



**TWO
BAD**
TOURISTS



..... twobadtourists.com



MEDIA KIT



Who?

Hey there! We're **TWO BAD TOURISTS**.
Welcome to our...

[BLOG](#)[NEWSLETTER](#)[PODCAST](#)[SOCIAL PRESENCE](#)

Welcome to our story. We're David and Auston, but you can call us **Two Bad Tourists**. In 2012, we sold everything we owned and left our home to travel. We aim to inspire LGBTQ+ people to explore the world by sharing travel tips, advice and personal experiences from 14 years on the road.

In a world saturated with digital influencers, we stand out from the pack. We're **professional**. We're **authentic**. We're **impactful**. You might call us influencers, but we prefer the term **creator**. For over a decade, we've created **engaging** online content which deeply resonates with our audience. We've been doing this so long that the term influencer didn't even exist when we started. Back then, they just called us bloggers, but today we are so much more.



Reach

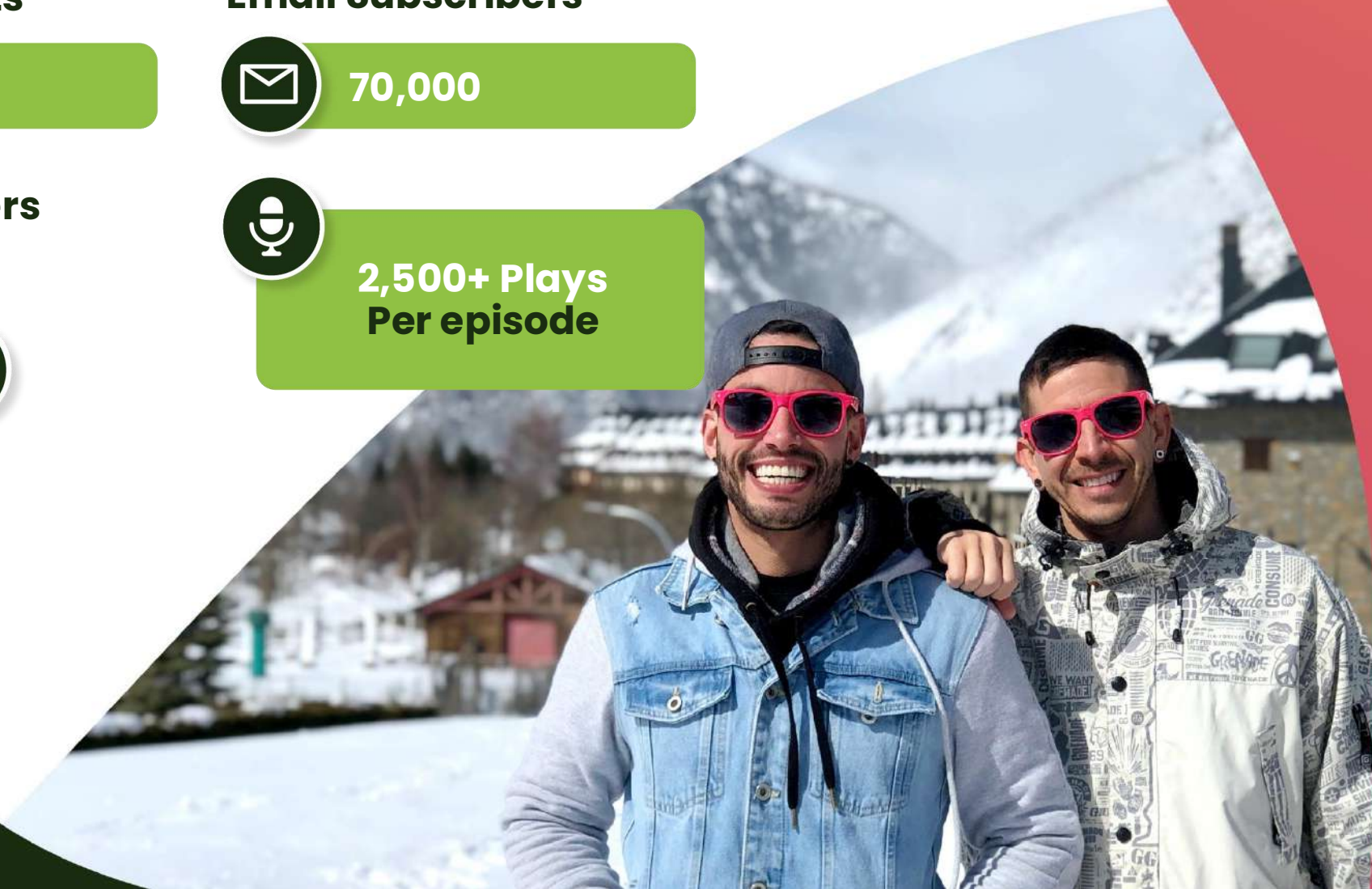
Annual Website Visits



Email Subscribers



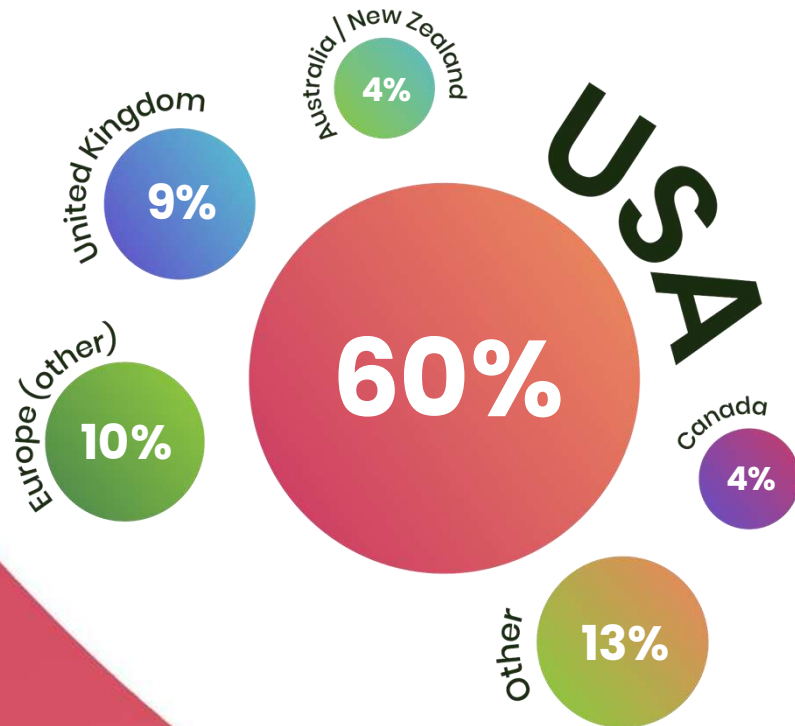
Social Media Followers



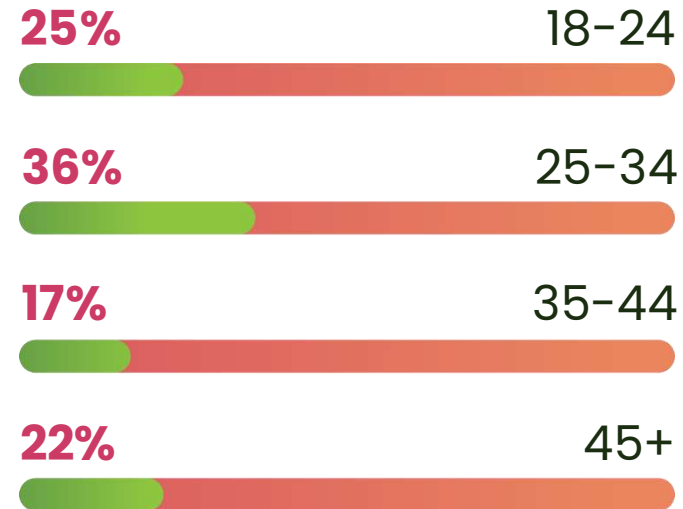


Audience demographics

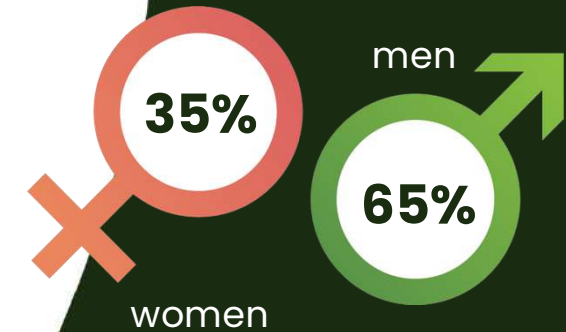
Region



Age



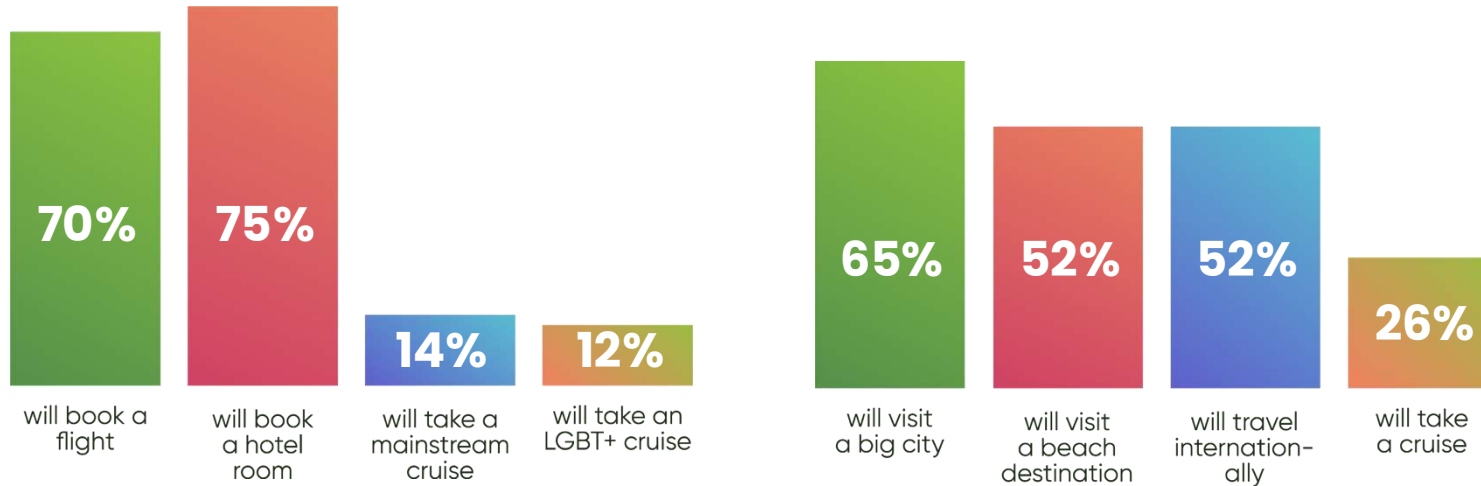
Gender



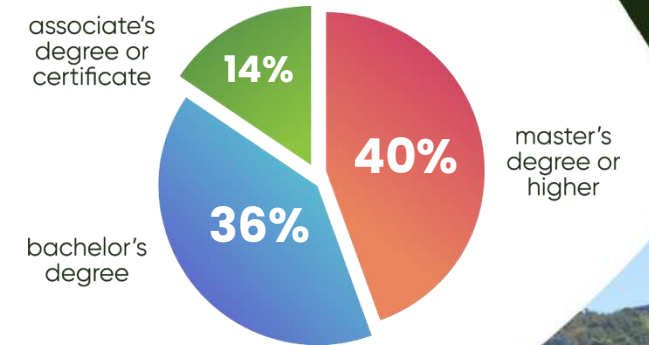


Audience demographics

In the next 6 months



Education Level



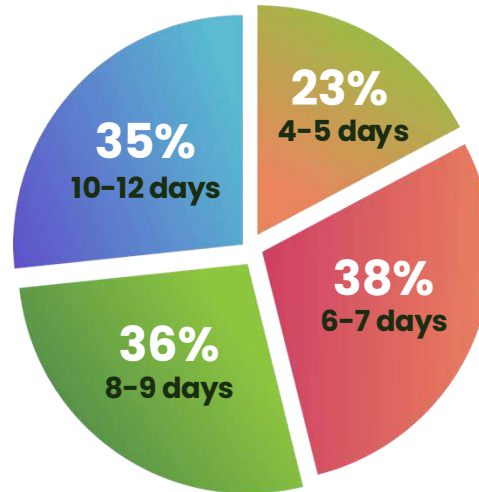


Audience demographics

Income Level



Length of Trip



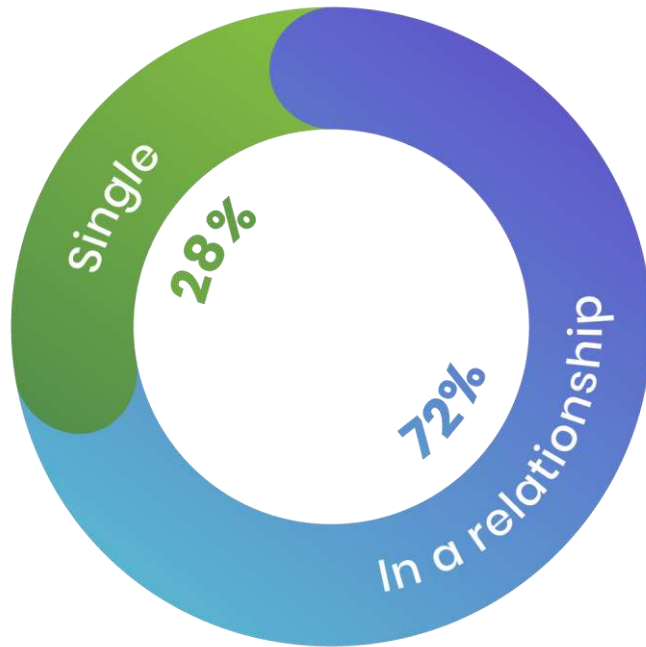
Trip Budget



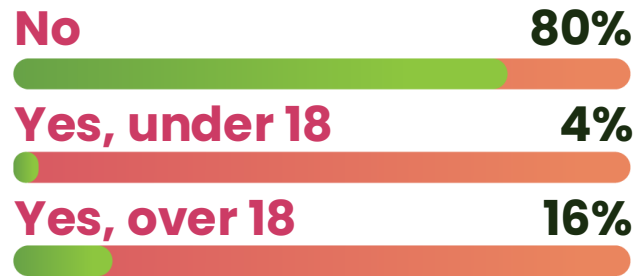


Audience demographics

Relationship Status



Children



The vast majority of our audience is in a relationship with no children, often referred to as *Dual Income, No Kids (DINK)*. DINK travelers typically have more disposable income and flexibility to spend on premium travel experiences.





What?



Sponsored Content

We'll write an article highlighting your brand or message to be published on our website.



Podcast

Sponsorship feature or dedicated episode with an interview on our weekly podcast, ***Queer Travel Chat***.



Social Media

Present your brand to our social media followers across Facebook, Twitter and Instagram.



Display

Static or animated display ad units placed on our website or email newsletter.



Custom Campaigns

Create a custom campaign to be shared across all our online channels. Built from the ground up, these can include ambassadorships, giveaways, consumer promotions or destination/site visits, just to name a few.



Email

Weekly email newsletter feature or dedicated email blast to our engaged user database.

CONNECT WITH OUR AUDIENCE and feature your brand through our website, email database, social media and podcast. We offer full creative services to develop the messaging and imagery to ensure your content resonates with our audience.



Why?

What makes us a good partner?

Hello world. Meet Two Bad Tourists. Traveling since 2012, we're professional creators and experts in online marketing. For 14 years, we've grown and nurtured our audience and understand what makes them tick. We partner with brands who share our values and understand the importance of **authenticity**.

It's no longer enough to say you have a large following. To be an impactful partner, you need to create value and **loyalty**. When brands ask us why they should work with us, the answer is simple. We're authentic. We provide **value**. And people **trust** our advice.

Partner with us to help elevate your brand, generate leads or increase your sales.





Past Clients

AXEL HOTELS

Brand *g*

Booking.com

Callin

differio

EVERYTHING
TO SEA

The Florida Keys
& Key West
...come as you are®

Gay Wine Weekend
2022

GET
YOUR
GUIDE

HE TRAVEL

IGLTA

J.J. MALIBU

local gay guide

Los Angeles

Malta
Gozo & Comino

MIAMI
GREATER MIAMI
CONVENTION &
VISITORS BUREAU

mister
b&b

OMW

ORBITZ

OUT
ADVENTURES

OUT
in Colombia

PINK
ICELAND

PINK
media jet

quiky

SOURCE
JOURNEYS

South Africa
Inspiring new ways

amazing
THAILAND

Tripadvisor

viator

View Peru
Discover Peru

Virgin
VOYAGES

Stockholm
The Capital of Scandinavia

WINTER PARTY
FESTIVAL

WYNDHAM
HOTELS & RESORTS



Featured In

attitude

HUFFPOST

lonely planet

M

MATADOR
network

msn

NOMADIC MATT

PINK TICKET

QUEERTY*

SFGATE

The New York Times

THE TELEGRAPH

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TODAY

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Vox



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Contact Us Now

to see if it's a good fit.