

THRIFTY FAMILY TRAVELS

BUDGET ADVENTURE TRAVEL *with kids*

MEDIA KIT

AUGUST 2019



Who Are We?



We are Melissa, Andy, & Myla 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 show families how to 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

 **46,000+**
Followers

 **164,000**
Monthly UV

 **2000+**
Page Fans

 **6500+**
Followers

Top 3 Countries
USA
Australia
UK

@thriftyfamilytravels

Top 3 Countries
USA
Australia
UK

@tfftravels

Top 3 Countries
Australia
USA
UK

@thriftyfamilytravels

Top 3 Countries
USA
UK
Canada

@thriftyfamilyt

Our Website Statistics

21k+ UPV per month

26k+ PV per month



1 - Australia



2 - USA



3 - Singapore



4 - UK

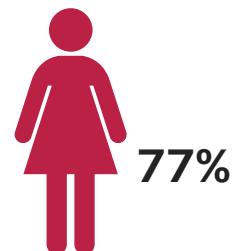
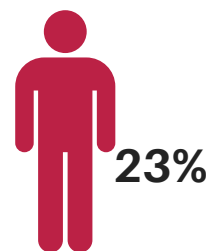


5 - Canada

Age

18-24: 5% | 25-34: 38%

35-44: 30% | Over 45: 27%



Average time on page: 6 minutes & 11 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

+61 458 800 768

www.thriftyfamilytravels.com

Our Past Partnerships



In our short 3 years of operation, we have worked with over 100 different companies including hotels, tourism boards, airlines, 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
Thailand
Munich
Lucerne
Samoa
Brisbane
Bundaberg
St Kilda
Phillip Island

Hotels

Novotel
Sheraton
Oaks Resorts
Tangalooma
Quest Apartments
Turtle Beach
Holiday Resort
Coconut Resort
Aga Reef Resort
Stevenson's at
Manase

Attractions

Disneyland Paris
Australia Zoo
Luna Park
Melbourne Wheel
Sunlover Cruises
SkyRail
Daintree Cruise
Story Bridge
Climb
Lone Pine
The Ride

Other

Virgin Australia
Air Asia
Coleman
Arnots Biscuits
Klook
Travelon Bags
Ascent Footwear
Cabin Zero
Hurricane's
CityPASS