



## ABOUT KIDS ARE A TRIP & GROUPS ARE A TRIP

Kids Are A Trip is a family travel website committed to sharing travel inspiration with families who want to explore beyond their backyards. Our goal is to show families that every destination can be kid friendly. We enjoy sharing stories of adventure, luxury destinations, and off-the-beaten path discoveries.

Groups Are A Trip is all about group travel. Whether you are traveling with extended family, friends, or other couples, this is the site for you.

### ABOUT KIRSTEN



Kirsten has been the Content Creator behind Kids Are A Trip and Groups Are A Trip for the last 10 years. Both are syndicated on MSN. She is a mom of three boys and is based in Dallas/Fort Worth. Kirsten is proud of her Puerto Rican heritage, and travels to teach her children about other cultures. Her audience books over 70+ hotel nights per month through her sites and combined they have sold over \$25K in tours this past year. Kirsten has been featured in *Fodors*, *Trip Savvy*, *Parents*, *NBC*, *Lonely Planet*, and various national publications. She is the Membership Chair of SATW, and a member of NAFTA, FTA & ATTA.

### BLOG AUDIENCE

75% are women

23% are 35-44

29% are 25-34

88% are from U.S

### BLOG STATS

150,000 monthly unique visitors

220,000 monthly page views

9,100 vacation planners in Luxe Family Trips Facebook group

### A FEW OF OUR PAST COLLABORATIONS

- Mastercard
- UnCruise Adventures
- Adventures by Disney
- Discover Puerto Rico
- AmaWaterways
- Tourism Ireland - Steller
- Destination Madison
- Club Med Québec



Contact me to find out more about how we can work together email: [kmaxwell@kidsareatrip.com](mailto:kmaxwell@kidsareatrip.com) We have many options to ensure your client's message is delivered in a thoughtful manner to our audience.

Media Kit 10/23



23,100+  
[@kidsareatrip](https://twitter.com/kidsareatrip)



10,500+  
[kidsareatrip](https://www.facebook.com/kidsareatrip)



900,000 monthly  
[kidsareatrip](https://www.pinterest.com/kidsareatrip)



81,000+  
[@kidsareatrip](https://www.instagram.com/kidsareatrip)



90,000+ views  
[kidsareatrip](https://www.youtube.com/kidsareatrip)