

INSTAGRAM

@wediditourway

14,500
Followers

25%
Engagement Rate

300+
Views per Story

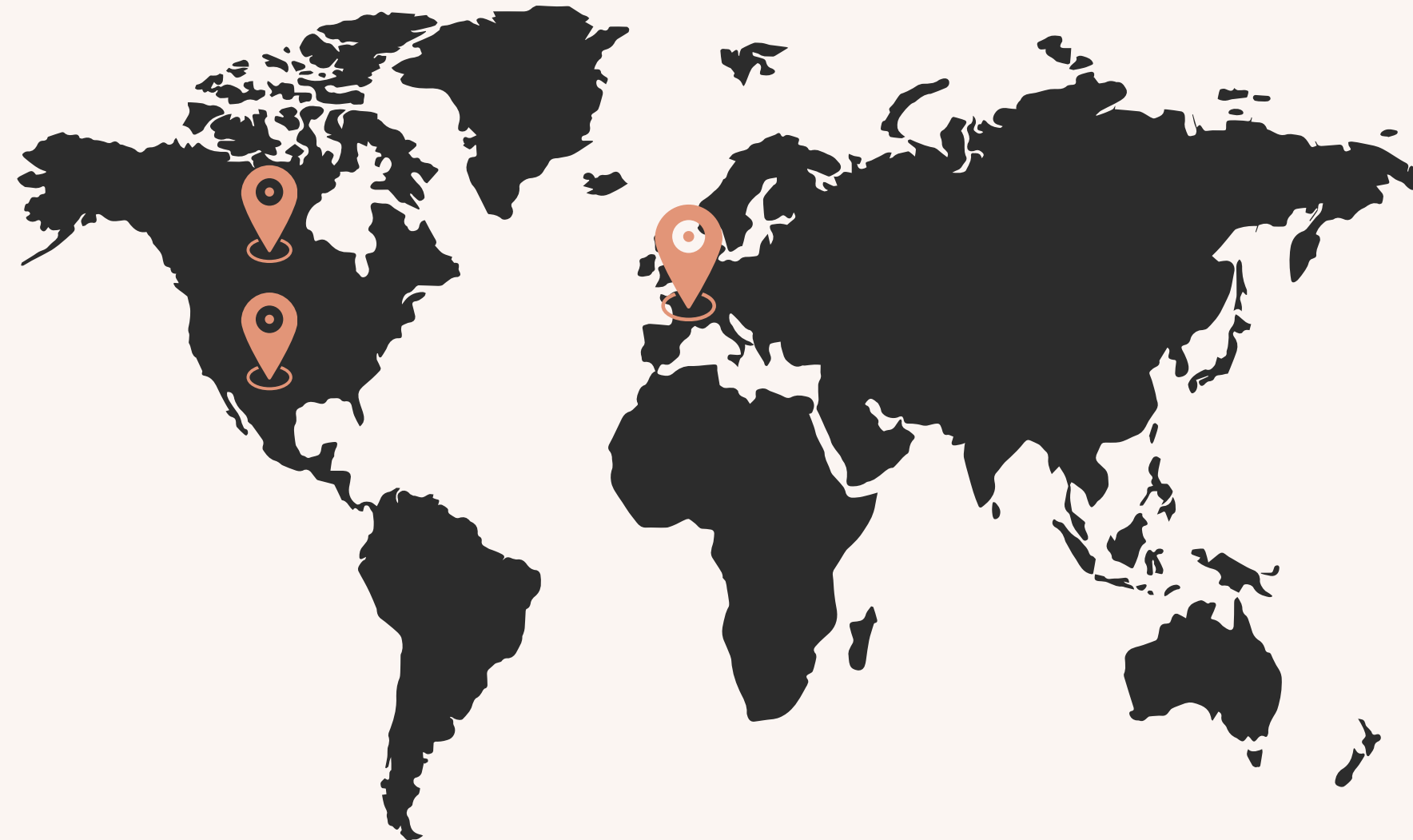
Audience demographics

1. 35-44 yo
2. 25-34 yo
3. 45-54 yo

59% female vs 41% male

Our audience on Instagram & our blog

1. United States
2. Canada
3. UK



Our audience interests

- Travel & Tourism** - Hidden gems & Highlights
- Hotels & Accommodations** - Unique stays around the world
- Adventure & Outdoors** - Out of the ordinary experiences

BLOG

wediditourway.com

9 000
Pageviews per month

6 000
Active monthly users

Audience demographics

1. 25-34 yo
2. 18-24 yo
3. 35-44 yo

60% female vs 40% male

Main sources of traffic

1. Organic Search
2. Social media