



EUROPE UP CLOSE



EuropeUpClose is a travel blog that focuses on European destinations for mature, affluent travelers who want to discover destinations independently. We share travel tips, hotel recommendations, and destination guides.

Monthly Page Views 166.000	Unique Monthly Visitors 101.000	Newsletter 1.770	Social Media 53.000
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Reader Demographics

- 60 % Female
- 38 % 45+
- 45 % US, 11 % UK, 5.5 % Canada

Travel Companion

- 42.9 % with partner
- 27.0 % with family
- 19.0 % solo travelers

Finances

- 45 % Household Income of \$ 75k+
- 36 % + Spend more than \$ 5k per person/year
- Medium to luxury travel style

Travel Interests

- Arts/Culture, History, Cultural immersion
- Portugal, France, Ireland, Germany, Italy, UK, Netherlands

Travel Frequency

- 74.0 % are currently planning a trip to Europe
- 42 % travel to Europe every year

Trust in EUC

- 16 % have traveled to a destination

EuropeUpClose.com is an established travel blog with over **1800 articles**.

The audience is mature, affluent, and loves to travel.

EuropeUpClose has a **DA of 53** and its web presence is growing rapidly. The blog receives over **166.000 page views** from **101.000 unique visitors**.

Combined, EuropeUpClose reaches over **53.000 followers on Social Media** and has very high engagement rates. **150-200 hotel nights booked via website per month.**

As Seen On



What We Can Do For YOU

- Press Trips
- Brand Partnerships & Ambassadorships
- SEO optimized Destination Guides
- Visual Storytelling
- Speaking Engagements
- Product/Tour/Hotel Reviews

Previous Partnerships



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