



# Itchy Feet Family

INSPIRING FAMILY TRAVEL

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[WWW.ITCHYFEETFAMILY.COM.AU](http://WWW.ITCHYFEETFAMILY.COM.AU)

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blogger/ travel writer /digital marketer  
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## ABOUT

ITCHY FEET FAMILY is a family of four based in Adelaide, Australia, comprising Brenton, Penny, Jye and Tayla who have covered 46 countries - and counting!

Our BC (before children) life was filled with travel adventures. As a family we have been determined to continue the adventures. We hope to inspire families to dust off the passport and explore the world.

## SOCIAL STATS



380 +



1,500 +

## MEET PENNY

Not just any travel blogger, with a Bachelor of Artis in Journalism I am a professionally trained writer with some 20 years experience in marketing and communications.

Specialising in digital communications, Itchy Feet Family content is of high quality and search engine optimised to ensure content is reached by the right audience.



## PARTNERSHIPS

Launched in Nov 2016, Itchy Feet Family has partnered with:

- San Diego Tourism Authority
- SeaWorld San Diego
- Merlin Entertainment Victoria
- Museums Victoria
- Captain Cook Cruises
- Four Seasons Hotel Sydney
- Fat Tire Tours Berlin
- Fat Tire Tours London
- Adelaide Oval Roof Climb
- Australian Sunset Safaris

**"So love your blogs .. funny and interesting." Mary.**

## FEATURED

Providing comment and contributing to travel-related articles featured with:

- Chicago Tribune: Some Airlines Go Above and Beyond to Accomodate Kids on Long Flights
- Destination NSW: Bloggers share their favourite NSW holiday destinations
- Living La Vida Local: The best places in Australia and NZ for a short getaway - part one
- Almost Fearless: Do you bring your safety standards with you on your trip?
- My Deal: 3 Awesome Ideas for Family Friendly Dining
- Travel Agent Central: Taking The Kids on a Long Haul Flight
- CruiseBe: 11 Reasons to take your family on a cruise holiday.

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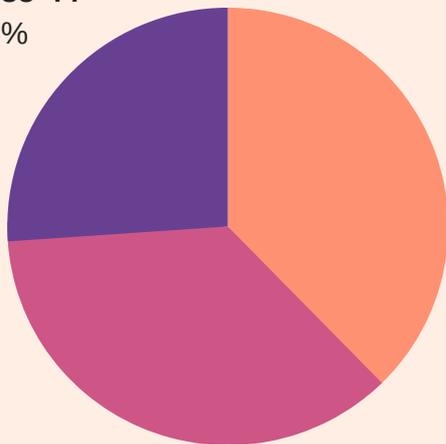
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## MEET THE WEBSITE AUDIENCE

- Average 2,000 readers per month
- Statistics based on Jan 1 - July 30 2018

Aged 35-44

26%



Aged 45-54

38%

Aged 55-64

36%



57%  
Australian



31 %  
United Kingdom



76%  
Female



90%  
Social Traffic Driven  
From Facebook

## LETS WORK TOGETHER

- I **share** travel experiences that have earned my seal of approval
- I **teach** families how they can explore the world
- I **show** how you can give your kids amazing experiential learnings
- I **introduce** destinations, products and services tailored for family travel
- I **provide** honest tips and reviews

Get your brand in front of mums who can't wait to find inspiration for their family travels and adventures. Travellers rely more on peer reviews, make your destination the one that they add to their travel itineraries.

Send me an email and we'll discuss which opportunities work best for you and your budget.

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