

trips WITH tykes



ABOUT TRIPS WITH TYKES

Pageviews/mo: 60,000

Founded in 2012, Trips With Tykes has been a longstanding and leading travel blog for families planning travel with children of all ages. It helps parents overcome the logistical challenges of family travel so they can focus on the experiences that matter. The site covers a wide variety of destinations and travel styles, from theme parks to national parks, all with the goal of unlocking the joy in exploring the world with kids.



23,000



17,500



3000



6500



ABOUT LESLIE HARVEY

Travel Writer | Podcaster

Leslie Harvey is a mother of two kids, ages 17 and 12, living in the San Francisco Bay Area. She is a former attorney who originally hails from Alabama. She loves air travel, national parks, theme parks, skiing, and is an expert in maximizing frequent flyer miles, hotel points, and credit card rewards to travel more.

Leslie's work has been featured in major travel outlets such as The Points Guy, Lonely Planet, Disney Baby, Mommy Nearest, Tahoe Ascent, and Twist Travel Magazine. Leslie also co-hosts the *Disney Deciphered* podcast and co-owns the *Disneyland with Kids* Facebook community, which has over 40,000 members.

TRIPS WITH TYKES READERSHIP

64% between ages 25-49

71% college educated

39% income over \$100,000

TOP METRO AREAS

1. Los Angeles
2. San Francisco Bay Area
3. Chicago
4. Dallas
5. Seattle

OPPORTUNITIES

Leslie's deep expertise in both SEO and Pinterest marketing creates measurable results for her brand and destination partners.

PARTNERSHIPS

- Brand Ambassadorships
- Sponsored Travel Campaigns



PAST RESULTS

Southwest Airlines: Leslie was one of the first brand ambassadors for Southwest Airlines in 2018. Her blog posts for the #SouthwestStorytellers campaign have generated over half a million pageviews since that time.

Northstar California Resort: As an ambassador for Northstar's 2016-2017 ski season, Leslie created blog posts highlighting the resort as destination for families with young kids that have now generated over 200,000 pageviews.

Ka'anapali Beach Resort Association (Maui): A single blog post from a sponsored trip generated over 50,000 pageviews in under two years.

LET'S TALK!

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