



**Page Views:** 7,509/ Month  
**Unique Visitors:** 5,293/ Month

N.B. 80% of traffic lost in March 2020 due to COVID-19. Now quickly recovering (expect to significantly exceed previous traffic as travel continues to get easier.

See second media kit and GA screenshots below with pre-COVID-19 stats.



6,532



3,000



2,637



7,100

## ABOUT

Can Travel Will Travel launched in May 2016 as Tanya and Andy Korteling prepared to leave the UK to travel, live and work abroad. It aims to inspire and encourage others to visit new places, immerse themselves in new cultures, sample new foods, experience new activities and undertake new challenges.

**Travel Style:** Couple | Solo Female | Off the Beaten Track

**Language:** UK English

**Gender:** 51% Female, 49% Male

**Age:** 29% 25-34, 21% 35-44, 26% 45-64

**Geography:** 49% US, 27% UK

*N.B. Many of our US and UK audience access our website regularly as they travel the world.*

## CONTACT

Tanya Korteling

tanya.korteling@cantravelwilltravel.com

www.cantravelwilltravel.com



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*"Today is your day. You're off to Great Places! You're off and away!" - Dr. Seuss, Oh The Places You'll Go*

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## IN PARTNERSHIP WITH

Kerala Tourism

Czech Tourism

Mekong Tourism

Tourism Laos

Thailand Authority of Tourism

Royal Balloons Cappadocia

Walks in Istanbul

Tropic Air Belize

Balam Tours Acatenango, Guatemala

Guatago, Guatemala

Hotel Rio, Honduras

Drift Away Lodge, Costa Rica

Baby Elephant Boutique Hotel, Cambodia

Elephant Valley Project, Cambodia

La Villa, Cambodia

My Dream Boutique Resort, Laos

The Hiker, Laos

Hai's Eco-tours, Vietnam

Catba Ventures, Vietnam

Wet Set Diving Adventures, Mexico

Layla Guesthouse, Mexico

Villa Mexicana, Creel, Mexico

**AND many more....**

## HOW WE CAN WORK TOGETHER

### PRESS AND FAM TRIPS

We work with PR agencies and tourist boards to promote destinations through group and individual press and FAM trips

### PRODUCT REVIEWS

We can provide a first-hand review of your accommodation or travel-related product, activity or service.

### SOCIAL MEDIA PROMOTION

We can promote your accommodation or travel-related product, activity or service via our engaged social media channels.

### SPONSORED POSTS, LINKS AND ADVERTISEMENTS

We accept sponsored travel-related posts, links and advertisements.



## WHY WORK WITH US

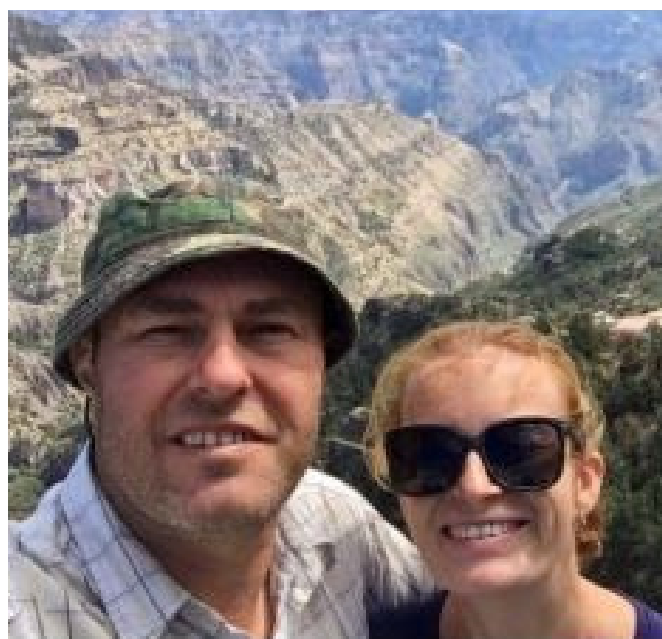
We are easy to work with, professional, and tailor our work to suit your needs.

All our work is optimised for SEO best practices to help rank in search engine results pages and drive traffic.

With Can Travel Will Travel, your campaign will reach our evergrowing, dedicated, targeted audience.

*"Tanya and Andy came with open hearts and open eyes, getting to experience what it's like for elephants to be rehabilitated and live back in their natural environment. Great fun to have you here and thank you so much for portraying what we do and how important this is for the elephants. Your blog, photos and videos really share the message and capture the essence of what we are trying to do. Thanks again"*

**Jemma - ELIE & EVP Program Manager**



**Page Views:** 8,500+/ Month\*

**Unique Visitors:** 6,400+/ Month\*

*\* Pre-COVID-19 traffic. 80% drop from March 2020, but expect it to quickly recover as travel resumes. Traffic has already doubled from October 2021 to January 2022.*



6,538



2,900



2,576



7,100

**Travel Style:** Couple | Solo Female | Off the Beaten Track

**Language:** UK English

**Gender:** 56% Female, 44% Male

**Age:** 30% 25-34, 30% 35-54, 30% 55+

**Geography:** 44% UK, 37% US

*N.B. Many of our US and UK audience access our website regularly as they travel the world.*

## CONTACT

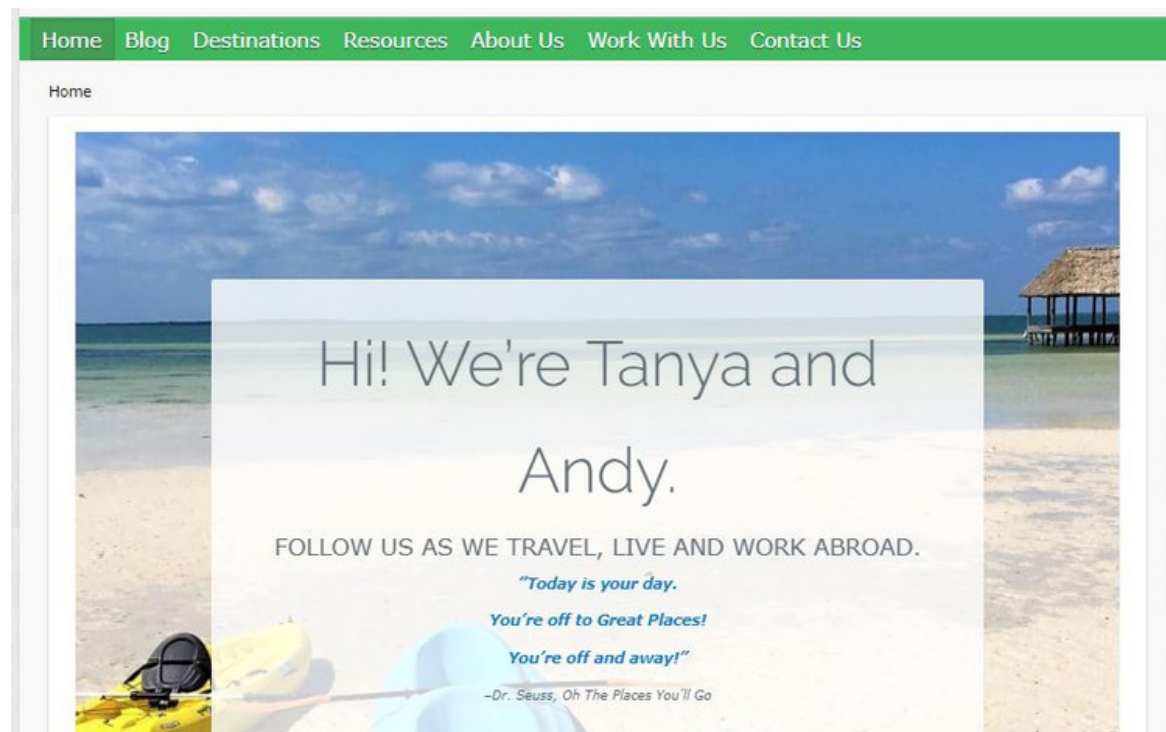
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## ABOUT

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# October 2019 - April 2020 Showing COVID-19 Traffic Drop from January 2020

All accounts > Can Travel Will Travel

All Web Site Data\_Exclude A...

Try searching "Any anomalies in sessions this month?"

Loading ...



1 Oct 2019 - 30 Apr 2020



All Users  
100.00% Users



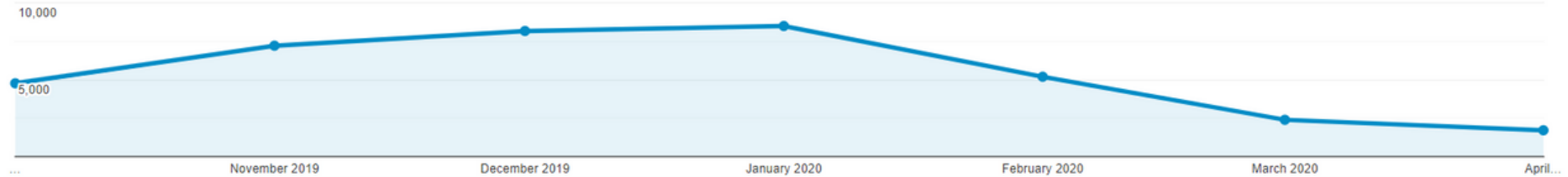
+ Add Segment

## Overview

Page Views VS Select a metric

Hourly Day Week Month

Page Views



Users

27,835

New Users

27,570

Sessions

32,473

Number of Sessions per User

1.17

Page Views

37,922

Pages/Session

1.17

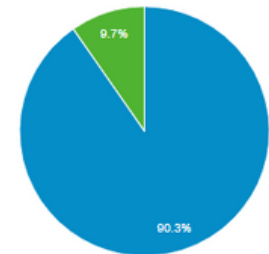
Avg. Session Duration

00:00:50

Bounce Rate

85.99%

New Visitor Returning Visitor





# January 2022 - June 2022 vs Previous Year

Can Travel Will Travel

Site Data\_Exclude A...

Try searching "Any anomalies in sessions this month?"



All Users  
+0.00% Users

+ Add Segment

1 Jan 2022 - 30 Jun 2022  
Compare to: 1 Jan 2021 - 30 Jun 2021

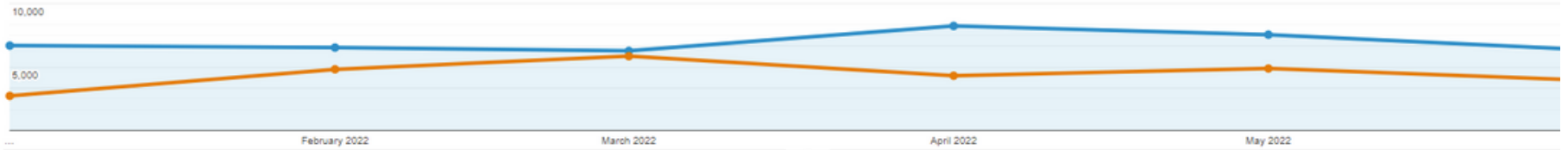
Overview

Page Views VS Select a metric

Hourly Day Week

01-Jan-2022 - 30-Jun-2022: Page Views

01-Jan-2021 - 30-Jun-2021: Page Views



Users  
57.77%  
29,821 vs 18,902

New Users  
59.11%  
29,740 vs 18,691

Sessions  
59.94%  
35,407 vs 22,138

Number of Sessions per User  
1.38%  
1.19 vs 1.17

Page Views  
56.62%  
41,579 vs 26,548

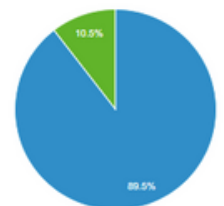
Pages/Session  
-2.08%  
1.17 vs 1.20

Avg. Session Duration  
18.65%  
00:00:49 vs 00:00:41

Bounce Rate  
1.85%  
87.24% vs 85.66%

New Visitor Returning Visitor

01-Jan-2022 - 30-Jun-2022



01-Jan-2021 - 30-Jun-2021

