

EuropeZigZag.com is growing

+31000 Facebook page followers in 2024. +2000 followers (+3.1% compared to 2023)

10000+ recurring active users in 2024. +11.2% compared to the same periods in 2023.

16000+ page views in 2024. +22% compared to the same periods in 2023.

63.1% female, 36.9% male. English, Spanish, Portuguese, French, and Italian speakers.

Steady growth of audience. Steady increase of combined engagement on Facebook page and web site.

Introducing new features and building on existing ones on EuropeZigZag.com

- (B2B) Newsletter for tour organizers and destination management organizations (DMOs).
- (B2C) Gear tests for active travelers. EuropeZigZag.shop
- (B2C) Will embrace more languages, starting with French, German, and Spanish.
- Continuing the interviews with small and medium-sized businesses in the travel experience space.
- The initiative recommended festivals is showing high user engagement and we are going to add features to this app.

Benefits for your company to be visible on EuropeZigZag.com

- The Facebook page has a reach of 31000+ followers across the European countries France, Spain, Portugal, Italy, Ireland, United Kingdom and Austria. We also have a strong international audience with visitors from USA and Canada.
 - **We aim to bring together all these passionate travelers who find Europe a fascinating region to explore.**
- EuropeZigZag is a micro-influencer blog and social community. We publish useful and entertaining content and apps with over +10000 visitors per year.
 - **Our aim is to find the unexplored and highlight activities and destinations that may not be super accessible to everyone. We want to enable people to explore.**
- The section Recommended Festivals is drawing attention from people who are not regular festival-goers.
- EuropeZigZag.com attends major travel trade fairs and has been at events such as ITB Berlin and Euro Bike, producing commentaries and chronicles on trending travel topics.
 - **These are read by both consumers and business professionals in the hospitality industry.**

Marketing on EuropeZigZag.com

- **EuropeZigZag can offer direct advertising opportunities (above-the-fold banners).**
 - www.europezigzag.com/hey-hospitality-company
- **EuropeZigZag also has promotional article opportunities for businesses in the hospitality and travel industries.**
 - www.europezigzag.com/hey-hospitality-company

Interested in possible partnership possibilities?
Let's do a call.

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