Girly Pop
TOURS · EUROPE

Media Kit



Boilerplate

Girly Pop Tours Europe is a personality-led travel and lifestyle brand for the girls, the gays and the theys. Founded by Chloe Schmid, the Irish company creates gossip-style storytelling and photo experiences for solo female and LGBTQ+ travellers, with small groups, a safe-space community and a glitter drink at the end. The Ancient Rome Twilight Gossip Edition is live now in Rome, and the Girly Pop Dublin Gossip Edition launches on 17 November 2026. Come solo. Leave with a group chat. girlypoptourseurope.com

As featured in: Travel Extra, "Dublin walking tour for solo women to be launched by Girly Pop Tours Europe" (25 Oct 2026)

Company fact sheet

- Company name: Girly Pop Tours Europe Limited
- Registered: Ireland, CRO 820756
- Founder: Chloe Schmid (Founder, tour writer, and the one with edible glitter in her handbag)
- Founder social: Instagram @schmidchloe | TikTok @thegirlypopfounder
- Website: girlypoptourseurope.com
- What we do: gossip-style storytelling and photo experiences for solo female and LGBTQ+ travellers, hen parties and girls' trips
- Brand line: Come solo. Leave with a group chat.
- Audience: the girls, the gays and the theys. Adults only.
- Rome: Ancient Rome Twilight Gossip Edition. Live now. EUR 70 per person, 2.5 hours, daily at 3:30pm, small groups, glitter Aperol spritz included.
- Dublin: Girly Pop Dublin Gossip Edition. Launches Tuesday 17 November 2026. EUR 80 per person, 2.5 hours, Thursday to Sunday at 2pm, max 10 guests, glittery Guinness included. Bespoke and private tours any day on request.
- Media contact: Chloe Schmid, Founder. hello@girlypoptourseurope.com | Phone: on request

Founder bio: short

Chloe Schmid Founder, tour writer, and the one with edible glitter in her handbag

Chloe Schmid is the founder of Girly Pop Tours Europe, a tour writer, and the one with edible glitter in her handbag. An avid solo traveller, she moved to Rome, started working in tourism and realised the tour she wanted to go on didn't exist. So she built it herself, for the girls, the gays and the theys.

Social: Instagram @schmidchloe | TikTok @thegirlypopfounder



Chloe Schmid, Founder

Founder bio: long

Chloe Schmid Founder, tour writer, and the one with edible glitter in her handbag

Chloe Schmid is the founder of Girly Pop Tours Europe, a sparkly and a little bit chaotic travel brand for the girls, the gays and the theys.

An avid solo traveller, Chloe moved to Rome and started working in tourism. That is when she realised the tour she wanted to go on didn't exist. So she built it herself.

She wanted a safe, welcoming way to meet people and have fun in the city she lived in. The result is a gossip-style storytelling and photo experience with small groups and a glitter drink at the end. There is already a real sense of community built around it.

Proudly Irish, Chloe runs Girly Pop as an Irish-founded company, and she wants to take it everywhere. Next stop is Dublin, where the Girly Pop Dublin Gossip Edition launches on Tuesday 17 November 2026. Come solo. Leave with a group chat.

Social: Instagram @schmidchloe | TikTok @thegirlypopfounder

Headline and story angle ideas

- **Come Solo, Leave With a Group Chat: Girly Pop Tours Europe Brings Glitter and Gossip to Dublin**
- **From Rome to Dublin: The Travel Brand for the Girls, the Gays and the Theys Lands in Ireland**
- **Glittery Guinness and Good Gossip: Girly Pop Dublin Gossip Edition Launches 17 November**

