

Overview 24'

places
travel

January 2024



SNAPSHOT

4.3 MM

Unique users / year

57%

Audience under 34

Top 10

Apple publishing
partner worldwide

100%

Unique voice & style
that connects with
traveling audience

OVERVIEW

**Places.Travel is a story-first,
omnichannel publisher that connects
great content to travelers, where they
are, in the way they want to be reached.**

Social Channels

Places.Travel is a collection of social channels that connects with travelers where they are, and through the content types they want.

Audience



Social impressions

40MM

Engagements

356K

Followers 25–44

72%

Feb 1, 2023 to Feb 1, 2024



Website & eNewsletter

Places.Travel is a website & eNewsletter that expands upon the social first and video content to allow for a more immersive experience for those seeking a deeper dive into an experience or location.

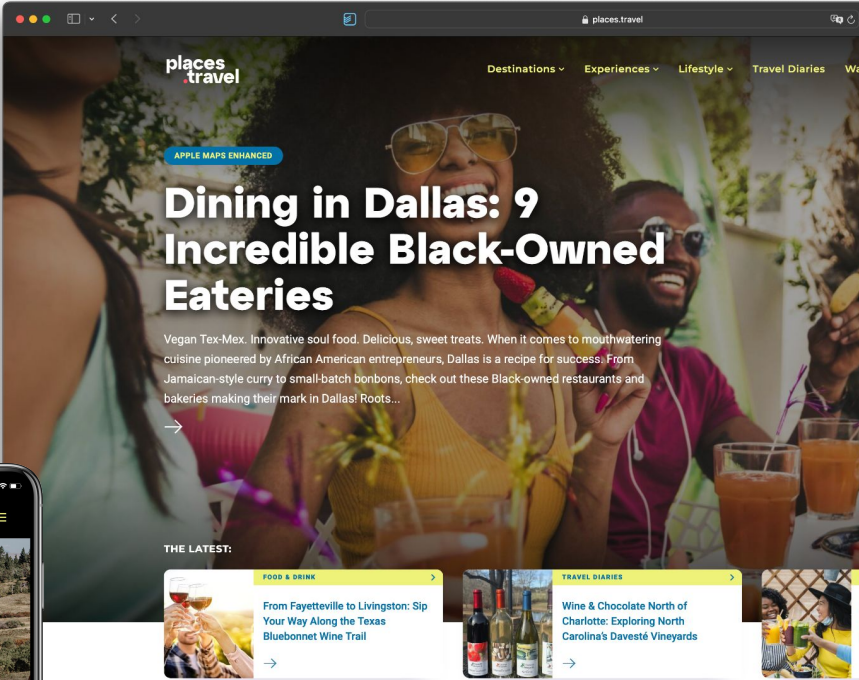
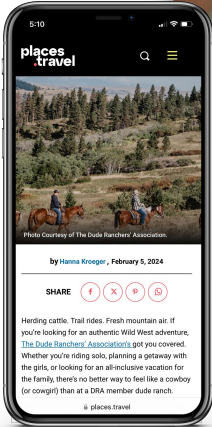
Audience **Places.Travel**

Users **445K**

Engagements **1.3MM**

Visitors 25–34 **59%**

Feb 1, 2023 to Feb 1, 2024



Popular Experiences

CAMPING

HIKING & BIKING

FAMILY FRIENDLY

SHOPPING

Apple Maps Guides

Places.Travel is an Apple publishing partner, of thematic guides, connecting users to unique experiences within the destination.

Audience



Unique Users

3.1MM

Published Guides

112

Users 18–34

56%

March 1, 2023 to March 1, 2024



YouTube Channel

Places.Travel is a YouTube channel that presents destinations and experiences through entertainment-first video content.

Audience



Unique Viewers

415K

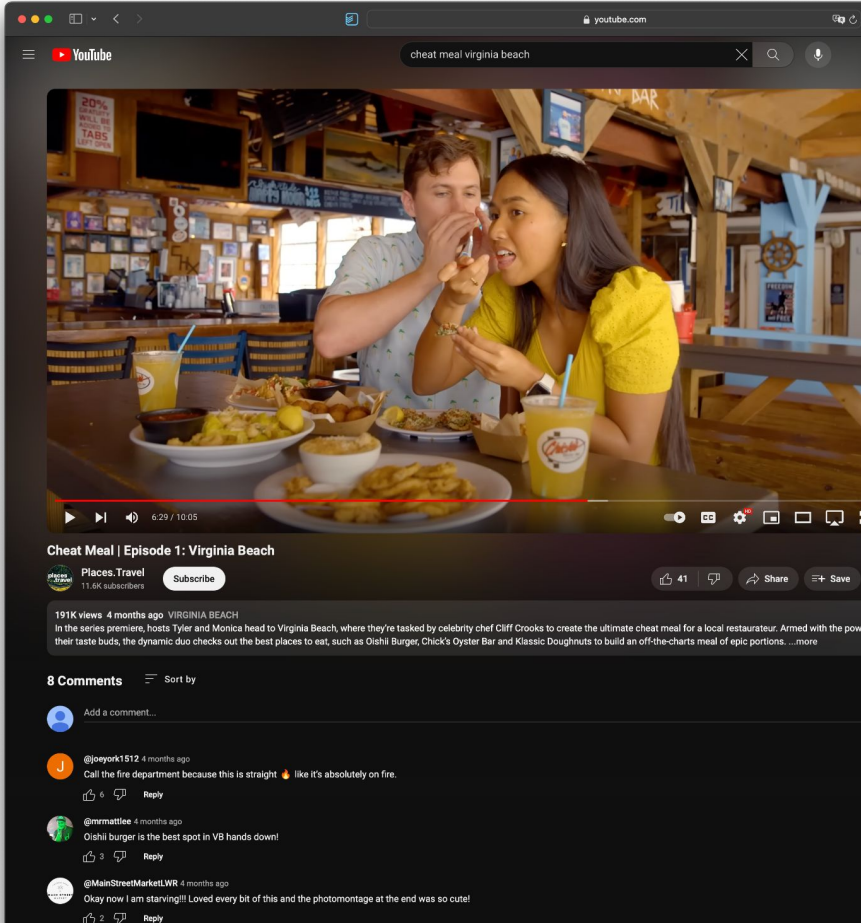
Minutes Watched

1.9MM

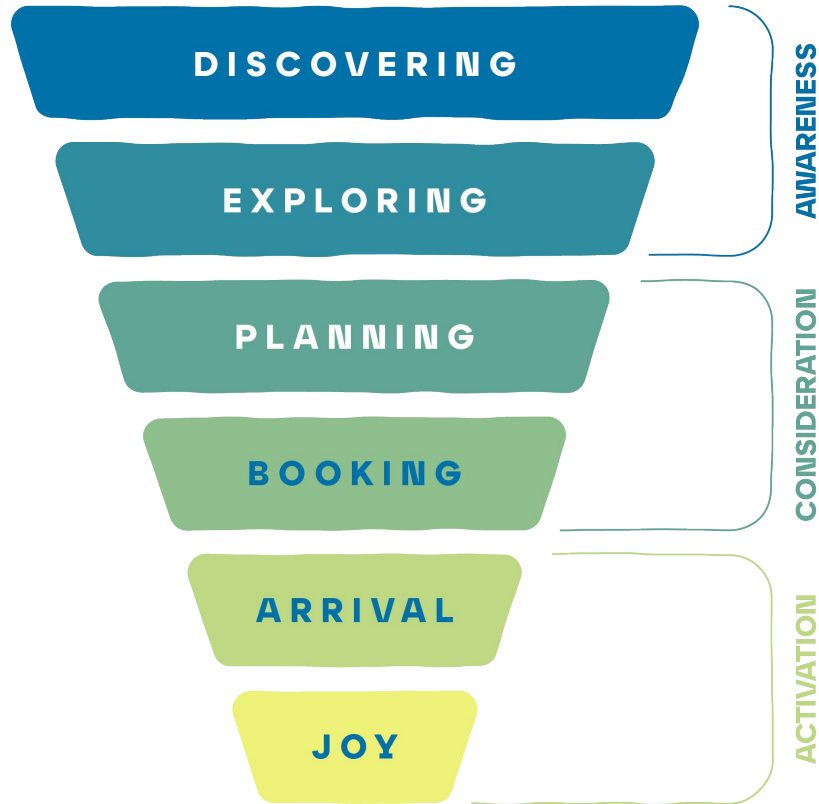
Viewers 18–34

54%

Feb 1, 2023 to Feb 1, 2024



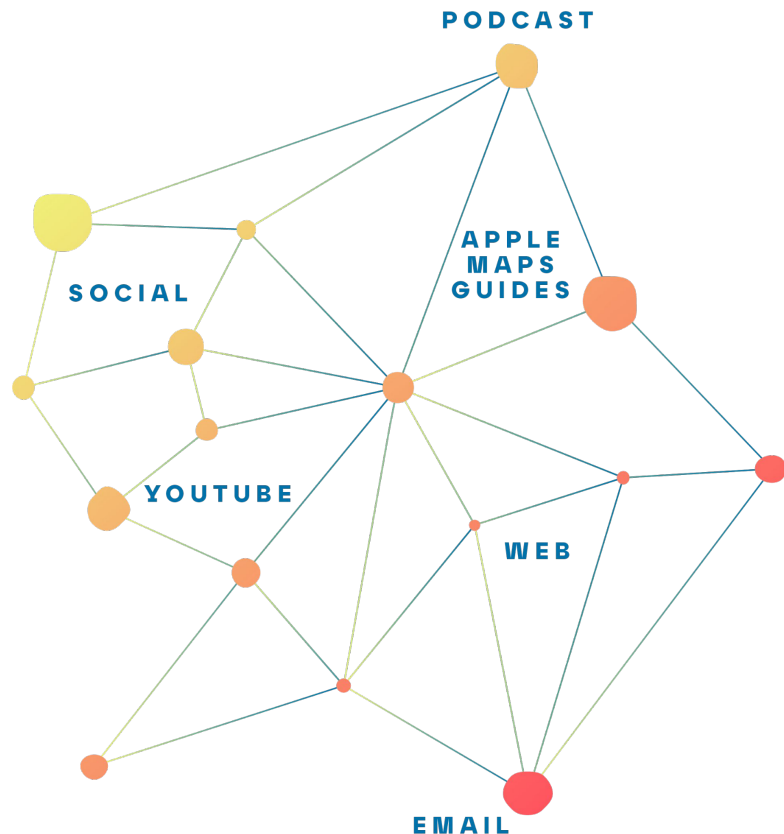
Not the traditional approach, not the typical result



We are all familiar with the traditional visitor funnel and the importance connecting with potential visitors with the right message at the perfect time.

We also know how our fractured media landscape has made this nearly impossible.

Changing Perspective



Looking down the funnel it is possible to see how throughout the journey, from discovery to arrival, the visitor connects with different channels and content types creating a network of interactions.

Through curated, story-first content types, channels, and media amplification we connect with travelers where they want, when they want, in a way that engages, entertains, and activates.

PROCESS & VOICE

Campaign Process

Places.Travel campaigns have seven steps to ensure success. While most happen behind the scenes, collaboration is an essential part of the process.



VOICE

Our voice is relaxed and conversational, playful and informative. We're slightly quirky, a little bit irreverent but most of all honest and authentic.



places
.travel

CREATORS

Our network of diverse, in-market travel writers, bloggers and videographers gives voice and vision to real, unvarnished travel experiences. Our creators are trusted friends, eager to share unfiltered travel tips, advice and recommendations.