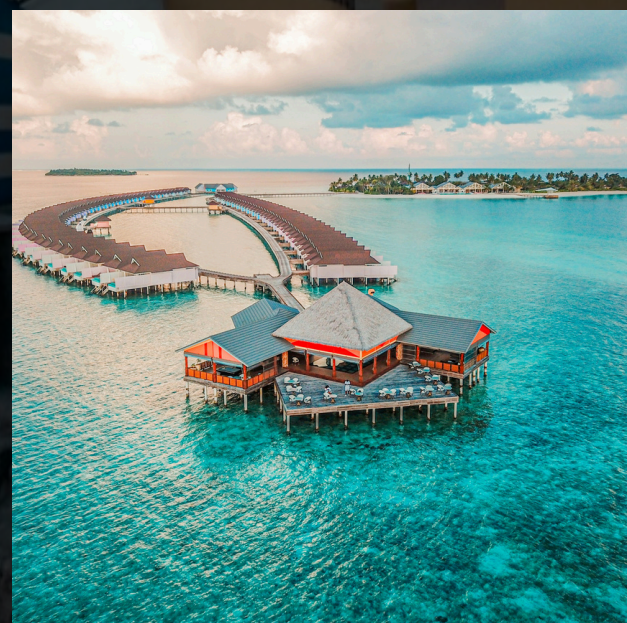




— BEST — IN TRAVEL

Media Kit 2025

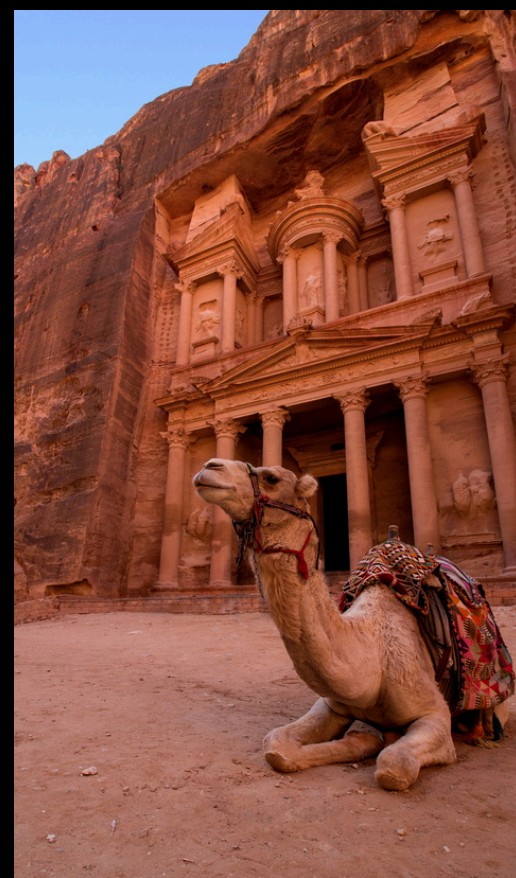


A person stands on a grassy mountain ridge, looking out over a vast, deep blue lake. The lake is surrounded by rugged, dark mountains, some with patches of snow. The foreground shows the texture of the grass on the ridge. The sky is a pale, hazy blue.

Welcome to **Best In Travel**, a passionate community of almost 2 million travellers.



Adventures of every kind.





OUR FOCUS YOUR JOURNEY

SMALL GROUP TRIPS

Amazing adventures with like-minded travellers, led by creators and content experts. Designed for connection, discovery, and unforgettable moments – all while supporting local communities and hidden-gem experiences.

BRAND & CREATOR COLLABS

We partner with creators, hotels, tourism boards, and travel brands to create high-impact destination marketing campaigns and scroll-stopping content. With bespoke digital storytelling – we help you inspire the world to travel.

VIP TRAVEL CLUBS

Launching soon, our VIP Travel Clubs offer travellers access to member-only rates on hotels, tours, and travel perks, plus monthly giveaways. For our tourism and hotel clients, this platform provides a whole new marketing outlet.

“Definitely one of Poland’s most successful social media campaigns for the year and surely not the last one with Best In Travel. It was a pleasure to work with this creative and professional team. I recommend Best In Travel to any tourist destination interested in reaching an audience which is not only vast but also truly passionate about traveling.”

Magdalena Zelazowska, Polish Tourism Organisation



"The combination of wide reach and great content has resulted in great online visibility for Slovenia. Best In Travel’s professional attitude and in-depth knowledge of content creation enabled a smooth work process resulted in a great project, which we would be more than thrilled to repeat. We highly recommend partnering with Best In Travel"

Masa Puklavec, Head of Global PR – Slovenian Tourist Board



WHO WE REACH

725K+ INSTAGRAM

1M+ FACEBOOK

10M+ MONTHLY IMPRESSIONS

95% AUDIENCE AGED 18-44

OUR AUDIENCE IS GLOBAL, WITH THE
MAJORITY BASED IN AUSTRALIA, USA +
CANADA, UK + EUROPE & INDIA



COLLABORATE WITH US

Collaborating with Best In Travel gives your brand direct access to a trusted audience of travel lovers through authentic creator-led content. With a network of established influencers and an in-house production team, we help you tell your story in a way that's engaging, professional, and built for results.

- Access to a network of trusted travel content creators and influencers
- In-house content creator available for on-site campaigns
- Bespoke content packages tailored to your brand goals
- Multi-platform exposure across posts, stories, reels and more
- Professional storytelling with a strong focus on authenticity
- Option to combine creator-hosted trips with promotional content
- Ideal for destinations, hotels, experiences, and tourism boards

Whatever aspect of your brand (or your brand partners) want to promote, we'll work with you to make it a reality and put it in front of the right people.



Some of the brands we've successfully collaborated with...
We'd love to include your logo on our next media kit!

JOIN OUR COMMUNITY

Instagram

[@bestintravel](#)

[@bestinhotels](#)

Facebook

[@bestintravelgroup](#)

TikTok

[@bestintravel](#)

Website

www.bestintravelgroup.com

Email

hello@bestintravelgroup.com





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