



Do it Now - Don't Wait for Retirement!

Happy Days TRAVELBLOG

www.happydaystravelblog.com





Andrea Wade

Content Creator
www.happydaystravelblog.com

ABOUT

I am Andrea, founder of Happy Days Travel Blog. An English teacher by profession, nowadays I am combining my two great passions - writing and travel - to grow my blogging business. Together with my husband, Mark, I travel the world and write about it.

Our brand, Happy Days Travel Blog, provides information, tips, stories and destination guides to mature couples who are, or aspire to be, nomadic. Having travelled non-stop for the past fifteen years, our readers look to us for advice and inspiration on how to sustain a long-term travelling lifestyle, particularly to 'off-the-beaten-track' destinations.

We give our audience relatable content. My writing style is conversational, informative and entertaining. I write about the subjects we and our audience love - travel (of course!), food and drink, culture, history, reading, genealogy, overlanding, crafts, and environmental issues.



3200
followers



555
followers



74.5K
impressions



2050
followers



250
subscribers

DEMOGRAPHICS

- Our readers are fairly evenly split between males (45%) and females (55%).
- They currently come from 77 countries, with the largest readership (28%) being from the USA. 25% come from the UK, 15% from Trinidad and Tobago, 5% each from Canada, Ethiopia and India, and 17% from the rest of the world.
- Although I am mainly targetting older readers, we do attract lots of younger ones, too! Currently, 23% of our readers are aged 18-24, 29% are aged 25-34, and 48% are over the age of 35.

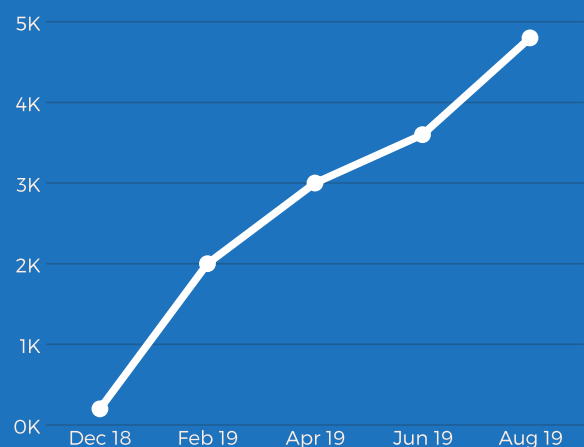
BLOG STATISTICS

Despite being a relatively new blog, we are growing quickly with a highly engaged audience.

In August 2019, our website attracted 4,770 views, a 865% increase since the start of the year!

We are also beginning to grow our e-mail list and have gone from 0 to almost 250 subscribers in a few short weeks.

Brands and companies that work with us now will benefit from our future growth. Join us now and be with us as we go from strength to strength.





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OUR PRODUCTS AND SERVICES

Product or Service Reviews

Present your product or service to a new audience. Trust us to create engaging yet honest reviews of your travel gear, your cooking class, your hotel or restaurant, your travel-related book, or your tour.

Press Trips or Destination Campaigns

If you represent a lesser-known destination or unusual cultural activity, why not partner with us? We will produce high-quality content for you and promote you across Happy Days Travel Blog's website, e-mail list and social media channels.

Brand Ambassadorships

We are actively looking for travel brands whose mission and values align with ours in order that we can promote them during our world travels. If you think this might be you, please get in touch.

Content Creation and Marketing

As well as producing content for Happy Days Travel Blog, we can write engaging articles for your own promotional literature and spread the word about it through our social media channels.

Newsletter Placement

Reach a new audience by advertising directly in our newsletter which we release on a monthly basis. You could use this as an opportunity to offer discounts or other incentives.

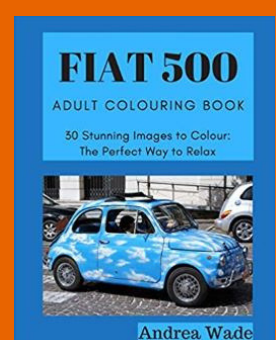
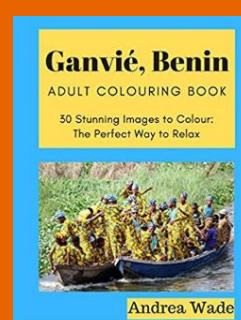
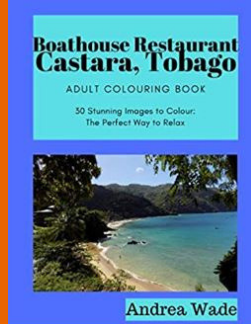
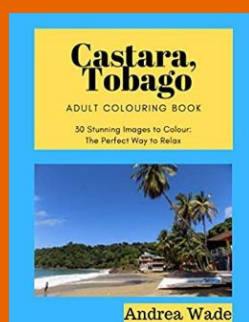
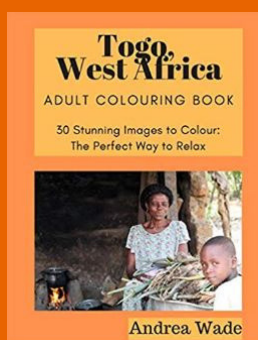
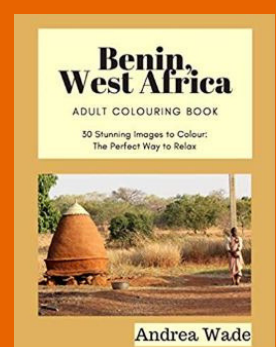
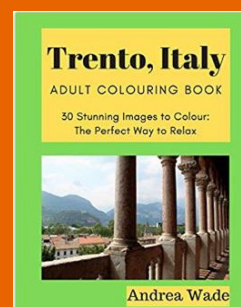
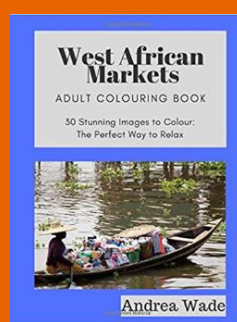
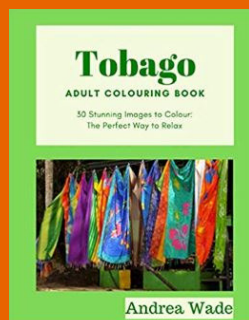
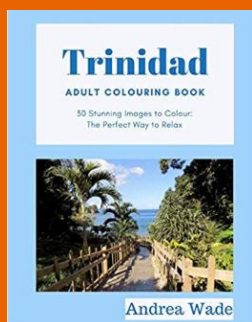
Colouring Books

Get us to produce an adult colouring book for your business!! You may not have thought about this, but adult colouring is a huge industry. Offer your customers the chance to buy a unique souvenir of their stay with you, or of their tour, or their meal - whatever it is you sell. Below are some photos of what I'm talking about. Unlike other colouring books on the market which usually have whimsical and fantastical images, the drawings in our books are created from our own photos.

Other Printed Material

Ask us about producing other printed items for you - whether it's 'Top Tips' lists in PDF form to give away as an e-mail list builder or hard copy colouring pages of your business to keep your customers' children happy. The possibilities are endless!!

SOME OF OUR COLOURING BOOKS





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WHY YOU SHOULD CHOOSE US

- You will be working with us, Andrea and Mark, not an anonymous brand.
- We only work with brands whose products and services we know and love.
- We work hard on building relationships with our partners.
- We invest in our business in order to better serve yours. We do online courses, attend conferences, subscribe to publications, and network to improve our profile within the travel blogging industry.
- I write well and love research. I will deliver authentic, in-depth, articles which will answer all the questions our readers might have about your product or service.
- I know my way around SEO, social media and marketing and keep up-to-date with all the latest trends through online groups and by attending travel influencer conferences.
- We both have an eye for photography and will enhance all written content we produce for you with stunning imagery.
- We will promote your product or service across all of our rapidly-growing social media channels.
- We are unique in our niche. We haven't found another site where people in their pre-retirement years find ways to continue travelling without having masses of savings. We have travelled longer than other bloggers in our niche - and slower, too. Staying in places for weeks and months, rather than just a few days, gives us a unique perspective.

CONTACT US

If you like any of what you've read and would like to discuss things further, please get in touch:

andrea@happydaystravelblog.com