



HAPPYBACKPACKER

Happybackpacker is an independent travel blog and guide for backpacker und individual travelers with a passion for outdoor-sports such as scuba diving and surfing. The style of Happybackpacker is authentic and professional. Happybackpacker shows how much fun traveling is and how travelers can get the most out of their trips.



ABOUT ANJA

Travel Journalist and globetrotter Anja has travelled to 55+ countries worldwide. She is an expert on backpacking, scuba diving and surfing. She writes for Skysanner, Huffington Post, web.de and Statravel.

COOPS & SERVICES

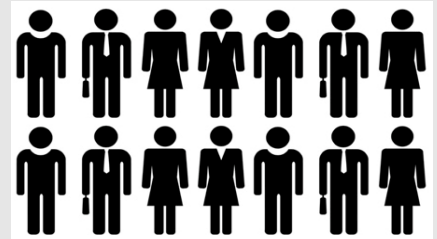
- Blogger / Press trips
- Individual research trips
- Advertorials / Sponsored Posts
- Banner campaigns
- Destination & product reviews
- Accomodation reviews
- Promotional videos & product videos
- Travel expert on TV shows



BENEFITS FOR PARTNERS

- Increase your reach in your relevant target group
- Increase awareness of your brand
- Positioning of your brand
- Happybackpacker.de enjoys great loyalty

COVERAGE



IEWS / MONTH

62.042

UNIQUE VISITORS / MONTH

26.389

FACEBOOK-FANS

8.000+

GOOGLE+

700+

TWITTER-FOLLOWER

7.700+

INSTAGRAM-FOLLOWER

18.400+

READER

46% Female

54% Male

27,5% 18 – 24 years

33,5% 25 – 34 years

REFERENCES

- Official Reporter for the Mecklenburg-Vorpommern Tourism Board 2015
- Flight cooperations with Condor to Brasil and South Africa
- Product tests with AirBnB, Hostelbookers and Wimdu
- Hotel Reviews, for example with Grootbos Private Nature Reserve in South Africa
- Press trips with Tenerife Tourism // Bulgaria Travel // Livigno Tourismboard // Visit Malta // Visit Jordan // Tallink Silja // Cook Islands Marketing // Interlaken Tourism
- Cooperations with South African Tourism, Comité Martiniquais du Tourisme & Atout France
- Official travel expert for German breakfast TV show at SAT.1 Frühstücksfernsehen.

MEDIA FEATURES



SAT.1

Travel expert on TV show

FAZ

How to do a Sabbatical

N24.de

Flashpacking

DRADIO WISSEN

Tips for your passport

SÜDDEUTSCHE ZEITUNG

Tips for the perfect trip

RADIO FRITZ

Radio interview on backpacking

STATRAVELS

Discovering Favelas

FOCUS ONLINE

Travel trend flashpacking



TARGET GROUP

- Backpacker, globetrotter and individual travelers with the occasional splurge
- Between 18 and 35 years old
- They are active adventure seekers with special interest in fun activities such as scuba diving, surfing and collecting unique experiences

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