

A WORLD TO EXPLORE

The leading solo travel blog in Denmark

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ABOUT

Founded in 2015 by Tine, A World to Explore is the leading Danish travel blog about solo travels. Besides solo travels, the travel blog focuses on meeting the locals, trying local foods, exploring cultural sites, and experiencing nature. A World to Explore is one of the most successful travel blogs in Denmark and is a multi-award winning blog. Skyscanner acclaimed it one of the 10 best travel blogs in Denmark, and it won the 2nd Best Travel Blog in Denmark 2017.

8-12K

UNIQUE READERS PER
MONTH

16-30K

PAGE VIEWS PER
MONTH

+4.5K

FOLLOWERS ON SOCIAL
MEDIA

+72K

MONTHLY REACH ACROSS
CHANNELS

*Updated September 2022

FEATURED

Tine has been recognised and interviewed as a Danish travel expert and expert solo traveller for several national and international media. Here is a selection of the interviews and awards won over the years.

Ritzau, July 2022: Interview on travelling solo. Published in the newspaper Aarhus Onsdag.

Berlingske and Jyllands-Posten, Dec 2021: Interview on travelling solo all over the world

Ekstra Bladet, Jan 2019: Interview on some of the best beaches in the world

Berlingske, Aug 2018: Advice for first time backpackers

Huffington Post, May 2018: Where Europeans Go For Summer Vacation

The Second Best Travel Blog in Denmark 2017 awarded by Travelmarket.dk

Jyllands-Posten Jan 2017: 5 instagrammers that will make you want to travel

One of the best travel blogs in Denmark awarded by Skyscanner (2016)

ABOUT A WORLD TO EXPLORE

The blog aims are:

- **Provide the readers with inspiration and in-depth information** that goes beyond what is usually found in guide books and highlight local secrets of each destinations For example, by finding a specific local bakery or an amazing off beatehn track destination in well-known countries
- **Help readers becoming more sustainable and cultural aware travellers** by providing them information on how to support the locals best, on how to respect the local culture, how to navigate through precious ecosystems with the least amount of impact and more.

BLOG AUDIENCE

A World to Explore is followed by a very loyal audience and has more than 300 blog posts which targets more readers every day through SEO. The targeted reader is usually a Danish female between 20-39 years old. There are usually two types:

- **The new backpacker** (usually aged 20-24) who usually hasn't been on overseas destination before and needs help with the basics from guides to equipment, insurance, where to go, what to do etc.
- **The experienced traveller** (usually aged 25-39). She usually has a bachelor's degree or a master's degree. She has more money and is willing to use them on a unique experience. She has usually been on a backpacker trip before and is looking for new destinations or new sides to well-known destinations.

91%

ARE DANISH READERS

57.9%

ARE FEMALE

20-39

IS THE TARGETED AGE
OF THE READERS

- Has an interest in sustainable and responsible travel
- Travel solo or with a friend or partner. He/she/they usually doesn't have kids
- Is able to travel at anytime of the year and usually avoids peak season
- Loves food and books
- Loves to explore nature and go hiking
- Treats themselves with a wellness experience and a nice hotel after exploring and hiking
- Spends a lot of time looking for inspiration on social media and then reads in-depth recommendations once the decision is made

HIGHLIGHTED READER COMMENTS

"After reading your blog, I booked a flight for a solo trip to Asia, because I found you so inspiring and I love your courage. It has changed me more than expected! So thank you for your blog!"

"...After reading your blog about Gdansk, we have bought a ticket to Gdansk, a city that we otherwise wouldn't have considered visiting, if it wasn't for your blog.."

PREVIOUS COLLABORATIONS

A World to Explore has worked with a lot of different destinations and brands over the years. I have provided material for their media, written articles, promoted destinations on my blog and social media, reviewed equipment and more.

Every collaboration is unique and I would be happy to discuss on how to promote your destination/brand across my blog and social media to maximise your exposure. Previously, I have been working with these brands and more.



3 days promoting Lüneburger Heide as a great nature and cultural destination in March 2019.

Exposures: **23K**
Reach on SoMe: **19K**
Interaction rate: **12.4%**

2 blog posts
5 Facebook posts
6 Instagram posts
33 Instagram stories

This was done as part of a bigger campaign with Danish Travel Bloggers (these numbers are for my part only).
Measured after 4 months.

I spent 3 days in Gdansk, Poland, in 2017 and was partially supported by Pomorskie travel.

Readers for the blog posts from 2017 until October 2022:
+33,600

Readers of those blog posts each month
Approximately 2000

3 blog posts
5 Facebook posts
8 Instagram posts

"The collaboration with Tine and Laura was as professional as it was fun. Organising two programmes for the both of them was amazing since both ladies are very open minded. It was easy to communicate due to their good English and availability. We enjoyed following Tine's and Laura's posts during their time in the Lüneburger Heide (Luneburg Heath) on Social Media and couldn't be happier with the comprehensive and authentic presentation of the results of the campaign."

- Franziska, Lüneburger Heide GMBH