

ROUTES AND TRIPS
TRAVEL GUIDE
WITH MAPS AND
PHOTOS

Media Kit 2023

BY LIISA AND CLAS
NYGÅRD

ROUTES AND TRIPS

A Travel Guide that really shows the destinations

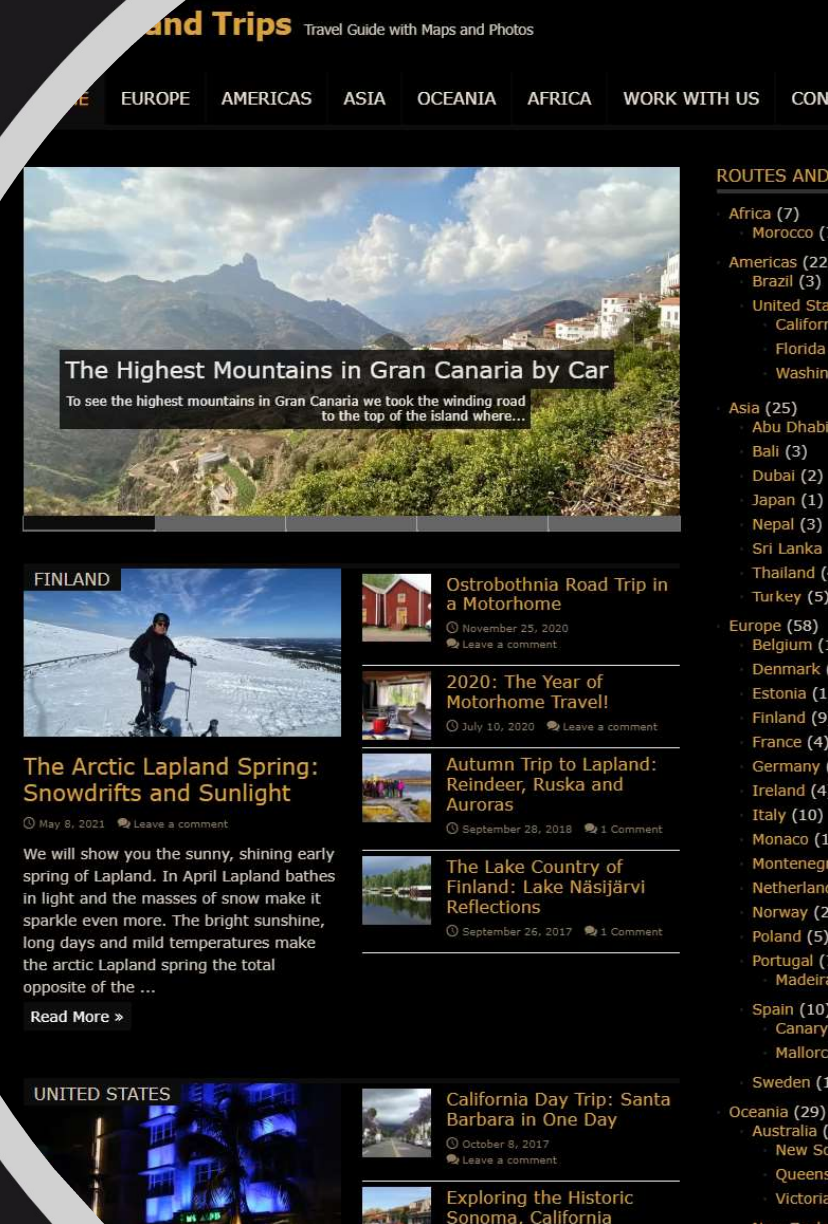
- Presents destinations with loads of photos
- Puts destinations, sights and trip itineraries on Google Maps
- Useful advice: what to see, where to go, how to travel

Routes and Trips lets travellers know about new destinations and then plan their trips

- That's what travellers need – to get inspired and travel!

Routes and Trips helps destinations show the world what they can offer:

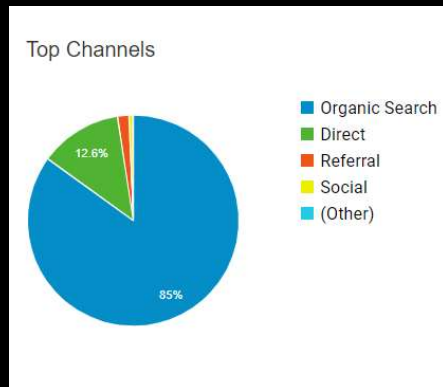
<https://www.routesandtrips.com/>



Routes and Trips is there when travellers plan their trips

Found on Google

- Each travel article is optimized to be found on Google
- Readers find us as they search for destinations on Google



- Readers then spend 5 to 6 minutes with our travel article
 - They really spend time and examine the contents
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- Most popular in 2022:

		129,661	% of Total: 100.00% (129,661)
1.	/coastal-drive-san-francisco-to-monterey/	10,934	(8.43%)
2.	/what-to-see-in-palma-de-mallorca-old-town/	8,177	(6.31%)
3.	/las-palmas-old-town-walk/	6,694	(5.16%)
4.	/	6,406	(4.94%)
5.	/san-francisco-sightseeing/	5,716	(4.41%)
6.	/best-national-mall/	4,948	(3.82%)
7.	/five-short-lofoten-hikes/	4,541	(3.50%)
8.	/sightseeing-in-miami/	4,065	(3.14%)
9.	/wicklow-mountains-scenic-drive-from-dublin/	3,656	(2.82%)
10.	/bangkok-by-boat/	3,411	(2.63%)
11.	/day-trip-to-duden-waterfalls/	3,211	(2.48%)
12.	/driving-around-tenerife/	2,976	(2.30%)
13.	/miami-beach-ocean-drive/	2,505	(1.93%)
14.	/hiking-in-tenerife-day-trip-to-mount-teide-by-car/	2,130	(1.64%)
15.	/morocco-did-i-see-goats-in-trees/	1,869	(1.44%)
16.	/mountain-tour-from-maspalomas/	1,852	(1.43%)
17.	/the-highest-mountains-in-gran-canaria-by-car/	1,850	(1.43%)
18.	/norway-by-motorhome-lofoten-senja-tromso/	1,842	(1.42%)
19.	/touring-lisbon-on-tram-28/	1,702	(1.31%)
20.	/berlin-top-ten-sights/	1,446	(1.12%)
21.	/road-trip-to-western-madeira/	1,317	(1.02%)
22.	/palaces-of-sintra-by-bus/	1,253	(0.97%)
23.	/river-cruising-through-belgium-and-the-netherlands/	1,230	(0.95%)
24.	/nice-in-one-day/	1,207	(0.93%)
25.	/walking-around-cap-ferrat-french-riviera/	1,179	(0.91%)

Permanent visibility

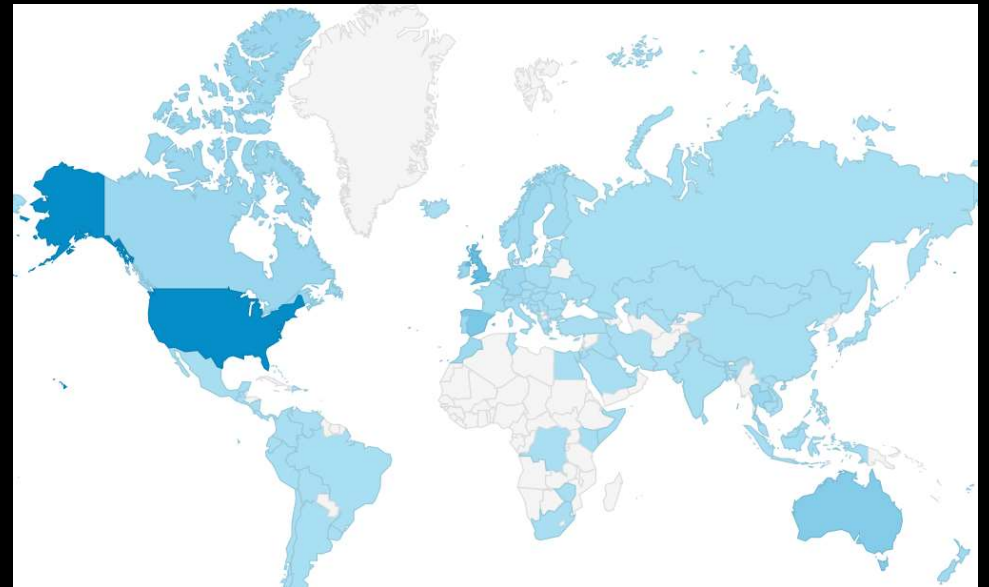
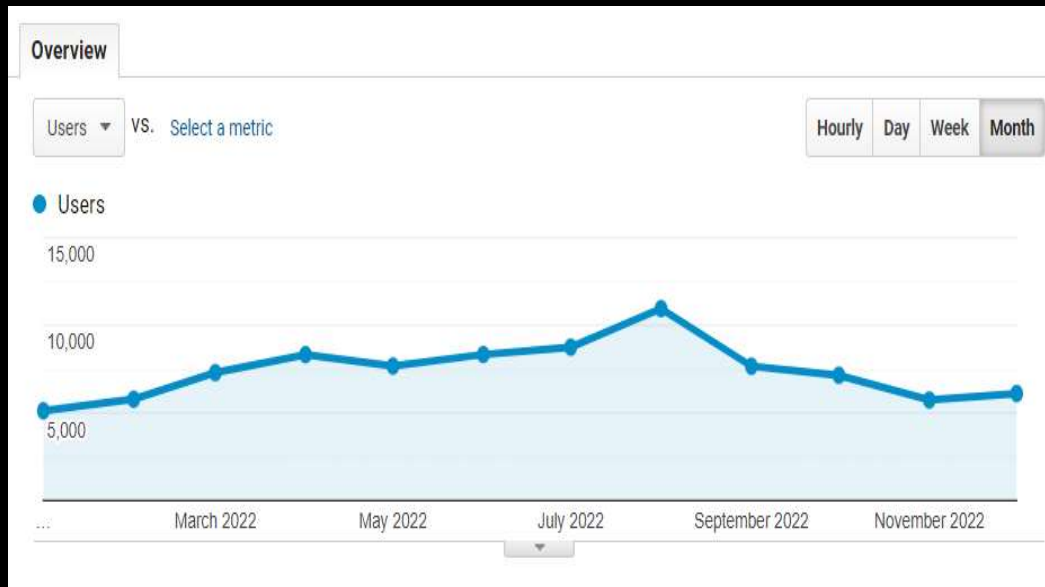
Unlike on social media, each travel article stays visible and will be found thousands and thousands of times over the years.

Routes and Trips Statistics 2022:

- *read by 88.000 travellers in 2022*
- *130.000 page views*
- *Varies from 5.000 to 11.000 according to time of year, highest reader numbers in peak seasons*

Audience looks for travel destinations all around the world

Travel guide in English is read in almost all countries:



- *Until 2020: up to 25.000 users per month, travellers still haven't returned in full*

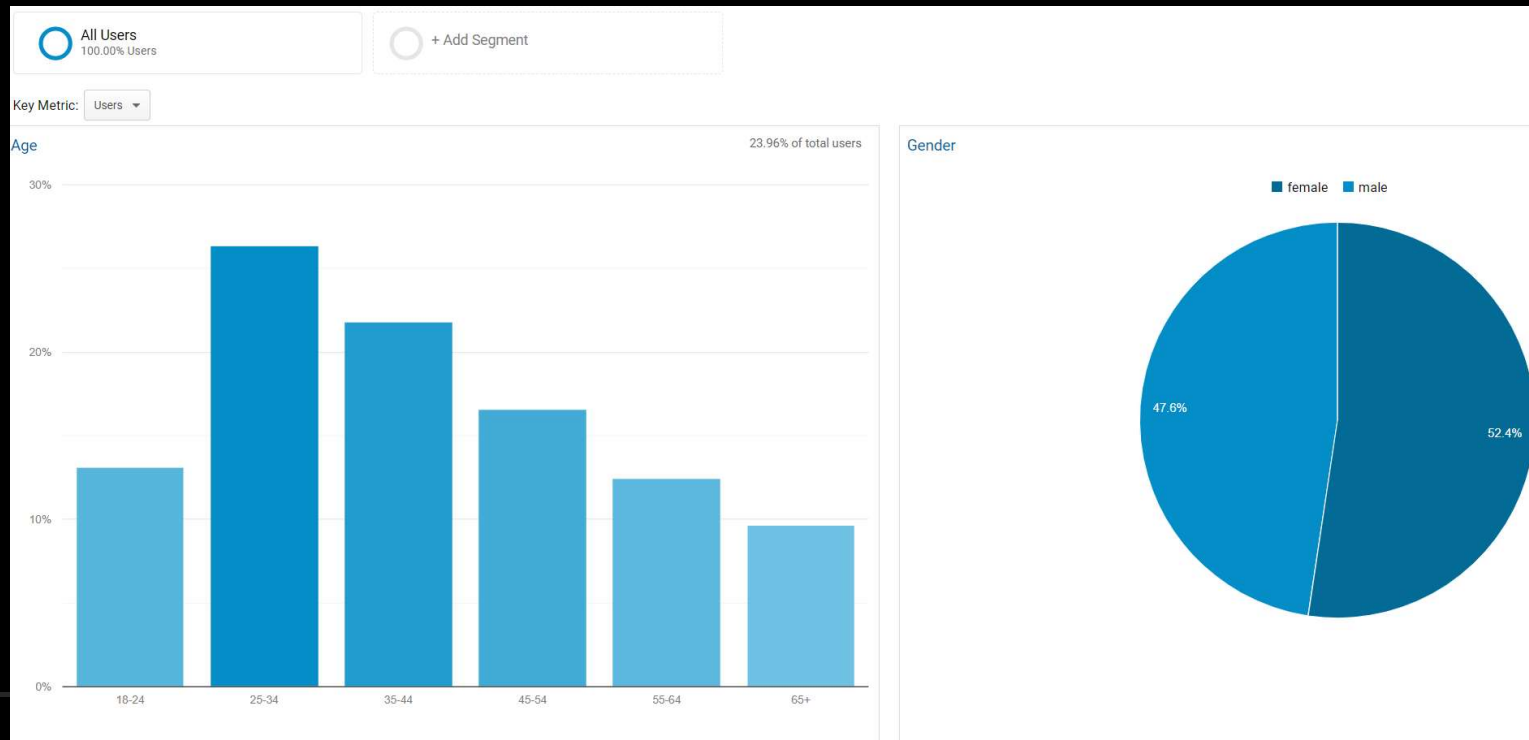
Routes and Trips Audience:

Routes and Trips reaches all age groups, even the wealthy seniors

- Both young and old read the travel guide
- 40 % of the readers are 45+
- 22% are 55+
- older travellers travel off-season when others don't!

Readers are interested in most things about travel

- The older also interested in finance, properties and the younger in shopping, accessories, fashion.
- Also interest in green living, arts, health and sports.



1. Travel/Hotels & Accommodations
2. Travel/Air Travel
3. Travel/Car Rental
4. Travel/Vacation Packages
5. Employment
6. Travel/Bus & Rail Travel
7. Financial Services/Investment Services
8. Apparel & Accessories/Women's Apparel
9. Real Estate/Residential Properties/Residential Properties (For Sale)
10. Apparel & Accessories

Questions?



How can we help you?

Contact us for further information and discussions around the travel guide

Lüsa and Clas

To contact us use the contact form on the Routes and Trips website.

