

# THRIFTY FAMILY TRAVELS

BUDGET ADVENTURE TRAVEL *with kids*

## MEDIA KIT

JANUARY 2019



# Who Are We?



**We are Melissa, Andy, & Myla (7 years old) from Australia!**

We have always had a passion for travelling, exploring new destinations and making friends across the world. Between us we have travelled to 35 different countries and don't plan on stopping anytime soon!

Through Thrifty Family Travels we provide information on family friendly destinations across the globe. We focus on affordable family travel; not necessarily the cheapest travel but rather provide tips on how families can spend their travel dollar wisely, without every compromising on experience.

We like to inspire families to explore adventurous destinations as well as the more traditional family friendly tourist attractions.

With our love for organisation, budgeting and itinerary creation, we make the most of every experience both locally and overseas.



# Our Audience



Since our inception in October 2016, we have become one of Australia's largest family travel blogs and have a world wide following made up mostly of busy families who like to holiday both locally and internationally multiple times per year.

## Our Social Media Statistics

 **48,000+**  
Followers

 **150,000**  
Monthly UV

 **1800+**  
Page Fans

 **6700+**  
Followers

Top 3 Countries  
USA 23%  
Australia 10%  
UK 7%

@thriftyfamilytravels

Top 3 Countries  
USA 34%  
Australia 14%  
Canada 6%

@tfftravels

Top 3 Countries  
Australia 52%  
USA 11%  
UK 5%

@thriftyfamilytravels

Top 3 Countries  
USA 34%  
UK 14%  
Canada 6%

@thriftyfamilyt

## Our Website Statistics

**21k+ UPV per month**

**23k+ PV per month**



Australia  
**62%**



USA  
**9%**



Singapore  
**4%**



UK  
**3%**



Malaysia  
**2%**

### Age

18-24: 5% | 25-34: 40%

35-44: 32% | Over 45: 13%



**Average time on page: 6 minutes & 56 seconds**

# What We Can Do For You



The digital market offers a longevity which traditional media simply cannot offer. Unlike traditional media which is expensive, short lived and unable to reach a specific audience, through targeted SEO keywords, our content reaches your potential customers whilst they undertake research for their travel; today and for many years to come. This provides businesses with an affordable way to reach their customers that in the past simply was not possible.

Through our authentic, down to earth approach, our audience trusts our opinion and acts on our recommendations whether that be for destinations, accommodation, activities or products.

## Partnership Opportunities

We can assist you in promoting your destination, hotel, attraction or product to your potential customers in a variety of ways:

- **Destination Guides:** We can promote your destination to our audience via our comprehensive destination guides which include attractions, recommended hotels, restaurants and how to get around. Everything a family needs to plan their trip. Prices start at \$1200 USD.
- **Accommodation / Tour / Attraction / Product Review:** Let us provide a detailed review of your hotel or attraction on our blog. Prices start at \$300 USD.
- **Social Media Campaigns:** We can promote your destination, hotel, attraction or product through our social media channels. Alternatively let us provide you new content for your own social media or take over your social media channels. Prices start at \$250 USD for Instagram, \$75 USD for all other channels.
- **Freelance Content:** We love talking about travel and would love to craft a high quality, SEO, original content for your website or publication. Prices start at \$50 USD per hour.
- **SEO Consultation:** Melissa is a highly sought after freelance SEO writer, writing for some of the most successful bloggers across the world. Let her help you get your website to rank on Google. Talk to us about the various SEO services she provides. Prices start at \$50 USD per hour.
- **Competitions:** Competitions are a great way to improve brand awareness or increase interest in your product. Let us run a competition for you. Prices start at \$300 USD.
- **Other Services:** Press Trips, Advertising, Sponsored Posts and In-Post Links.

Contact Melissa directly so we can tailor a package to suit your goals.

[contactus@thriftyfamilytravels.com](mailto:contactus@thriftyfamilytravels.com)

+61 458 800 768

[www.thriftyfamilytravels.com](http://www.thriftyfamilytravels.com)

# Our Past Partnerships



In our short 2 years of operation, we have worked with over 100 different companies including hotels, tourism boards, transport companies, attractions, tours, restaurants and products. Here is a sample of some of the companies we have worked with.

## Tourism Boards

Paris  
Berlin  
Vienna  
Prague  
St Kilda  
Phillip Island  
Bundaberg

## Hotels

Novotel  
Oaks Resorts  
Quest Apartments  
Turtle Beach  
Holiday Resort  
Coconut Resort

## Attractions

Australia Zoo  
Luna Park  
Melbourne Wheel  
Sunlover Cruises  
SkyRail  
Daintree Cruise

## Other

Coleman  
Ascent Footwear  
Cabin Zero  
Hurricane's  
Liv Eat  
Fratelli Famous

## Case Study

**Destination Guide :** Noosa, Sunshine Coast

**First Published:** March 2017

**URL:** <https://thriftyfamilytravels.com/top-10-things-to-do-in-noosa-with-kids/>

### Key Performance Indicators:

- Page views since published (as at August 2018): 16,365
- Average time on page: 5 minutes and 36 seconds
- Ranks in positions 1-2 on Google for the following keywords: noosa with kids, things to do in noosa with kids, noosa activities for families, what to do in noosa with kids, noosa for families - plus many more.
- This post ranks for 56 keywords on page 1 of Google.
- Instagram: thousands of likes and comments on various posts