



Instagram Performance & Insights Report

This report provides an in-depth analysis of @vinesandpearls Instagram content performance, focusing on **content reach, engagement and follower growth trends**. The analysis aims to offer actionable insights to improve future content strategies and optimize engagement.

Source:

- Meta Business Suite @vinesandpearls

Period: January 31, 2024 - February 6, 2025

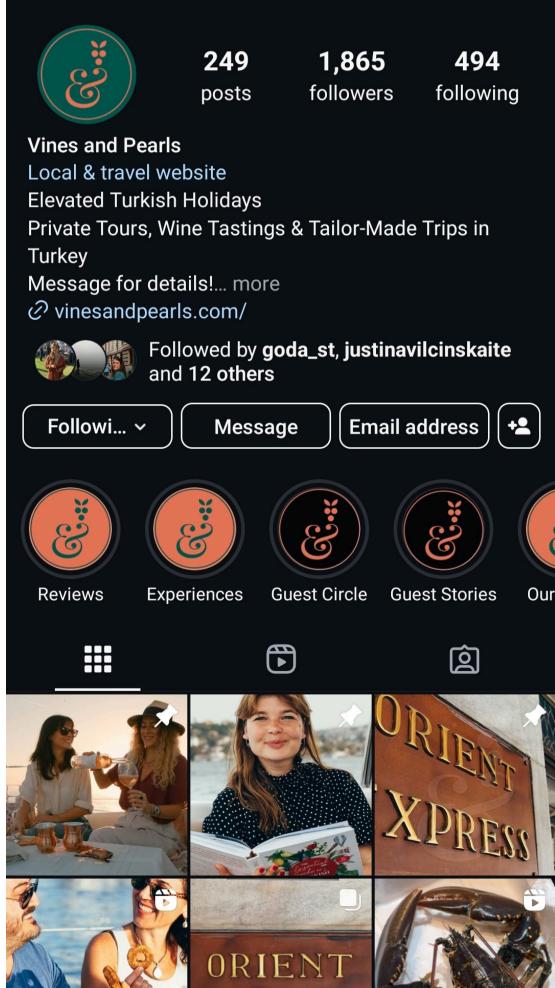
Objective of the Report:

- **Analyze overall Instagram content performance**, focusing on reach, engagement, and follower growth trends.
- **Identify the most effective content formats** (reels, carousels, single-image posts, stories) based on reach and engagement.
- **Assess follower growth patterns** and the impact of content on audience acquisition.
- **Determine the best-performing content themes** and their effectiveness in driving interactions.
- **Evaluate the role of hashtags** in content reach, engagement, and follower growth.
- **Examine underperforming content** to identify areas for improvement.
- **Provide actionable recommendations** to optimize content strategy for greater audience reach and engagement.

Report Structure:

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General Performance Overview



Total

430

Follows

918

Total Content Posts

1.51

Posting Frequency (days)

261.954K

Total Reach

11.529K

Total Interactions

6.54%

Engagement Rate

Grid Posts

426

Follows

172

Total Posts

2.45

Posting Frequency (days)

178.248K

Total Reach

7.072K

Total Interactions

6.39%

Engagement Rate

Stories

4

Follows

746

Total Stories

1.51

Posting Frequency (days)

83.706K

Total Reach

4.457K

Total Interactions

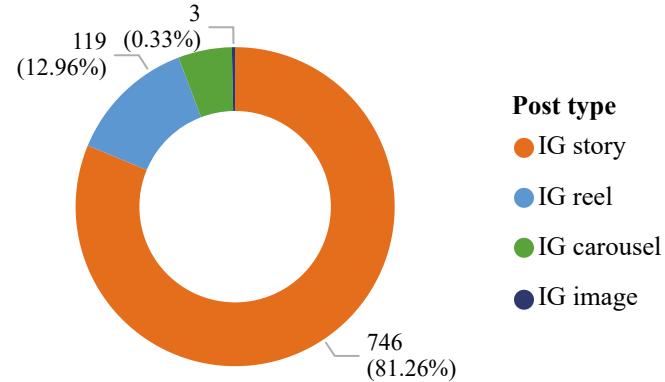
6.58%

Engagement Rate

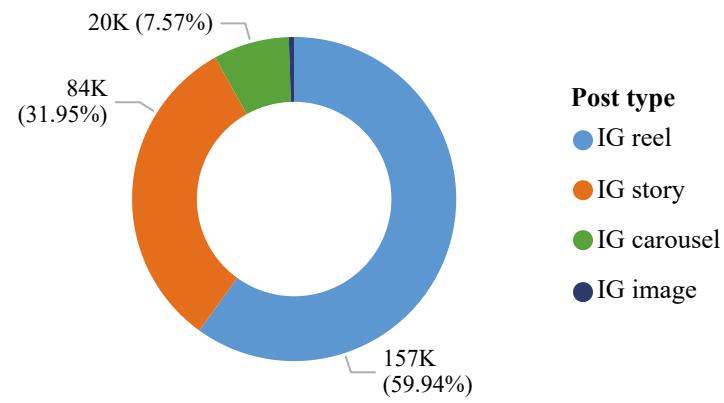
Content Formats & Distribution



Content Breakdown



Content Reach



Content Formats & Distribution

- There are about **4 times more stories posted compared to grid posts** (746 vs. 142). However, **grid posts tend to have a higher reach**, reaching almost twice as many users than stories.
- When it comes to grid posts, nearly **twice as many reels have been created** and posted compared to other types of grid content (119 reels, 50 image carousels, and 3 single-image posts). This is a good strategy, as **reels generally reach and engage audiences more effectively**.

Content Formats & Distribution

6.54%

Average of
Engagement Rate
Content

6.58%

Engagement Rate
Stories

6.39%

Engagement Rate
Grid

8.64%

Engagement Rate
Carousel

8.61%

Engagement Rate
Image

5.40%

Engagement Rate
Reel

12.55

Average of Duration Stories (s)

30.66

Average Duration of Reels (s)

12.51

Average of Duration of 20 Stories
with HIGHEST Reach (s)

38.90

Average Duration of 20 Reels
with HIGHEST Reach (s)

9.82

Average of Duration of 20 Stories
with LOWEST Reach (s)

17.70

Average Duration of 20 Reels
with LOWEST Reach (s)

- Stories have a slightly higher engagement rate compared to grid posts (6.58% vs. 6.39%). However, **image carousels have the highest engagement rate** (8.64%), followed closely by single-image posts (8.61%), while reels rank last (5.40%).

- When it comes to **reels and stories, duration plays a key role in content reach**:
- The top 20 reels with the highest reach have an average duration more than twice as long as the 20 reels with the lowest reach (38.90s vs. 17.70s).
- Similarly, stories that reach a larger audience also tend to have a slightly longer runtime. The top 20 stories with the highest reach average 12.51s, while those with the lowest reach average 9.82s.

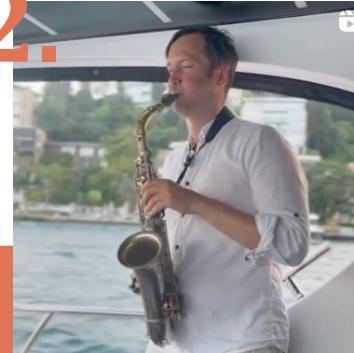
Follower Growth Trends

1.



+ 102 Followers
February 18, 2024

2.



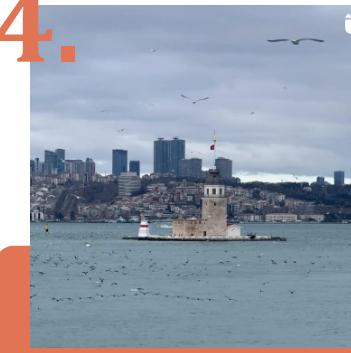
+ 75 Follows
June 22, 2024

3.



+ 39 Follows
March 21, 2024

4.



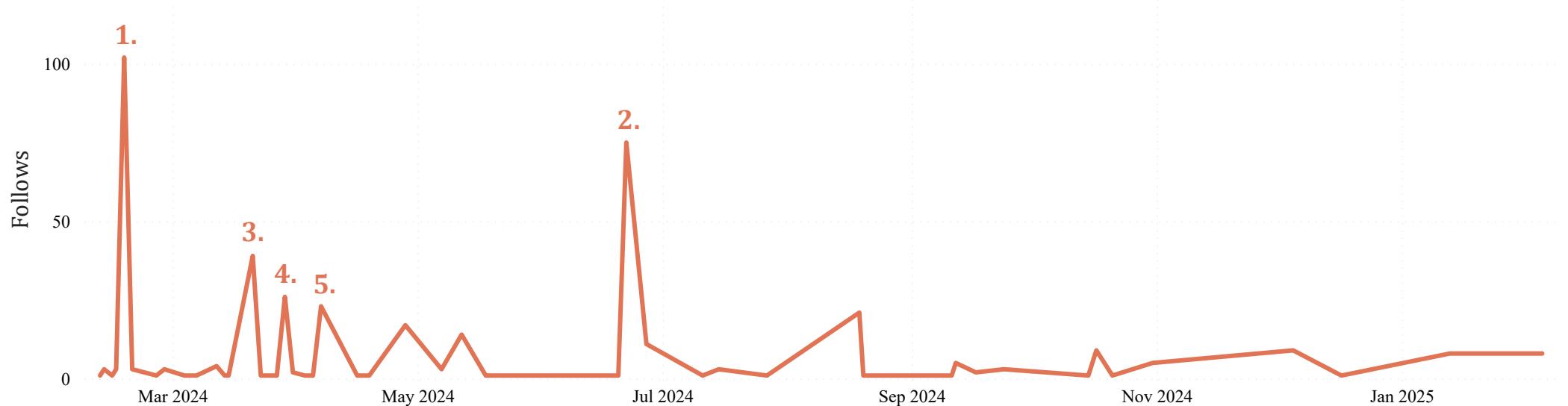
+ 26 Follows
March 29, 2024

5.



+ 23 Follows
April 7, 2024

Followers Gained



Follower Growth Trends

99
Grid Posts Q1 & Q2

73
Grid Posts Q3 & Q4

182K
Reach Q1 & Q2

80K
Reach Q3 & Q4

365
Follows Q1 & Q2

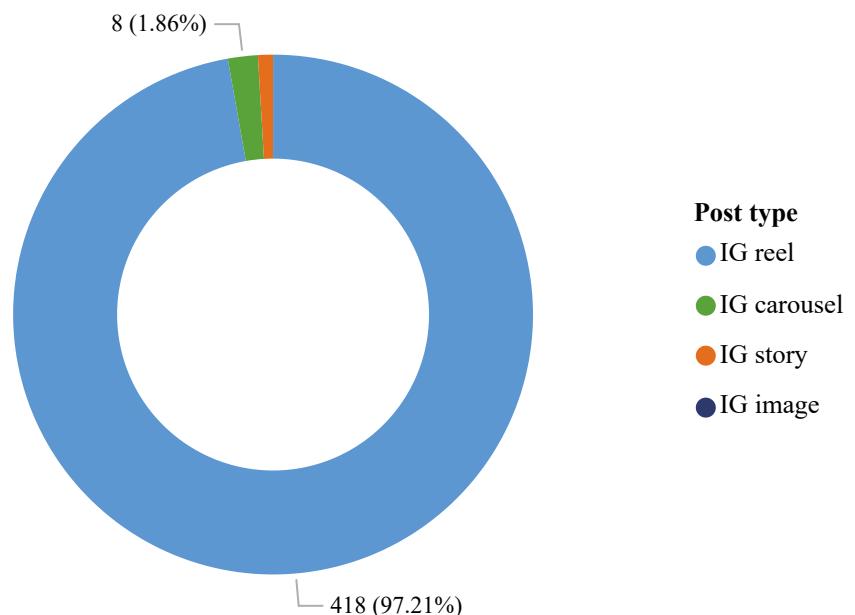
65
Follows Q3 & Q4

468
Reached
Accounts for 1
Follow Q1 & Q2

1.23K
Reached
Accounts for 1
Follow Q3 & Q4

609
Reached Accounts
for 1 Follow

Sum of Follows by Post type



Follower Growth Trends

- Grid posts drive the most new followers, with **97.21% of new followers gained via reels**, 1.86% via picture carousels, 0.93% via stories, and none via single-image posts.
- The majority of new followers were gained in the **first half of 2024**, with 365 follows in Q1 and Q2, compared to just 65 follows in Q3 and Q4. All peak days for follower growth also occurred in the first half of the year.
- This trend aligns with **reach, which was higher in the first two quarters**, despite content being distributed fairly evenly throughout the year (99 grid posts in Q1 and Q2 and 73 in Q3 and Q4). However, the audience was more inclined to follow earlier in the year.
- In the first half of the year, it took reaching 468 accounts to gain one follower, whereas in the second half, it required reaching approximately 1,230 accounts (yearly average: 609).

Best Performing Content



vinesandpearls Boza is a traditional Turkish drink with a rich history dating back centuries. Made from fermented grains, typically millet or wheat, it boasts a unique texture and tangy-sweet flavor profile. Boza's consistency is thick and smooth, often likened to a thin pudding or porridge. Its distinct taste is complemented by the addition of sugar, cinnamon, and sometimes roasted chickpeas, offering a delightful complexity. Boza holds a special place in Turkish culture, especially during the winter months, where it is cherished as a warming beverage. Renowned for its purported health benefits, including aiding digestion and providing a good source of energy, boza continues to be enjoyed as a beloved beverage across Turkey and beyond, preserving a taste of tradition with each sip.

#privatetourististanbul
#privatetourturkey
#privatetourturkiye
#tailoredtourturkiye
#experienceistanbul
#istanbulprivatetours
#luxurytravelistanbul
#luxurytravelturkey
#privatetourdestanbul
#privatetouristuristik
#privatetouristuristik

Liked by goda_st and others
18 February 2024

Add a comment... Post

24K
Reach

289
Interactions

102
Gained
Followers



vinesandpearls and quirkycork Trick or treat? It's a funky Halloween food and wine pairing—Turkish edition! 🎃 🍷

Ready to try the spookiest of foods with a devilishly good glass of local wine? This Halloween, dare to explore the otherworldly side of Turkish cuisine. Feast your eyes (and taste buds) on Turkey's most intriguing brainy treat—Beyin! Yes, we're talking delicately prepared sheep brain. In Turkish culture, respecting the animal and nothing goes to waste, making beyin a beloved delicacy, gracing local tables and fueling spirited drinking nights. Its tender texture and subtle flavors are absolutely delicious—yet only for the brave! 🧠

Pair it with a ghoulishly good glass of Gordias Feleğen white wine from central Anatolia—a rare native grape with a crisp, herbaceous bite that elevates this dish to hauntingly unforgettable. 🍷

The silky richness of Beyin with the fresh, haunting notes of Feleğen creates a pairing so unexpected, it's almost supernatural... we double dare you to be brashly enough to brave it! 🧠

Join these spooky pairings, crafted just for you by Vines and quirkycork.

Liked by goda_st and others
31 October 2024

Add a comment... Post

36
Shares

20
Comments



vinesandpearls Istanbul, Turkey

vinesandpearls Experience tailor-made winery trips hosted by industry professionals. Whether it's a day trip from Istanbul or a multi-day wine exploration across Turkey, we create personalized journeys just for you.

Send us a message to design your perfect wine adventure today!

#instafave #TailorMadeTrips #VinesAndPearls
#DiscoverTurkeyFine #DineInPrivateTours #WineExploration
#LuxuryWineTour #TurkishWine #WineTourIstanbul

18 w

Liked by goda_st and others
6 October 2024

Add a comment... Post

16.94%
Engagement
Rate



vinesandpearls and toganootea Armando Trovajoli • L'amore dice ciao - From La matraccia

vinesandpearls Having a slow start of the week? Let's inject some excitement into your workweek with inspiring workstation spots! Our latest discovery? Toganoo Tea in Çiğantırı, İstanbul. Imagine immersing yourself in a sea of teas sourced from the corners of the world while working away in a space with its tranquil and inviting ambiance. Toganoo Tea provides the ideal setting to power through your tasks while indulging in exquisite brews. More of a coffee person? No worries, Toganoo has the strong black treasure included in their menu!

Whether you're in need of a change of scenery or seeking a tranquil escape, Toganoo tea offers the perfect blend of productivity and relaxation. So why not swap your usual workspace for a more inspiring one? Visit Toganoo Tea awhile, ready to elevate your workday experience.

Here you will find: Great WiFi Connection, Working Desks, Charging Stations, Lunch Options (vegetarian and vegan included)

#workingcafeistanbul
#workingcafesistanbul
#privatetourististanbul
#privatetourturkey
#privatetourturkiye
#tailoredtourturkiye

Liked by goda_st and others
20 February 2024

Add a comment... Post

62
Saves

Best Performing Content

Highest Reach Content: Top 5 Posts

1.



24,325 Reach

February 18, 2024

2.



12,150 Reach

February 16, 2024

3.



9,077 Reach

June 22, 2024

4.



7,896 Reach

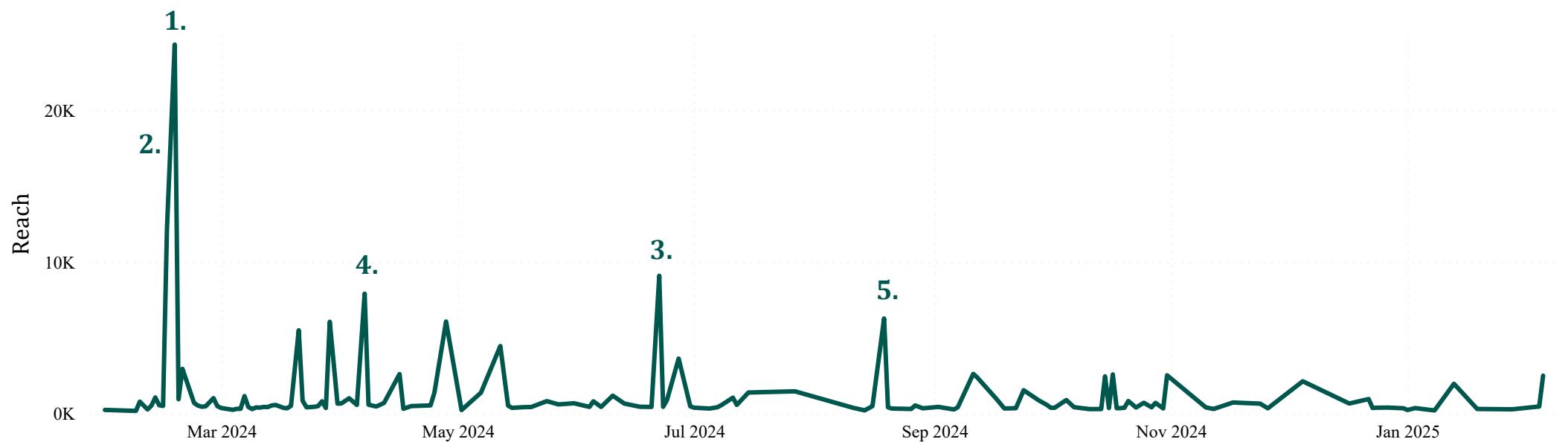
April 7, 2024

5.



6,263 Reach

August 19, 2024



Best Performing Content

Highest Reach Content

- **Grid posts achieve by far higher reach than stories.** Story with the highest reach (3105) reached almost 7 times less audience than grid post with the highest reach.
- **Reels achieve the highest reach,** significantly outperforming single-image posts and carousels. Prioritizing short-form video content will maximize audience engagement.
- **Bosphorus, sailing, and yacht-related content performs exceptionally well,** with four of the top ten highest-reaching posts featuring sailing and references to the Bosphorus.
- All posts with the highest reach have people as a focal point in the cover picture.

Reach by Post Type

Year	Month	Day	Post type	Reach
2024	February	18	IG reel	24325
2024	February	16	IG reel	12150
2024	June	22	IG reel	9077
2024	April	7	IG reel	7896
2024	August	19	IG reel	6263
2024	April	28	IG reel	6061
2024	March	29	IG reel	6043
2024	March	21	IG reel	5483
2024	May	12	IG reel	4443
2024	June	27	IG reel	3618
2024	June	20	IG story	3105
2024	July	21	IG story	2897
2024	September	11	IG reel	2609
2024	April	16	IG reel	2594

Best Performing Content

Most Interacted Content: Top 5 Posts

1.



289 Interactions

February 18, 2024

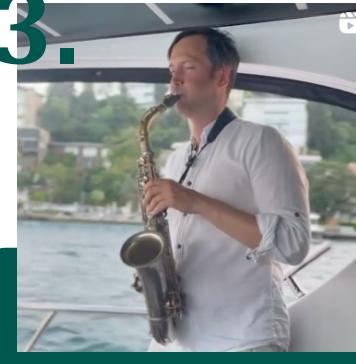
2.



280 Interactions

October 31, 2024

3.



224 Interactions

June 22, 2024

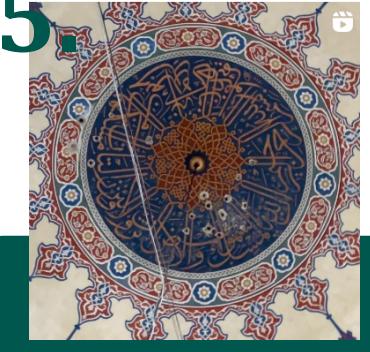
4.



206 Interactions

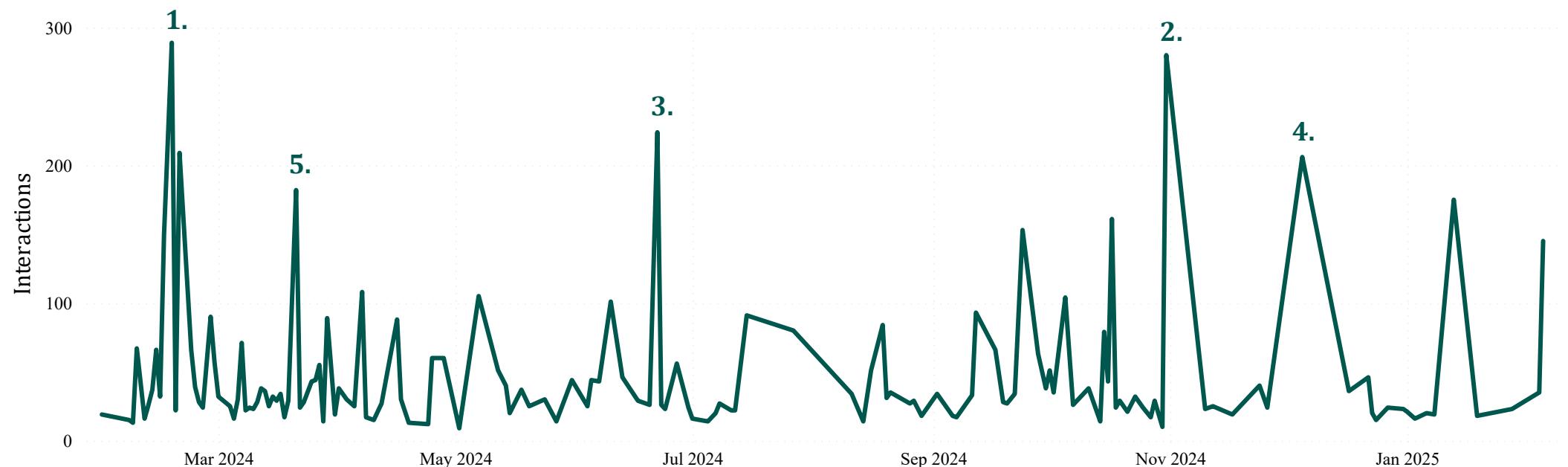
December 5, 2024

5.



182 Interactions

March 21, 2024



Best Performing Content Interactions

- Grids posts have more interactions than stories. With reels dominating most interacted content list. Only in the 12th place we encounter first story and in the 14th place first image carousel.
- **Food-related content generates the most interaction**, especially when it showcases unique or unexpected culinary experiences and provides educational value. These posts receive high engagement, with frequent comments and shares.
- **City tours, Istanbul's architecture, and 'hidden gems' content also attract strong engagement**, suggesting that audiences are eager to explore the city's culture and history.
- **Practical recommendations, such as 'Best Cafés to Work From' or 'Top Workation Spots,' drive high audience engagement**. These posts are frequently saved, highlighting that the audience consists of professionals who work remotely or in hybrid setups and are on-the-go.
- **Despite the company's strong focus on wine-related experiences, wine content has yet to achieve the highest engagement**. This indicates an opportunity to refine the storytelling approach or integrate wine more seamlessly into high-performing themes.

Interactions by Post Type

Year	Month	Day	Post type	Total Interactions
2024	February	18	IG reel	289
2024	October	31	IG reel	280
2024	June	22	IG reel	224
2024	December	5	IG reel	206
2024	March	21	IG reel	182
2025	January	13	IG reel	175
2024	February	20	IG reel	166
2024	February	16	IG reel	149
2025	February	5	IG reel	145
2024	October	17	IG reel	123
2024	April	7	IG reel	108
2024	April	3	IG story	107
2024	May	7	IG reel	105
2024	October	5	IG carousel	104
2024	February	28	IG reel	90
2024	March	29	IG reel	89
2024	April	16	IG reel	88
2024	March	24	IG story	87
2024	August	19	IG reel	84
2024	September	24	IG reel	81
2024	July	27	IG reel	80
2024	July	15	IG story	74
2024	September	24	IG carousel	72

Instagram Stories

Interaction Trends

4.457K

Total Interactions

746

Stories Posted

6.58%

Engagement Rate

2.953K

Total Interactions
Q1 & Q2

1.504K

Total Interactions
Q3 & Q4

485

Stories Posted
Q1 & Q2

261

Stories Posted
Q3 & Q4

6.64%

Engagement Rate
Q1 & Q2

6.46%

Engagement Rate
Q3 & Q4

3.541K

Likes

358

Profile visits

333

Sticker taps

90

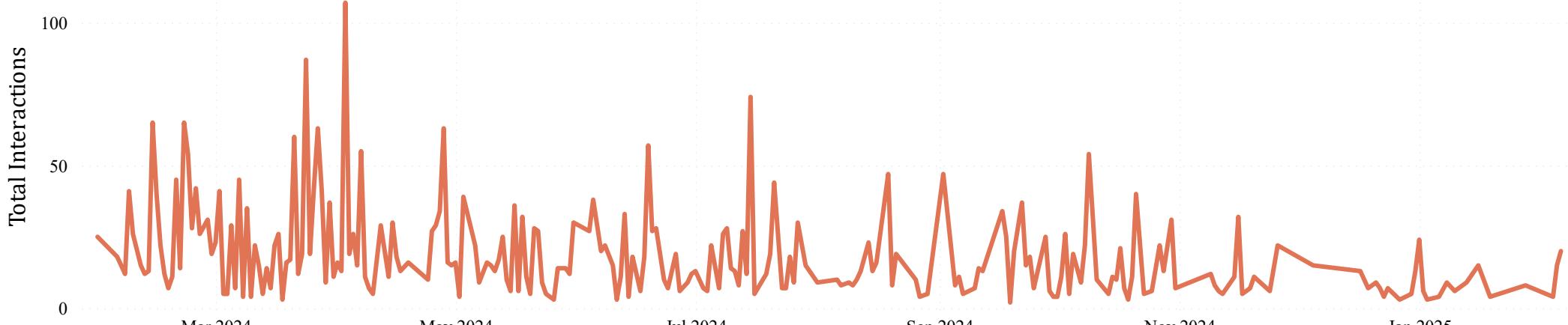
Replies

78

Link clicks

53

Shares



Instagram Stories

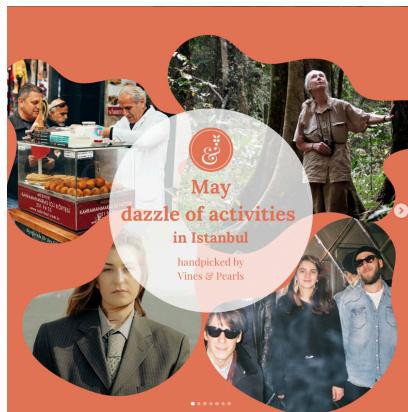
Interaction Trends

- **Most interactions with stories occurred in the first half of the year**, which aligns with the posting frequency—nearly twice as many stories were posted in Q1 and Q2 compared to Q3 and Q4 (485 vs. 261 stories).
- However, the engagement rate remained relatively consistent throughout the year, averaging 6.58% (6.64% in Q1 and Q2 vs. 6.46% in Q3 and Q4).

Underperforming Grid Content



166
Reach



9
Interactions



0.99%
Engagement Rate

Technically, the worst performing content in terms of reach, engagement rate, and interactions is stories. However, grid posts play a more significant role in growing the company's social media presence and following. Therefore, this report provides a deeper insight into underperforming grid content.

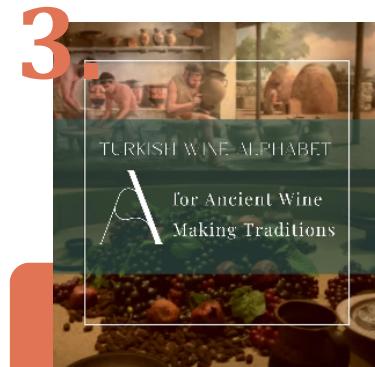
Underperforming Grid Content



166 Reach
October 17, 2024



167 Reach
February 8, 2024



174 Reach
February 7, 2024



188 Reach
October 16, 2024



200 Reach
January 8, 2025



9 Interactions
May 2, 2024



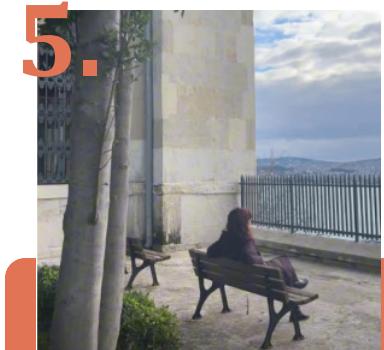
10 Interactions
October 30, 2024



12 Interactions
April 24, 2024



12 Interactions
October 15, 2024



13 Interactions
February 8, 2024

Underperforming Content

- Stories have by far the lowest reach and the fewest interactions.
- Single-image and carousel posts have lower reach than reels. However, carousels generate a higher audience engagement rate compared to both single-image posts and reels (8.64% carousels, 8.61% single-image posts, 5.40% reels).
- Posts with the lowest engagement and interactions tend to have **shorter description text**.
- While architecture and city-related content appear among the highest-performing posts, they also dominate the lowest-performing content in terms of reach.
- Content with the lowest reach does not have people as a focal point in the visual.

Reach by Post Type

Year	Quarter	Month	Day	Post type	Sum of Reach
2024	Qtr 4	October	18	IG story	51
2024	Qtr 4	November	11	IG story	51
2024	Qtr 4	November	12	IG story	52
2024	Qtr 2	June	14	IG story	55
2024	Qtr 3	September	19	IG story	55
2024	Qtr 3	August	27	IG story	58
2024	Qtr 4	October	19	IG story	58
2024	Qtr 4	October	1	IG story	60
2024	Qtr 4	November	10	IG story	60
2024	Qtr 4	November	17	IG story	61
2024	Qtr 3	September	30	IG story	69
2024	Qtr 3	September	29	IG story	71
2024	Qtr 3	August	29	IG story	75
2025	Qtr 1	January	6	IG story	75
2024	Qtr 3	July	24	IG story	79
2024	Qtr 4	October	2	IG story	80
2024	Qtr 1	March	10	IG story	81

Interactions by Post Type

Year	Quarter	Month	Day	Post type	Total Interactions
2024	Qtr 3	September	19	IG story	2
2024	Qtr 1	March	18	IG story	3
2024	Qtr 2	May	26	IG story	3
2024	Qtr 2	June	11	IG story	3
2024	Qtr 4	October	19	IG story	3
2024	Qtr 4	December	27	IG story	3
2025	Qtr 1	January	3	IG story	3
2024	Qtr 1	March	8	IG story	4
2024	Qtr 1	March	10	IG story	4
2024	Qtr 2	May	2	IG story	4
2024	Qtr 2	June	14	IG story	4
2024	Qtr 3	August	27	IG story	4
2024	Qtr 3	September	30	IG story	4
2024	Qtr 4	October	1	IG story	4
2024	Qtr 4	December	23	IG story	4
2025	Qtr 1	January	6	IG story	4

Hashtags Overview

382

Total Number of Hashtags Used

31

Hashtags Used MORE than 5 Times

351

Hashtags Used LESS than 5 Times

297

Hashtags Used ONCE

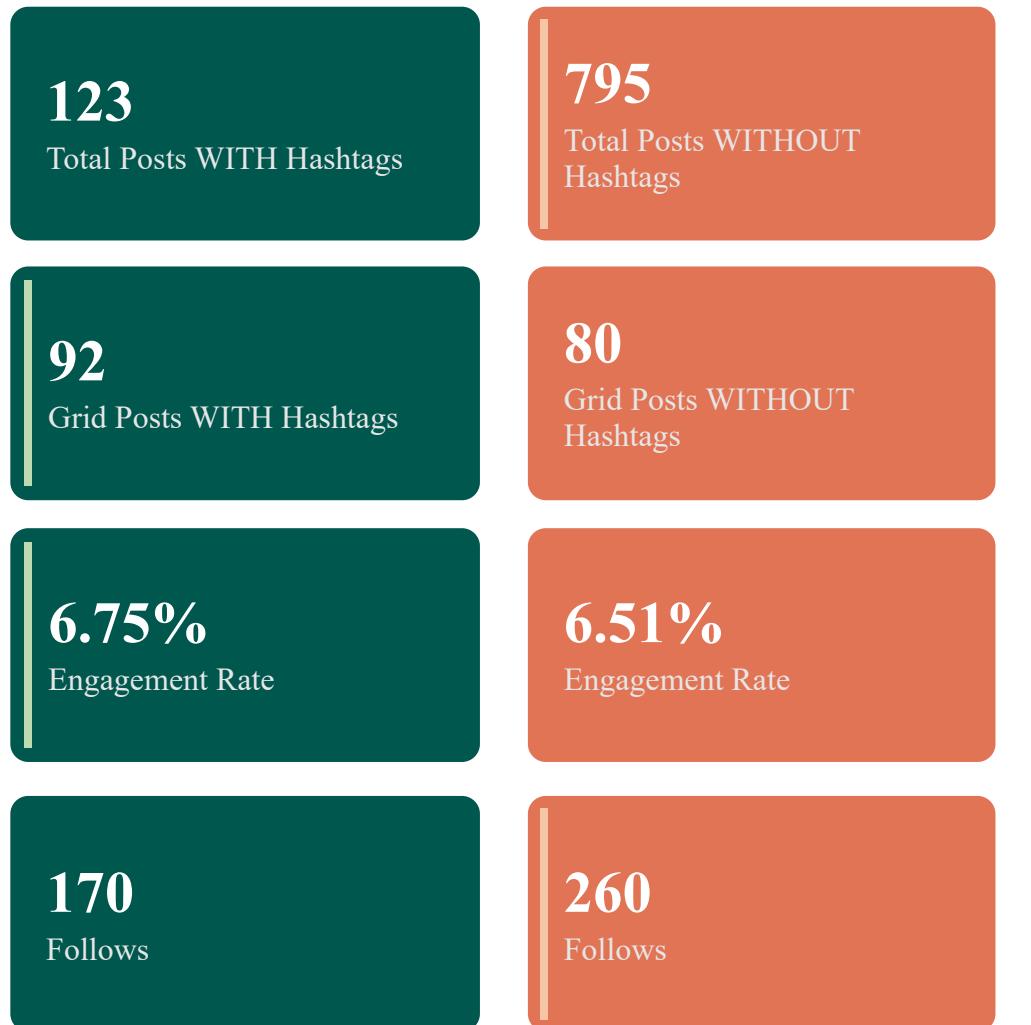
Hashtags	Times Used
#vinesandpearls	64
#privatetoursistanbul	20
#HiddenGems	14
#privateguideistanbul	12
#privatetoursturkiye	11
#TurkishWine	11
#experienceistanbul	10
#LuxuryTravel	10
#luxurytravelistanbul	10
#PrivateTours	10
#privatetoursturkey	10
#tailoredtoursturkiye	10
#WineLovers	10
#WineTasting	10
#ExploreIstanbul	9
#istanbulprivatetours	9
#luxurytravelturkiye	9
#privatewinetoursIstanbul	9
#turkishwinespecialist	9
#winerytouristanbul	9
#winerytoursturkey	9
#winetastingsistanbul	9
#winetastingturkey	9
#winetastingsturkiye	9
#winetoursistanbul	9
#winetoursturkiye	9
#winetourturkey	9
#DiscoverTurkey	6
#TravelInStyle	6
#TurkishWines	6

Hashtags	Times Used
#CulinaryJourney	5
#CulturalHeritage	4
#DiscoverIstanbul	4
#BosphorusCruise	3
#BosphorusViews	3
#CulturalJourney	3
#DestinationWedding	3
#ExclusiveExperience	3
#FoodToursIstanbul	3
#IstanbulAdventures	3
#IstanbulHistory	3
#IstanbulTours	3
#LuxuryExperience	3
#OrientExpress	3
#PRIVATEISTANBULTOURS	3
#PrivateYacht	3
#TravelTurkey	3
#TravelWithHeart	3
#UnforgettableMoments	3
#WineAndDine	3
#winejourney	3
#BaklavaBliss	2
#BoutiqueWineries	2
#CoffeeLovers	2
#CustomItineraries	2
#ExploreTurkey	2
#ExploreWithUs	2
#FineDining	2
#FoodieAdventure	2
#GourmetJourney	2

- There were 382 different hashtags used.
- However, only 31 hashtags were used 5 times or more, while 297 hashtags were used only once.
- This suggests that many hashtags may not be contributing significantly to overall reach or engagement.

Hashtag Effectiveness

Engagement & Follower Growth



- **The majority of posts do not use hashtags.** However, this is largely influenced by the fact that stories typically have no description.
- When looking at grid posts specifically, a slightly higher number include hashtags (92 posts with hashtags vs. 80 posts without).
- **Content that includes hashtags shows a slightly higher engagement rate (6.75% vs. 6.51%).**
- However, this does not correlate with follower growth. On the contrary, **posts without hashtags resulted in more new followers** (260 follows vs. 170 follows from content with hashtags).

Hashtag Effectiveness

Engagement Rate

Hastags Used at Leat 5 Times

Hashtag	Times Used	Engagement Rate
#WineTourism	1	21.43%
#DayTripsFromIstanbul	1	16.94%
#DiscoverTurkishWine	1	16.94%
#LuxuryWineTour	1	16.94%
#TailorMadeTrips	1	16.94%
#WineExploration	1	16.94%
#WineTourIstanbul	1	16.94%
#SipSavorDiscover	2	14.26%
#IstanbulDelights	1	13.86%
#SavorTheMoment	1	13.86%
#SweetDiscoveries	1	13.86%
#TurkishCoffeeLove	1	13.86%
#AegeanCuisine	1	13.75%
#CulinaryExperience	1	13.75%
#ExploreUrla	1	13.75%
#PeraDistrict	1	13.29%
#TravelInTime	1	13.29%
#WineAndCulture	2	11.58%
#DiscoverTurkishWines	1	11.51%
#SipAndSavor	1	11.51%
#SommelierExperience	1	11.51%
#SunsetVibes	1	11.51%
#FoodTours	1	11.14%
#HalloweenEats	1	11.14%
#SpookyPairing	1	11.14%
#TailoredTripsIstanbul	1	11.14%
#TurkishFood	1	11.14%
#TurkishThrills	1	11.14%

Hastags Used at Leat 5 Times

Hashtag	Times Used	Engagement Rate
#DiscoverTurkey	6	9.34%
#HiddenGems	14	7.88%
#TurkishWine	11	7.68%
#ExploreIstanbul	9	7.47%
#PrivateTours	10	7.06%
#vinesandpearls	64	6.94%
#LuxuryTravel	10	6.54%
#privatetoursistanbul	20	6.22%
#CulinaryJourney	5	6.22%
#WineLovers	10	5.43%
#privateguideistanbul	12	5.42%
#privatetoursturkiye	11	5.33%
#WineTasting	10	5.31%
#TurkishWines	6	5.27%
#experienceistanbul	10	5.14%
#luxurytravelistanbul	10	5.14%
#privatetoursturkey	10	5.14%
#tailoredtoursturkiye	10	5.14%
#istanbulprivatetours	9	5.06%
#luxurytravelturkiye	9	5.06%
#privatewinetoursIstanbul	9	5.06%
#turkishwinespecialist	9	5.06%
#winerytouristanbul	9	5.06%
#winerytoursturkey	9	5.06%
#winetastingsistanbul	9	5.06%
#winetastingsturkey	9	5.06%
#winetastingsturkiye	9	5.06%
#winetoursistanbul	9	5.06%
#winetoursturkiye	9	5.06%
#winetourturkey	9	5.06%
#TravelInStyle	6	4.88%

Hashtags with the highest engagement rates were those used only once or twice. However, due to their limited usage, it is difficult to accurately assess their effectiveness. Therefore, a deeper analysis was conducted on hashtags that were used at least five times.

- #DiscoverTurkey had the highest engagement rate (9.34%).
- Most of the top-performing hashtags were primarily related to travel and private tours, with the exception of #TurkishWine, which ranked third.
- Wine related hashtags had higher engagement rate than culinary related hashtags. However, only one food related hashtag #CulinaryJourney was used 5 times.

Hashtag Effectiveness

Reach

Hashtags	Times Used	Reach
#vinesandpearls	64	44498
#privatetoursistanbul	20	17933
#WineTasting	10	17585
#privateguideistanbul	12	11908
#experienceistanbul	10	11182
#luxurytravelistanbul	10	11182
#privatetoursturkey	10	11182
#tailoredtoursturkiye	10	11182
#TurkishWine	11	10666
#PrivateYacht	3	10428
#LuxuryExperience	3	10151
#TurkishWines	6	9619
#privatetoursturkiye	11	9186
#BosphorusSailing	1	9077
#GourmetDinner	1	9077
#JazzOnTheWater	1	9077
#istanbulprivatetours	9	8691
#luxurytravelturkiye	9	8691
#privatewinetoursIstanbul	9	8691
#turkishwinespecialist	9	8691
#winerytouristanbul	9	8691
#winerytoursturkey	9	8691
#winetastingsistanbul	9	8691
#winetastingturkey	9	8691
#winetastingsturkiye	9	8691
#winetoursistanbul	9	8691
#winetoursturkiye	9	8691
#winetourturkey	9	8691

Hashtags	Times Used	Reach
#HiddenGems	14	8210
#CulinaryJourney	5	7657
#TravelAndTaste	2	6610
#WineLovers	10	6489
#WineTastingExperience	1	6263
#PrivateTours	10	5965
#HappyCustomers	1	4443
#LuxuryTravel	10	4328
#TravellInStyle	6	3739
#ExploreIstanbul	9	3490
#IstanbulInSeptember	1	2609
#slowtravelIstanbul	1	2609
#DiscoverTurkey	6	2607
#HiddenGem	1	2594
#WineExcellence	1	2594
#FoodTours	1	2514
#HalloweenEats	1	2514
#SpookyPairing	1	2514
#TailoredTripsIstanbul	1	2514
#TurkishFood	1	2514
#TurkishThrills	1	2514
#BaklavaLovers	1	2491
#GrandBazaar	1	2491
#TasteOfTurkey	1	2491
#StreetFoodAdventures	2	2411
#Istanbul	2	2345
#LuxuryExperiences	2	2343
#DiscoverIstanbul	4	2293

- **Hashtags with the highest engagement rates usually correlate with their frequency of use.** For example, #vinesandpearls was the most used hashtag and also had the highest reach.
- However, a few hashtags were used only a handful of times but still achieved high reach. These hashtags tend to be associated with luxury experiences, sailing, or the Bosphorus. Notably, **#PrivateYacht, #LuxuryExperience, #BosphorusSailing, #GourmetDinner, #JazzOnTheWater, and #CulinaryJourney** were used only once or 3 times yet generated rather high reach.

Deeper Look

Turkish Grape Series



4.879K

Reach

6.94%

Engagement Rate

12

Follows

16

Comments

327

Total Interactions

24

Shares

14

Saves

The Turkish Grape Series ran for **half a year** (**January 19 – June 10, 2024**), showcasing different grape varieties with a **consistent visual identity and semi-regular posting schedule**.

Despite its structured approach, there was a noticeable gap in May, with no posts before the series concluded.

Engagement-wise, the series performed **slightly above the average Instagram Grid post engagement rate (6.39%)**, indicating a positive reception from the audience.

Posts that included **hashtags tended to perform better** than those without, suggesting hashtags contributed to greater visibility and interaction.

Deeper Look

Dazzle of Activities in Istanbul Series



1.256K

Reach

6.67%

Engagement Rate

1

Follows

0

Comments

83

Total Interactions

1

Shares

7

Sum of Saves

The **Dazzle of Activities in Istanbul** ran for **7 months (November 22, 2023 – June 5, 2024)**, featuring a curated list of activities in Istanbul each month.

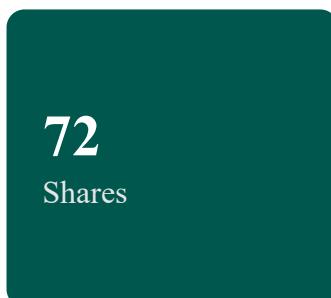
*This report analyzes data from five out of seven posts, as two fall outside the scope of this analysis.

In terms of engagement, the series performed slightly above the average Instagram Grid post engagement rate (6.39%). However, its reach and audience interest appeared relatively low. This suggests that the audience is more drawn to content with lasting value rather than time-sensitive posts—once the month ends, the activities are no longer relevant.

This aligns with the audience, who may be planning a future trip to Istanbul without a set date. In such cases, they are more likely to save or share content for later reference when their plans become more concrete.

Deeper Look

Funky Foods & Wine Pairings



The **Funky Foods & Wine Pairings** three-post series was a major hit with the audience.

It significantly outperformed the average Instagram Grid post engagement rate (6.39%), with two out of three posts ranking among the top five most engaged content of the year. The audience actively interacted—commenting, sharing, and saving the posts.

This indicates a strong interest in content that introduces something new, engaging, and educational.

It also aligns with the strengths of the content itself—longer reels tend to perform best, with the series averaging a runtime of 80.67 seconds.

Key Insights

1. General Performance Overview

- Stories vs. Grid Posts:** There are significantly more stories posted compared to grid posts (746 vs. 142), but grid posts have a much higher reach, almost doubling the reach of stories (178,248 vs. 83,706).
- Content Type Effectiveness:** Reels lead in reach and engagement, with image carousels and single-image posts generating better engagement than reels in some cases. Carousels perform well with higher engagement rates (8.64%) compared to reels (5.40%).
- Engagement and Duration:** Longer content tends to perform better. Top-performing reels average over 38 seconds, while underperforming reels average 17.70 seconds. Top-performing stories are also longer than lower-performing ones.
- Follower Growth Trends:** Grid posts, particularly reels, drive the highest number of new followers (97.21% of new followers were gained via reels). The majority of new followers were gained in the first two quarters of 2024—365 follows in Q1 and Q2 and only 65 follows in Q3 and Q4.
- Content Consistency:** The account posts consistently, contributing to steady growth. However, reach was higher in the first half of the year.

2. Top Performing Content

- Highest Reach Content:** Grid posts, especially reels, perform the best in terms of reach. Posts focused on sailing, yachts, and the Bosphorus tend to reach a larger audience. All top-performing content features people in the visuals.
- Most Engaged Content:** Reels dominate the list of most interacted content. Food-related content that showcases unique culinary experiences attract high interest from audience. Content related to city tours, Istanbul's architecture, and practical recommendations also drive high engagement.

Key Insights

3. Underperforming Content

- **Low Reach Content:** Stories have the lowest reach and interactions overall, despite having a higher engagement rate compared to grid posts.
- **Short Text:** Posts with shorter text tend to perform worst in terms of engagement and reach.
- **Content Focal Points:** Posts without people as a focal point tend to have the lowest reach.

4. Hashtag Use

- **Hashtag Use:** A majority of hashtags were used only once (297 hashtags), and only 31 were used more than five times. This makes it difficult to evaluate the overall impact of hashtags on content performance.
- **Engagement Rate:** Hashtags like #DiscoverTurkey and #WineTourism had the highest engagement rates, though they were used infrequently. Hashtags related to luxury experiences, sailing, and the Bosphorus had relatively high reach despite limited usage.

Recommendations

1. Content Strategy

- **Focus on High-Quality Reels:** Since reels offer the highest reach and engagement, prioritize the creation of engaging, well-produced reels, with durations exceeding 30 seconds. Longer videos tend to keep the audience engaged longer, which is favored by the Instagram algorithm.
- **Incorporate More People-Focused Content:** Ensure that content features people, as posts with human faces as a focal point consistently perform better in terms of reach and engagement.
- **Leverage Food and Culinary Content:** As food-related content (especially when educational or unique) performs well, consider introducing wine content within food-related topics to gain more interactions with wine-related content.

2. Hashtag Strategy:

- **Experiment with Hashtags linked to Luxury Experiences and Exclusive Themes:** Hashtags such as #LuxuryExperience, #PrivateYacht, #GourmetDinner, #BosphorusSailing, though used less frequently, gained high reach. This trend suggests that experimenting with luxury and exclusivity-related hashtags could further boost reach and engagement.

- **Refine Hashtag Frequency:** Aim to use a combination of popular, broad-reaching hashtags and more niche ones related to your specific content themes. Consider integrating hashtags such as #DiscoverTurkey, #PrivateYacht, and #CulinaryJourney more consistently.

3. Story Content Strategy:

- **Increase Story Duration:** Stories are effective at driving engagement from followers but often have shorter reach. To enhance their effectiveness, experiment with longer stories that provide more value to viewers.

4. Engagement Boosters:

- **Use Educational and Discoverable Content:** Educational content, especially about local experiences, culture, and gastronomy, continues to engage the audience. Expand on these themes, highlighting things like local hidden gems, unique culinary experiences, and lifestyle recommendations.
- **Avoid time-sensitive content as it does not drive high engagement from the audience.**

Report prepared by
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Appendix 1

Best Performing Content: Reach

Description	Post type	Year	Month	Day	Reach
Boza is a traditional Turkish drink with a rich history dating back centuries. Made from fermented grains, typically millet or wheat, it boasts a unique texture and tangy-sweet flavor profile. Boza's consistency is thick and smooth, often likened to a thin pudding or porridge. Its distinct taste is complemented by the addition of sugar, cinnamon, and sometimes roasted chickpeas, offering a delightful complexity. Boza holds a special place in Turkish culture, especially during the winter months, where it is cherished as a warming beverage. Renowned for its purported health benefits, including aiding digestion and providing a good source of energy, boza continues to be enjoyed as a beloved beverage across Turkey and beyond, preserving a taste of tradition with each sip.	IG reel	2024	February	18	24325
#privatetoursistanbul #privatetourturkey #privatetourturkiye #tailoredtourturkiye #experienceistanbul #istanbulprivatetours #luxurytravelistanbul #luxurytravelturkiye #privateguideistanbul #privatetinetoursIstanbul #turkishwinespecialist #winetourturkey #winetoursistanbul #winetourturkiye #winetastingsistanbul #winetastingsturkey #winetastingsturkiye #winerytouristanbul #winerytourturkey #vinesandpearls	IG reel	2024	February	16	11427
Thanks for celebrating our birthday week with us! Let's cheers to the vibrant city of Istanbul and all its charm! We hope to see you soon and explore the magic of this city together!	IG reel	2024	February	16	11427
#privatetoursistanbul #privatetourturkey #privatetourturkiye #tailoredtourturkiye #experienceistanbul #istanbulprivatetours #luxurytravelistanbul #luxurytravelturkiye #privateguideistanbul #privatetinetoursIstanbul #turkishwinespecialist #winetourturkey #winetoursistanbul #winetourturkiye #winetastingsistanbul #winetastingsturkey #winetastingsturkiye #winerytouristanbul #winerytourturkey #vinesandpearls	IG reel	2024	June	22	9077
Discover the Magic of the Bosphorus! 🎉 🍷	IG reel	2024	April	7	7275
Set sail on a private, customizable journey along the enchanting Bosphorus. Enjoy breathtaking views while a live jazz musician creates the perfect ambiance. Choose from gourmet dinner, extraordinary sweet table or exquisite wine tasting options to elevate your experience.					
Book your unique adventure now and make unforgettable memories! 🌈 🚤 #BosphorusSailing #PrivateYacht #JazzOnTheWater #LuxuryExperience #WineTasting #GourmetDinner					
April is here, and with it comes the bustling season of exploration!	IG reel	2024	April	7	7275
Discover the enchanting streets and rich history of Istanbul on a private tour with Vines and Pearls. From hidden gems to iconic landmarks, our expert guides will tailor an unforgettable experience just for you. Indulge in mouthwatering delights on our food tours and savor the finest wines with our exclusive tastings.					
Send us a message to book your adventure today! 🎉 🎉 🍷					
#privatetoursistanbul #privatetourturkey #privatetourturkiye #tailoredtourturkiye #experienceistanbul #istanbulprivatetours #luxurytravelistanbul #luxurytravelturkiye #privateguideistanbul #privatetinetoursIstanbul #turkishwinespecialist #winetourturkey #winetoursistanbul #winetourturkiye #winetastingsistanbul #winetastingsturkey #winetastingsturkiye #winerytouristanbul #winerytourturkey #vinesandpearls					

Appendix 1

Best Performing Content: Reach

Description	Post type	Year	Month	Day	Reach
<p>🍇✨ **Book an Exclusive Wine Tasting Trip through Urla** 🌟🍷</p> <p>Embark on a journey through Urla's rich wine and culinary heritage, guided by a licensed culinary expert. Indulge in exquisite flavors and learn the stories behind every sip and bite.</p> <p>⛴ Convenient pick-ups from the cruise port in Izmir are available, or plan an unforgettable overnight escape from Istanbul.</p> <p>Travel and taste life with **Vines and Pearls**.</p> <p>👉 DM us for more details and to reserve your spot today!</p> <p>#UrlaWines #CulinaryJourney #WineTastingExperience #VinesAndPearls #TravelAndTaste</p>	IG reel	2024	August	19	6263
<p>We're looking forward to the upcoming week together!</p> <p>Exploring the beauty of Istanbul, diving into the finest street food delights, and savoring exquisite wine while connecting and sharing stories brings us immense joy.</p> <p>We can't wait to welcome you to Istanbul! Join us on the private tours with Vines and Pearls.</p> <p>Feeling a bit mischievous? Absolutely! Sometimes, it's fun to indulge a little. Picture this: lounging by the Bosphorus, soaking in the stunning views at the crossroads between Europe and Asia, and indulging in delicious Turkish wine on a naughty Friday afternoon. It's the perfect way to unwind and add a dash of excitement to the end of the week.</p> <p>#privatetoursistanbul #privatetourturkey #privatetourturkiye #tailoredtourturkiye #experienceistanbul #istanbulprivatetours #luxurytravelistanbul #luxurytravelturkiye #privateguideistanbul #privatetinetoursIstanbul #turkishwinespecialist #winetourturkey #winetoursistanbul #winetourturkiye #winetastingsistanbul #winetastingturkey #winetastingturkiye #winerytouristanbul #winerytourturkey #vinesandpearls</p>	IG reel	2024	April	28	6061
<p>Unveil the secrets of Istanbul's hidden pearls!</p> <p>Have you heard of the Sokollu Mehmet Pasha Mosque? Tucked away in the bustling streets of Istanbul, this architectural marvel remains a hidden treasure waiting to be discovered. Built in the 16th century by the esteemed architect Mimar Sinan, this mosque bears witness to the rich history and cultural heritage of the Ottoman Empire. Named after the influential Grand Vizier Sokollu Mehmet Pasha, the mosque stands as a testament to his legacy and contributions to the empire. Step into a world of beauty and history as you explore the intricate designs and tranquil ambiance of this stunning mosque. Join us on a journey through time and culture, and let the hidden Sokollu Mehmet Pasha Mosque captivate your senses.</p> <p>Book a private tour with Vines and Pearls where hidden treasures like Sokollu Mehmet Pasha Mosque await your discovery! Send us a message now!</p> <p>Cheers to another amazing week! 🎉 We're thrilled to kick off the sailing season with not one, but TWO incredible trips already under our belt! And let's be real, cruising through the Bosphorus is unbeatable, especially when paired with exquisite Turkish wines 🍷✨ But the fun doesn't stop there - our highlights, food tours, and fine dining experiences were a hit too! Happy customers make our hearts soar ❤️</p> <p>#SailingSeason #TurkishWines #HappyCustomers #privatetoursistanbul #privatetourturkey #privatetourturkiye #tailoredtourturkiye #experienceistanbul #istanbulprivatetours #luxurytravelistanbul #luxurytravelturkiye #privateguideistanbul #privatetinetoursIstanbul #turkishwinespecialist #winetourturkey #winetoursistanbul #winetourturkiye #winetastingsistanbul #winetastingturkey #winetastingturkiye #winerytouristanbul #winerytourturkey #vinesandpearls</p>	IG reel	2024	March	21	5483
	IG reel	2024	May	12	4443

Appendix 1

Best Performing Content: Reach

Description	Post type	Year	Month	Day	Reach
<p>Sail into the Marmara Sea with a curated wine picnic basket and a live jazz musician playing in the background. Experience an authentic, private getaway offering beautiful city views just for you and your loved ones.</p> <p>👉 DM us for details! 🌟</p> <p>#privatetoursistanbul #privatetourturkey #privatetourturkiye #tailoredtoursturkiye #experienceistanbul #istanbulprivatetours #luxurytravelistanbul #luxurytravelturkiye #privateguideistanbul #privatetinetoursIstanbul #turkishwinespecialist #winetourturkey #winetoursistanbul #winetourturkiye #winetastingsistanbul #winetastingsturkey #winetastingsturkiye #winerytouristanbul #winerytoursturkey #vinesandpearls</p>	IG reel	2024	June	27	3618
<p>New places inspire us to create anew. Remind us of the precious parts we cannot replace, nor escape, & must cherish. Travel slowly. Travel meaningfully. Immerse yourself in the culture, let it shape your journey, and turn another page in your story. 📖 📚</p> <p>Experience Istanbul in September with Vines and Pearls. 🍇 🌸</p> <p>#TravelWithMeaning #IstanbulInSeptember #VinesAndPearls #PrivateToursIstanbul #slowtravelIstanbul</p>	IG reel	2024	September	11	2609
<p>Discover the best-kept secret of the Turkish wine scene: Gurbuz Winery, nestled in the heart of Turkey's wine country.</p> <p>Meet Akin, the visionary winemaker behind this hidden pearl, whose expertise and passion infuse every bottle with unparalleled flavor and quality. From indigenous grape varieties to innovative techniques, Gurbuz Winery is redefining the Turkish wine landscape one sip at a time. Join us on a journey of discovery and savor the taste of true excellence.</p> <p>#GurbuzWinery #TurkishWine #HiddenGem #WineExcellence</p> <p>#privatetoursistanbul #privatetourturkey #privatetourturkiye #tailoredtoursturkiye #experienceistanbul #istanbulprivatetours #luxurytravelistanbul #luxurytravelturkiye #privateguideistanbul #privatetinetoursIstanbul #turkishwinespecialist #winetourturkey #winetoursistanbul #winetourturkiye #winetastingsistanbul #winetastingsturkey #winetastingsturkiye #winerytouristanbul #winerytoursturkey #vinesandpearls</p>	IG reel	2024	April	16	2594
<p>🎃 🧙 Trick or treat? It's a funky Halloween food and wine pairing—Turkish edition! 🧙 🎃</p> <p>Ready to try the spookiest of foods with a devilishly good glass of local wine? This Halloween, dare to explore the otherworldly side of Turkish cuisine! 🧙 Feast your eyes (and taste buds) on Türkiye's most intriguingly brainy treat—Beyin! Yes, we're talking delicately prepared sheep brain. In Turkish culture, respecting the animal means nothing goes to waste, making beyin a beloved delicacy, gracing local tables and fueling spirited drinking nights. Its tender texture and subtle flavors are absolutely delicious—yet only for the brave! 🧙</p> <p>Pair it with a ghoulishly good glass of Gordias Feslegen white wine from central Anatolia—a rare native grape with a crisp, herbaceous bite that elevates this dish to hauntingly unforgettable. 🍷</p> <p>The silky richness of Beyin with the fresh, haunting notes of Feslegen creates a pairing so unexpected, it's almost supernatural... we double dare you to be brainy enough to brave it! 🧙</p> <p>Join these spooky pairings, crafted just for you by Vines and Pearls. 🧙 #SpookyPairing #HalloweenEats #TurkishThrills #TurkishWine #VinesandPearls #TurkishFood #FoodTours #PrivateToursIstanbul #TailoredTripsIstanbul</p>	IG reel	2024	October	31	2514

Appendix 2

Best Performing Content: Interactions

Description	Post type	Year	Month	Day	Total Interactions
Boza is a traditional Turkish drink with a rich history dating back centuries. Made from fermented grains, typically millet or wheat, it boasts a unique texture and tangy-sweet flavor profile. Boza's consistency is thick and smooth, often likened to a thin pudding or porridge. Its distinct taste is complemented by the addition of sugar, cinnamon, and sometimes roasted chickpeas, offering a delightful complexity. Boza holds a special place in Turkish culture, especially during the winter months, where it is cherished as a warming beverage. Renowned for its purported health benefits, including aiding digestion and providing a good source of energy, boza continues to be enjoyed as a beloved beverage across Turkey and beyond, preserving a taste of tradition with each sip.	IG reel	2024	February	18	289
#privatetoursistanbul #privatetoursturkey #privatetoursturkiye #tailoredtoursturkiye #experienceistanbul #istanbulprivatetours #luxurytravelistanbul #luxurytravelturkiye #privateguideistanbul #privatetinetoursIstanbul #turkishwinespecialist #winetourturkey #winetoursistanbul #winetoursturkiye #winetastingsistanbul #winetastingsturkey #winetastingsturkiye #winerytouristanbul #winerytoursturkey #vinesandpearls					
🎃👻 Trick or treat? It's a funky Halloween food and wine pairing—Turkish edition! 🎃👻	IG reel	2024	October	31	280
Ready to try the spookiest of foods with a devilishly good glass of local wine? This Halloween, dare to explore the otherworldly side of Turkish cuisine! 🎃 Feast your eyes (and taste buds) on Türkiye's most intriguingly brainy treat—Beyin! Yes, we're talking delicately prepared sheep brain. In Turkish culture, respecting the animal means nothing goes to waste, making beyin a beloved delicacy, gracing local tables and fueling spirited drinking nights. Its tender texture and subtle flavors are absolutely delicious—yet only for the brave! 🧠					
Pair it with a ghoulishly good glass of Gordias Feslegen white wine from central Anatolia—a rare native grape with a crisp, herbaceous bite that elevates this dish to hauntingly unforgettable. 🍷					
The silky richness of Beyin with the fresh, haunting notes of Feslegen creates a pairing so unexpected, it's almost supernatural... we double dare you to be brainy enough to brave it! 🧠					
Join these spooky pairings, crafted just for you by Vines and Pearls. 🧠 #SpookyPairing #HalloweenEats #TurkishThrills #TurkishWine #VinesandPearls #TurkishFood #FoodTours #PrivateToursIstanbul #TailoredTripsIstanbul					
🚢✨ Discover the Magic of the Bosphorus! 🎶🍷	IG reel	2024	June	22	224
Set sail on a private, customizable journey along the enchanting Bosphorus. Enjoy breathtaking views while a live jazz musician creates the perfect ambiance. Choose from gourmet dinner, extraordinary sweet table or exquisite wine tasting options to elevate your experience.					
Book your unique adventure now and make unforgettable memories! 🌅⛵️ #BosphorusSailing #PrivateYacht #JazzOnTheWater #LuxuryExperience #WineTasting #GourmetDinner					
Part 2: Funky Foods of Istanbul Paired with Native Turkish Grapes	IG reel	2024	December	5	206
Today, our wine expert Andrea 🍷 and culinary guide Sinan 🍴 take you on a bold adventure through Istanbul's vibrant street food scene! The spotlight? Şırdan—Adana's quirky, spiced stuffed sheep stomach—paired with a rich, oak-aged blend of native Turkish grape varieties from boutique winery Midin Şarapçılık.					
Why this pairing? The deep, earthy flavors of Şırdan meet their match in the bold structure and fruity complexity of this native wine blend. The oak aging adds a smoky harmony, creating a dance of flavors you won't forget. 🎶🍷					
Ready to discover Istanbul's hidden culinary gems? Join us at Vines and Pearls for a private tour, where funky foods and native wines come to life in unforgettable pairings. Let Andrea and Sinan guide your taste buds on this one-of-a-kind journey.					
📍 #Istanbul #VinesAndPearls 🍇 #TurkishWines #GrapeToGlass 🍴 #StreetFoodAdventures #ŞırdanLovers					
✉️ DM us to book your private culinary tour!					
This post features personal recommendations and is not commercially endorsed. Unveil the secrets of Istanbul's hidden pearls!	IG reel	2024	March	21	182
Have you heard of the Sokollu Mehmet Pasha Mosque? Tucked away in the bustling streets of Istanbul, this architectural marvel remains a hidden treasure waiting to be discovered. Built in the 16th century by the esteemed architect Mimar Sinan, this mosque bears witness to the rich history and cultural heritage of the Ottoman Empire. Named after the influential Grand Vizier Sokollu Mehmet Pasha, the mosque stands as a testament to his legacy and contributions to the empire. Step into a world of beauty and history as you explore the intricate designs and tranquil ambiance of this stunning mosque. Join us on a journey through time and culture, and let the hidden Sokollu Mehmet Pasha Mosque captivate your senses.					
Book a private tour with Vines and Pearls where hidden treasures like Sokollu Mehmet Pasha Mosque await your discovery! Send us a message now!					

Appendix 2

Best Performing Content: Interactions

Description	Post type	Year	Month	Day	Total Interactions
Did you really think we forgot dessert?!	IG reel	2025	January	13	175
In Part 3 of our Turkish Funky Food & Wine Pairings, we're diving into a treat that's as surprising as it is beloved: Kazandibi—a caramelized dessert made with chicken (yes, chicken!). Don't let its unusual ingredient fool you—this velvety, smoky dessert has been a Turkish favorite for centuries.					
To elevate this unexpected indulgence, we've paired it with La Passito Bornova Misketi, a luscious dessert wine brimming with floral aromas and honeyed notes. The wine's vibrant sweetness perfectly complements the creamy texture and caramelized flavors of Kazandibi.					
Sweet, smoky, and totally unforgettable—this is the kind of adventure your taste buds deserve.					
Join our tours with Vines and Pearls to experience more funky pairings, Turkish wine culture, and the flavors that make this region unforgettable!					
This post features personal recommendations and is not commercially endorsed.					
#VinesAndPearls #TurkishWine #Kazandibi #BornovaMisketi #WineAndDessert #FunkyFoodPairings #FoodieAdventures					
Having a slow start of the week? Let's inject some excitement into your workweek with inspiring workation spots! Our latest discovery? Toganoo Tea in Cihangir, Istanbul.					
Imagine immersing yourself in a sea of teas sourced from all corners of the globe, each sip a journey to distant lands. With its tranquil and inviting ambiance, Toganoo Tea provides the ideal setting to power through your tasks while indulging in exquisite brews. More of a coffee person? No worries, Toganoo has the strong black treasure included in their menu!					
Whether you're in need of a change of scenery or seeking a tranquil escape, Toganoo Tea offers the perfect blend of productivity and relaxation. So why not swap your usual workspace for a mini-vacation vibe this Tuesday? Toganoo Tea awaits, ready to elevate your workday experience.					
Here you will find: Great Wifi Connection, Working Desks, Charging Stations, Lunch Options (vegetarian and vegan included)					
#workationIstanbul #workingcafesistanbul #privatetoursistanbul #privatetourturkey #privatetoursturkiye #tailoredtoursturkiye #experienceistanbul #istanbulprivatetours					
A Sweet Secret in the Backstreets of the Grand Bazaar	IG reel	2025	February	5	145
Tucked away in the maze of the Grand Bazaar, where few tourists venture, lies a true hidden gem for baklava lovers—Gaziantep Seç Baklavalari, serving up golden, flaky perfection since 1993. This is where our hero guide Ahmet sneaks away for a well-earned treat, and his absolute favorite? Şöbiyet baklava—a decadent twist on the classic, made extra creamy with the addition of kaymak (clotted cream).					
Unlike the more familiar pistachio or walnut baklava, Şöbiyet has a delicate balance of crisp layers and velvety richness, offering a melt-in-your-mouth experience that lingers. If you're wandering through the bazaar and craving an authentic taste of Gaziantep's finest, let Ahmet show you the way to this sweet oasis.					
➡ DM for your private culinary experience! Or visit our website vinesandpearls.com for more inspiration!					
This post features Ahmet's personal recommendation and is not commercially endorsed.					
#vinesandpearls #privatetoursistanbul #privateguideistanbul #luxurytravelistanbul #tailoredtoursturkiye #privatetourturkey #experienceistanbul					
#IstanbulEats #HiddenGems #GrandBazaar #BaklavaLovers #TasteOfTurkey					
Thanks for celebrating our birthday week with us! Let's cheers to the vibrant city of Istanbul and all its charm! We hope to see you soon and explore the magic of this city together!					
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Appendix 2

Best Performing Content: Interactions

Description	Post type	Year	Month	Day	Total Interactions
Step aboard for an unforgettable journey through the tantalizing world of wine on the shimmering waters of the Bosphorus! Join us for a private wine tasting led by the esteemed wine expert, Andrea, as we navigate the breathtaking sights of Istanbul.	IG reel	2024	May	7	105
Indulge your senses with a selection of four exquisite bottles of wine, expertly curated by Andrea to showcase the finest flavors from around the world. Savor each sip as you're guided through a sensory journey, uncovering the nuances and complexities of each varietal.					
But the experience doesn't stop there! 🍇 Accompanying our wines are delectable local bites, perfectly paired to enhance your tasting experience and tantalize your taste buds.					
As you sip, savor, and socialize, soak in the panoramic views of Istanbul's iconic landmarks from the comfort of our luxurious yacht. Marvel at the majestic silhouette of the city's skyline as it shimmers in the golden glow of the setting sun.					
This exclusive experience promises two hours of pure bliss, blending fine wine, gourmet cuisine, and unparalleled vistas for an unforgettable journey through the heart of Istanbul.					
Don't miss your chance to join us for this extraordinary adventure – book your private wine tasting on the Bosphorus today!					
#privatetoursistanbul #privatetourturkey #privatetourturkiye #tailoredtourturkiye #experienceistanbul #istanbulprivatetours #luxurytravelistanbul #luxurytravelturkiye #privateguideistanbul #privatewinetoursIstanbul #turkishwinespecialist #winetourturkey #winetoursistanbul #winetourturkiye #winetastingsistanbul #winetastingturkey #winetastingturkiye #winerytouristanbul #winerytourturkey #vinesandpearls					
Experience the best of Turkish wines with us! 🍇	IG reel	2024	October	17	103
◆ Day trips and multi-day wine adventures from Istanbul and Izmir ◆ Exclusive wine tastings in the heart of the city ◆ Luxurious yacht wine tastings and pairing dinners ◆ Sailing jazz and wine picnics, with unforgettable views					
Each experience is private and uniquely catered just for you. Indulge in the finest wine moments with Vines and Pearls. 🍷					
#TurkishWine #WineTasting #PrivateTours #LuxuryExperiences #IstanbulWine #IzmirVineyards #WineOnTheSea #SailingAndWine #JazzAndWine #VinesAndPearls					
Today we are talking native Turkish grapes. This time let us introduce you one of our favorite reds - Kalecik Karası.	IG reel	2024	February	28	90
Kalecik Karası is a prominent grape variety native to Turkey, renowned for its rich history and distinctive characteristics. Cultivated primarily in the Anatolian region, this grape thrives in the unique climate and soil conditions, imparting a nuanced flavor profile to the wines it produces. Known for its deep ruby hue and medium-bodied structure, Kalecik Karası wines often exhibit notes of red fruits, spice, and a subtle earthiness, making them a favorite among wine enthusiasts. With a balanced acidity and smooth tannins, wines crafted from Kalecik Karası grapes offer a delightful drinking experience, whether enjoyed on their own or paired with a variety of dishes. Embodying the essence of Turkish winemaking tradition, Kalecik Karası remains a symbol of pride and heritage in the world of wine.					
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