



HAPPYBACKPACKER

Happybackpacker is an independent travel blog for backpacker and 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 65+ countries worldwide. She is an expert on backpacking, scuba diving and surfing. She writes for TUI, Skysanner, Huffington Post and Statravel.

COOPS & SERVICES

- Blogger / Press trips
- Individual research trips
- Advertorials / Sponsored Posts
- Banner campaigns
- Destination & product reviews
- Accommodation 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



UNIQUE VISITORS / MONTH

30,000+

FACEBOOK-FANS

7,500+

TWITTER-FOLLOWER

6,700+

INSTAGRAM-FOLLOWER

15,000+

TRIPADVISOR-FOLLOWER

2,000+

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

[KABEL 1](#)

Testing waterparks worldwide

[FAZ](#)

How to do a Sabbatical

[TUI](#)

Monthly travel blog writer

[DRADIO WISSEN](#)

Tips for your passport

[SÜDDEUTSCHE ZEITUNG](#)

Tips for the perfect trip

[RADIO FRITZ](#)

Radio interview on backpacking

[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

KONTAKT

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