

# TRAVELTHEWORLDWITHMYKIDDIES

TRAVEL FAMILY - ADVENTURERS - CONTENT CREATORS



## ABOUT US

We are Ruben, Lore, Bart, and Kris, an adventurous Belgian travel family of four. With fifteen years of travel experience, we created our Instagram blog, @traveltheworldwithmykiddies. As content creators, we aim to inspire other families by sharing our stories and showing them how to enjoy life to the fullest. As a biologist and environmental scientist (Kris) and project manager (Bart), we prioritize sustainable travel that respects the local economy. By sharing beautiful photos, relatable stories, and helpful tips, we have built a community of 15,200 followers. This has led to successful partnerships with brands and organizations such as CenterParcs, RevolutionRace, SNP Naturreizen, Decathlon, Phantasialand, various tourism boards, and hotels.

## WHO ARE OUR FOLLOWERS?

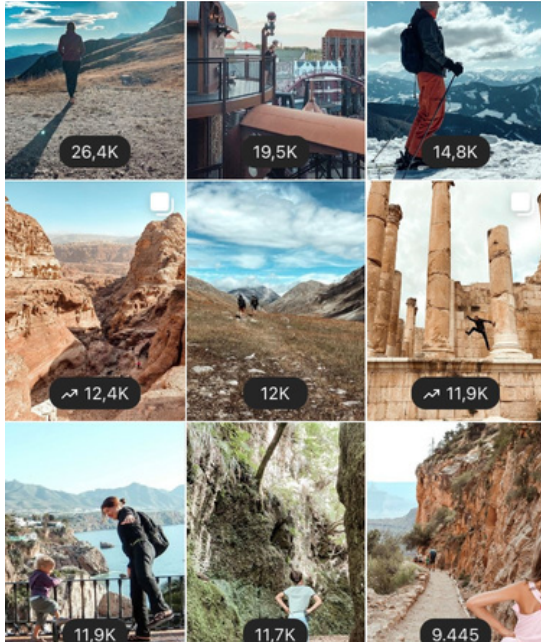
- Engaged families who love to travel
- Families that are actively looking for travel inspiration:
  - What are the fun and adventurous destinations?
  - How do we organize our trip?
  - How do we travel on a budget without missing out on all the fun stuff?
  - What travel gear do we need?
  - How do we travel in a sustainable way?
- Travel organisations, tourism boards who like (and use) our pictures
- Travelers who are looking for general travel-tips:
  - Best moments to book
  - Best places to stay
  - Cheap flights
  - How to avoid mass tourism



## FIND US ON ...

We are not only active on Instagram, but we also share our travel stories on our website, which attracts approximately 250 unique visitors every month. Our road trip articles, featuring hyperlinks to hotels and airline companies, are particularly popular as sources of travel inspiration.

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## BY NUMBERS

15,200+ followers

306 average likes per post

42 average comments per post

3,5K+ average impressions

4.17% engagement rate

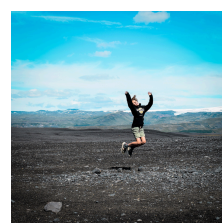
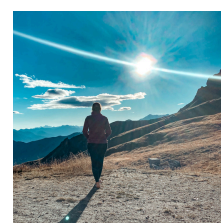
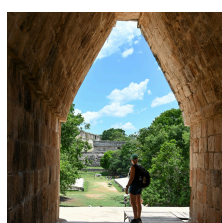
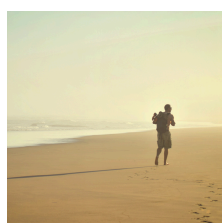
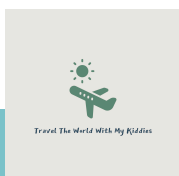
Audience interests: Travel (60%), World Travel (59.4%), Nomad (55.5 %)

Demographics: Belgium, USA, Netherlands, UK

Women 66.3%, Men 33.7% ages 25-44

## WHAT CAN WE OFFER YOU?

- Professional photography and videography (including drone)
- Sponsored Instagram posts/stories
- Media trips promoting a destination, brand or event on social media and website
- Detailed website feature with hyperlinks and social media sharing options
- Brand and product reviews
- Giveaways and contests
- Brand ambassadorships
- Social media "takeovers"



## CONTACT



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