



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

Kids Are A Trip is an award-winning 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 properties, destination guides, and off-the-beaten path discoveries. Groups Are A Trip is a travel planning resource specializing in multigenerational vacations, family reunions, couples' trips, and adventures with friends. We offer tips, inspiration, and advice for unforgettable group getaways.

### ABOUT KIRSTEN



Kirsten has been the Editor and Content Creator behind Kids Are A Trip and Groups Are A Trip for the last 11 years. Both websites 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. She has been featured in *Fodors*, *Travel & Leisure*, *Trip Savvy*, *Parents*, *NBC*, *Lonely Planet*, and various national publications. Kirsten is the Membership Chair and future President of SATW, and the co-host of *Her Travel Expert* podcast.

#### BLOG AUDIENCE

- 72% are women
- 23% are 35-44
- 29% are 25-34
- 78% are from U.S

#### BLOG STATS COMBINED

- 41,500 monthly page views
- 22,600 vacation planners in Luxe Family Trips Facebook group
- Awards:** Best Travel Blog Central States SATW (2022), Lowell Thomas Award (Bronze) Best Travel Blog (2025)

#### A FEW OF OUR PAST COLLABORATIONS

- Mastercard
- UnCruise Adventures
- Adventures by Disney
- Discover Puerto Rico
- AmaWaterways
- Tourism Ireland - Steller
- Experience Scottsdale
- 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 10/25



6,700+ weekly readers - 54% open rate



10,500+ kidsareatrip



500,000 avg. monthly kidsareatrip



83,000+ @travelswithkirsten



90,000+ views kidsareatrip