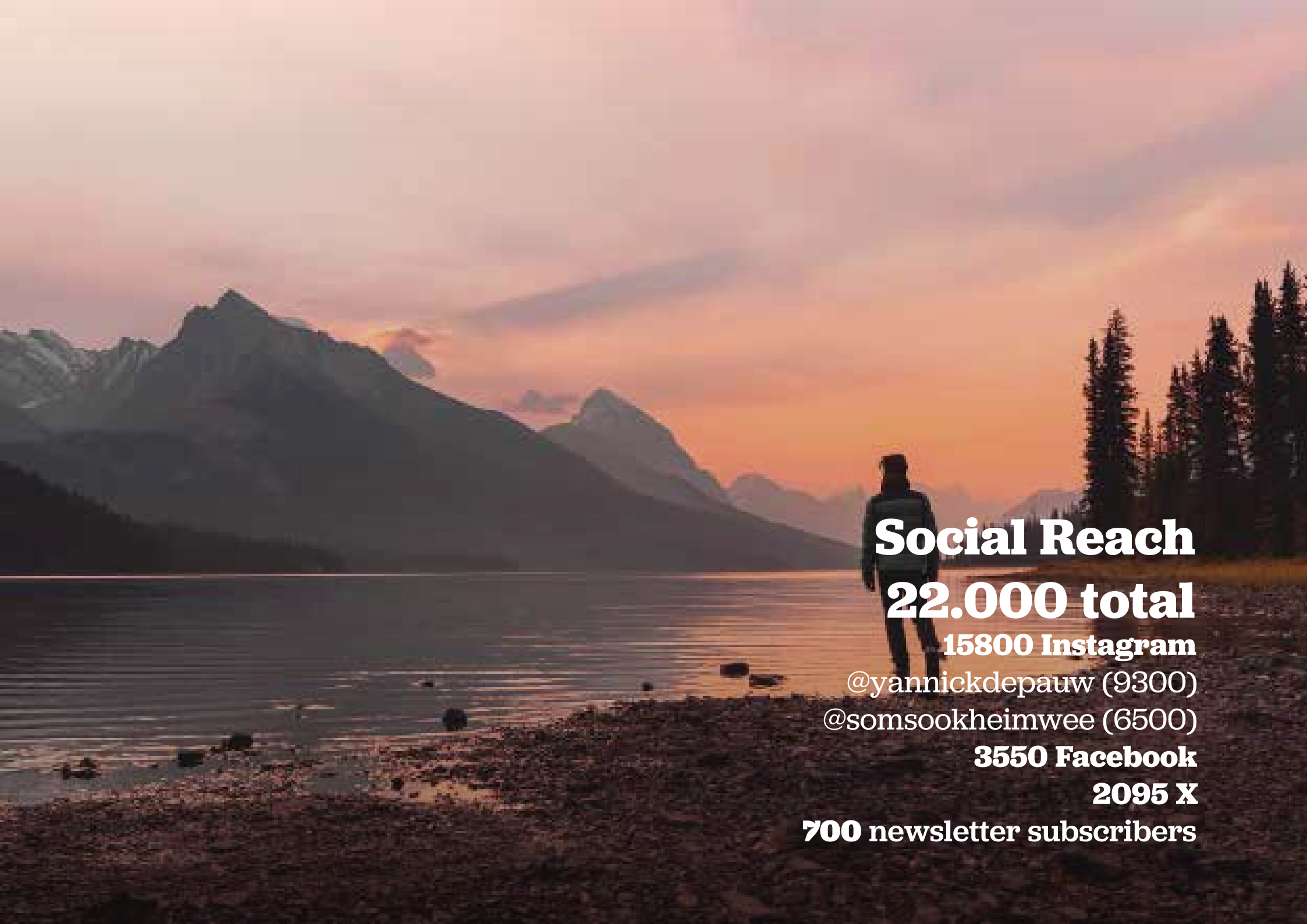
Since 2017, Soms Ook Heimwee started investing time and effort in SEO and optimized content.
In 2021, Soms Ook Heimwee launched a brand new static website using the latest technology for blazing fast results, proper mobile optimisation and beautiful graphics
In 2024, we established ourselves as one of the best performing travel inspiration platforms in Belgium.

Around **35k pageviews**/month
800 email subscribers
66% of visitors come from **Belgium** and 30% from the **Netherlands**
60% of my audience is **between 25 and 64 years old**




ents
Analytics
Speed Insights
Logs
Observability
Firewall
Storage
Settings
Web Analytics
somsookheimwee.be
5 online
Production
Last 30 Days
Visitors
21,660
+6%
Page Views
33,402
+8%
Bounce Rate
74%
0%
1K
500
0
Jan 12
Jan 19
Jan 26
Search
Belgium 14K 22K
Netherlands 7K 10K
United States of America 106 168
Portugal 78 123
Germany 77 98
Spain 58 105
United Arab Emirates 51 57
France 51 86
Thailand 40 58
United Kingdom 35 46
Hungary 26 27
Ireland 23 27
Austria 22 44


Users
19K
New users
19K
Average engagement time
1m 45s
1.2K
1K
800
600
400
200
0
21
Apr
28
05
May
12
USERS IN LAST 30 MINUTES
22
USERS PER MINUTE
TOP COUNTRIES
USERS
Belgium
12
Netherlands
10
View realtime
Soms Ook Heimwee - GA4
Try searching "how to do BigQuery export"
Home
Views
30K
Active users
18K
Event count
97K
Last 30 days
View reports snapshot
ACTIVE USERS IN LAST 30 MINUTES
19
ACTIVE USERS PER MINUTE
COUNTRY
ACTIVE US...
Belgium
12
Netherlands
6
Germany
1
View realtime
Event count by Country
COUNTRY
EVENT COUNT
Belgium
23K
Netherlands
10K
Spain
197
Portugal
189
Germany
France
United States
Event count
35K
Total users
20K
Event count per user
1.8
Event value
0
1K
500
0
07
Apr
21
28
Tue 09 Apr
Event count
1,406
Event count by Gender
FEMALE
66.6%
MALE
33.4%



Social Reach

22.000 total

15800 Instagram

@yannickdepauw (9300)

@somsookheimwee (6500)

3550 Facebook

2095 X

700 newsletter subscribers



Belgian Travel Blog Awards

2018 - nominated 4 times:
Best Outdoor, Winter, Adventure and Roadtrip

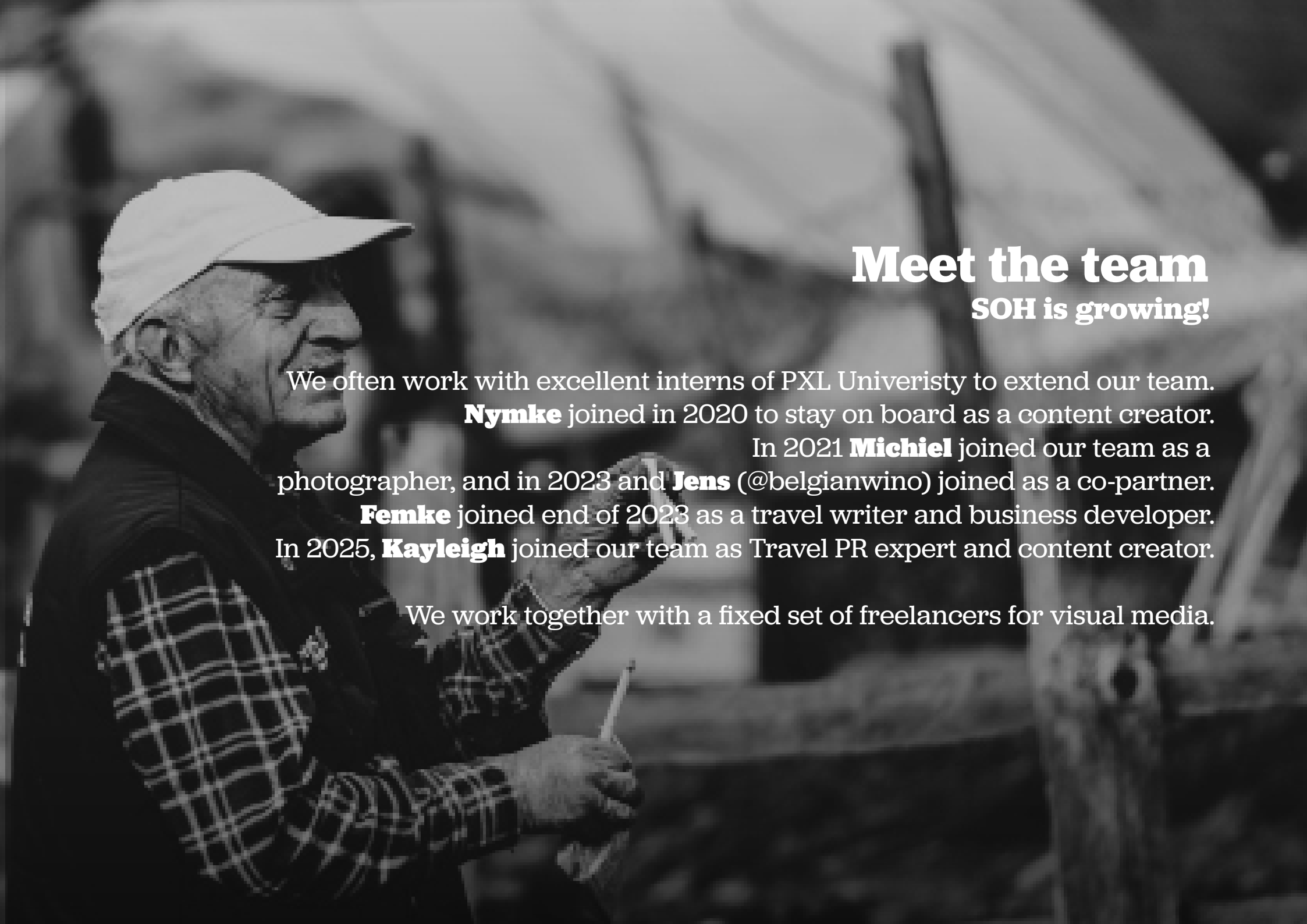
2019 - nominated 7 times, won 2 awards:
Best Beach, Hotel, Outdoor, Winter (won),
Adventure, Benelux (won) and Roadtrip

2020 - nominated 3 times, won 1 award:
Sustainable Travel (won),
Adventure and Roadtrip

2021 - nominated 4 times, won 2 award:
Sustainable ravel story,
Adventurous travel story

2023 - nominated 3 times, won 1 award:
Best family travel

** Since 2024, we no longer participate in the yearly Award competition*



Meet the team

SOH is growing!

We often work with excellent interns of PXL Univeristy to extend our team.
Nymke joined in 2020 to stay on board as a content creator.
In 2021 **Michiel** joined our team as a photographer, and in 2023 and **Jens** (@belgianwino) joined as a co-partner.
Femke joined end of 2023 as a travel writer and business developer.
In 2025, **Kayleigh** joined our team as Travel PR expert and content creator.

We work together with a fixed set of freelancers for visual media.



Hello Nymke

A Limburg whitehead and aspiring world traveler

Soms Ook Heimwee called out, like a voice that echoed through the Dolomites and over the ocean, briefly kissing the whales at the Azores goodbye, until it found me. And I answered. What's left to see on this floating ball of lava besides fruit blossoms and fields? What's left to taste, apart from those greasy fries and bami disk? (No meat for me, I prefer to keep it plant-based.) Do you have a new adventure for me? I'll start looking for a babysitter for my bunch of homegrown avocado plants, get my camera ready, and stretch my writing fingers. Bring it on!



Meet Femke

Travel writer, mood maker in words

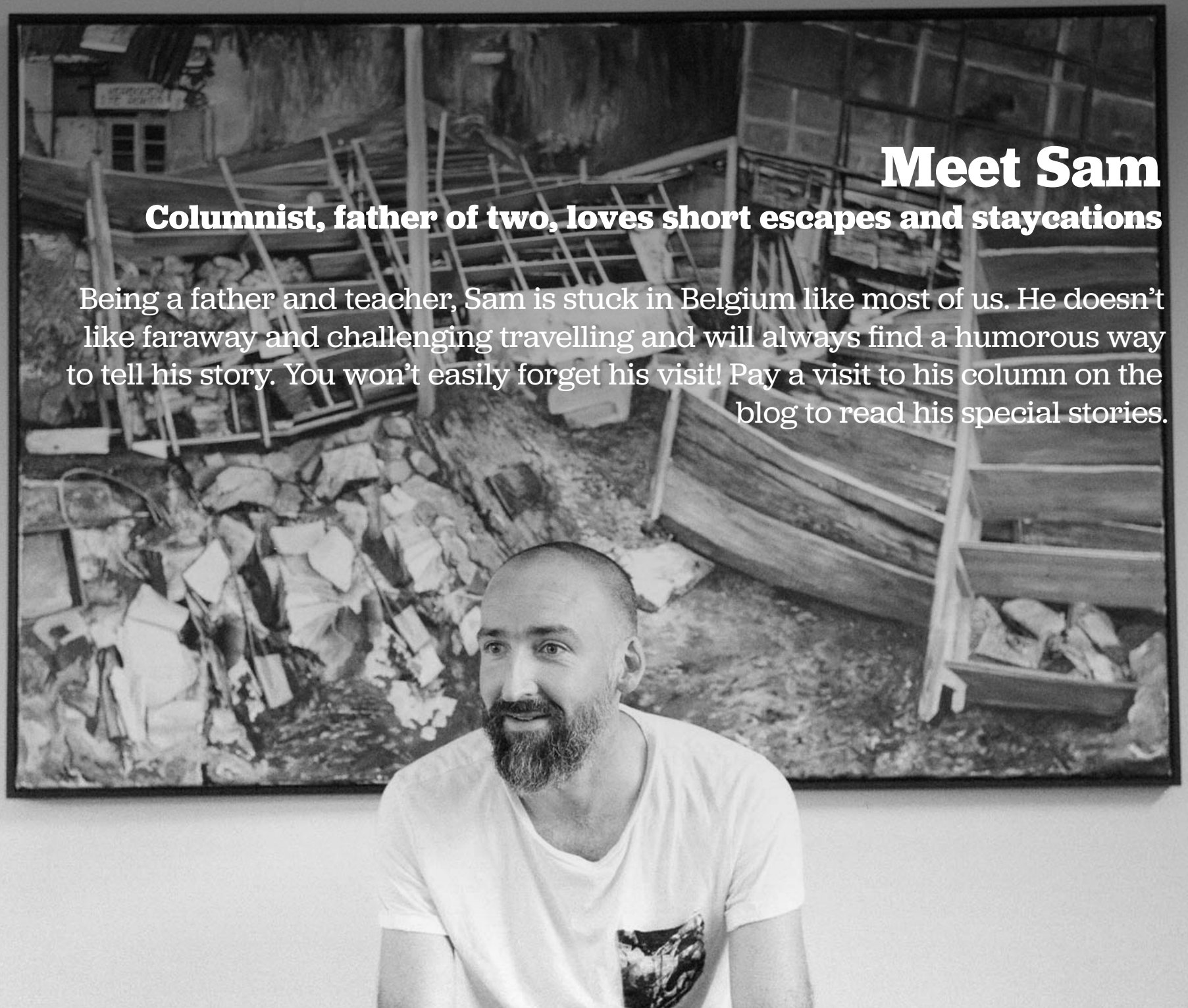
Femke's journey begins from the warm heart of Limburg.
From here, she seeks the boundaries between adventure and comfort,
guided by unique, authentic narratives.
With her keen eye for detail and a passion for uncovering hidden
gems, she writes stories that emanate
from the essence of diverse cultures.



Meet Michiel

Traveling photographer

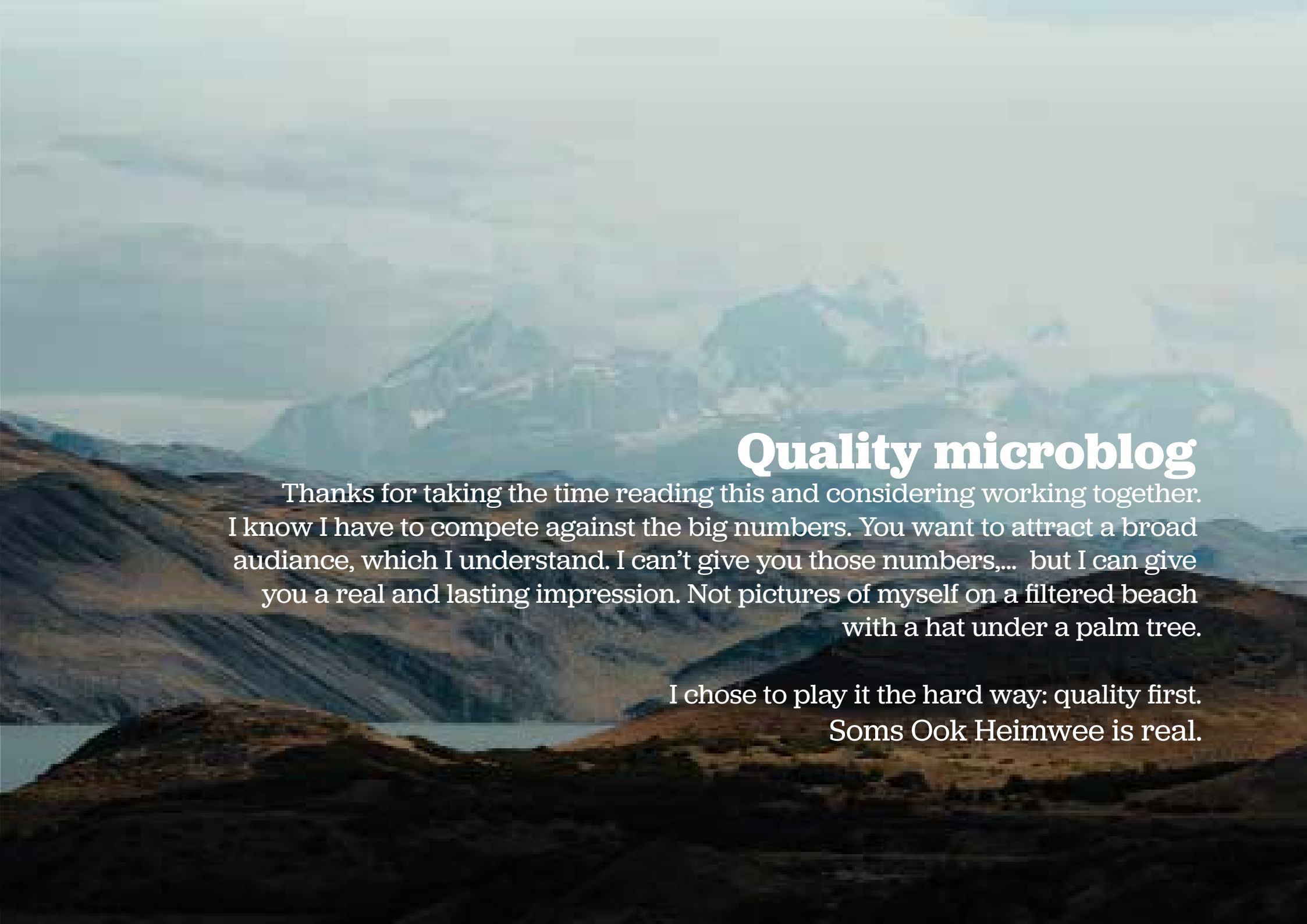
Fotograaf, bucketlist-afvinker en padeller van voor de grote hype. Een OG als het ware. Mijn doel in het leven? In de voetstappen treden van mijn grote voorbeeld, Dixie Dansercoer. Niet letterlijk dan.



Meet Sam

Columnist, father of two, loves short escapes and staycations

Being a father and teacher, Sam is stuck in Belgium like most of us. He doesn't like faraway and challenging travelling and will always find a humorous way to tell his story. You won't easily forget his visit! Pay a visit to his column on the blog to read his special stories.



Quality microblog

Thanks for taking the time reading this and considering working together.
I know I have to compete against the big numbers. You want to attract a broad audiance, which I understand. I can't give you those numbers,... but I can give you a real and lasting impression. Not pictures of myself on a filtered beach with a hat under a palm tree.

I chose to play it the hard way: quality first.
Soms Ook Heimwee is real.

A visual appealing website

As a graphic designer I care about how things look.
Quality comes first.

The blog is custom made with a lot of love. Every article gets published in a unique magazine look with a high focus on big pictures.

In August 2023, the website shifted to a brand new static website with new branding and better architecture to further improve usability and user experience.


heimwee.
Bestemmingen
Over de blog
Glamping
Inspiratie
Contact
De vakantie van uw leven start nu
Reisverhalen voor kleine avonturiers of stoere wereldreizigers
KIES JE THEMA
Tenerife
Vietnam
De Azoren
Canada
Kamperen
Nieuw-Zeeland
Thailand

Soms Ook Heimwee is het reisplatform dat bange hartjes, jonge gezinnen en zelfs de zatste tante de wereld toont door knappe foto's, sjieke storytelling en hier en daar een slechte mop.

En, wat wordt jouw volgende reisplan?



Azoren reistips: een praktische gids vol met tips voor deze verborgen eilanden

Azoren. Europa. Reistips.



👋 Ik ben Yannick! Al 10 jaar schrijf ik verhalen over mijn reizen.

Deze reisblog is ontstaan toen ik er in m'n eentje een jaar op uit trok naar **Australië** en **Zuid-Oost Azië**. Ondertussen is Soms Ook Heimwee een team **van 7 enthousiaste content creators** die op een mooie manier werken voor 1 doel: jou inspireren om er ook zelf op uit te trekken.

Twijfel je over die wereldreis? Of zoek je nog een vakantiebestemming? Of wil je weten waar je de koudste pint in Leuven drinkt of welk het mooiste strand in de Algarve is? Komt helemaal goed!



Slapen in cabins, cabanes, boomhutten of luchtbellen in de Ardennen

België. Kamperen.



Een ruwe roadtrip door Jordanië: in 7 dagen langs Amman, Petra, Wadi Rum en de Dode Zee

Jordanië. Roadtrip.



The Balkan Trail: een tricky trektocht door Albanië, Montenegro en Kosovo

Albanië. Montenegro.



Antwerpen is het mooiste arrondissement van Parijs

België. Citytrip. Europa.

Soms Ook Heimwee is als een wipplank voor kleine avonturiers

Soms Ook Heimwee staat voor kwalitatieve fotografie en een verhaal met een persoonlijke touch op een attractieve manier gebracht.

Elk artikel is gelinkt aan reizen, accommodatie, activiteiten en mooie bestemmingen, dichtbij of ver weg. Altijd met het idee om mijn lezers te overtuigen om zelf op pad te gaan.







These brands already trusted SOH

NATIONAL GEOGRAPHIC
DECATHLON
TUI
oppo
FJÄLL RÄVEN
THE NORTH FACE
PeakPerformance
saalbach
BURTON
VAUDE
LAND ROVER
BONAIRE
Once a Visitor Always a Friend!
WELCOME TO A.S.Adventure OUTDOOR & ACTION
mazda
CURAÇAO
Curaçao Tourist Board
AZORES













What can I offer?

quality **photography**
video
copywriting
original **stories, articles or longreads** on my blog (NL)
The whole **Instagram thing (NL and BE) on two accounts**
newsletter
featured partner on the website
Facebook, Twitter, Instagram **takeovers**
being your **enthusiastic ambassador**
product photoshoots
honest feedback
affiliate links
creating content for your channels (NL-ENG)

I hope to meet you soon

mail **post@somsookheimwee.be**
phone **+32 474 74 26 95**
social **@yannickdepauw**
website **somsookheimwee.be**

From Yannick, with love.