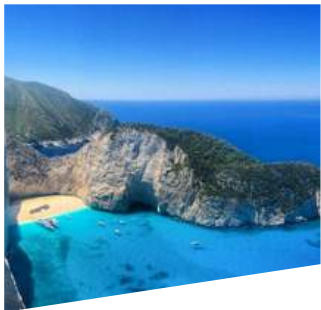




Destination Marketing Packages

As
Seen
In





Who We Are

...and what can we do for you

We are Nick & Dariece, the couple behind one of the most influential travel blogs online today and we would love to partner with you and your brand.

We have formed a close relationship with our readers, followers and viewers through 7 years of travelling, communicating and growing with them online.

When we recommend a destination our readers follow in our footsteps. We have the testimonials, the emails, and the case studies to prove it.

Our readers trust "The Goats" for valuable travel recommendations which we share with them through professional-quality blog articles, videos, stories, photography and social sharing.

By partnering with us, you will get access to our audience and the power behind the trust in our brand.

Are you ready to work with influencers that will actually have an impact on your destination? Do you want proven ROI on every campaign? Let's work together.



TRAFFIC, DEMOGRAPHICS & SOCIAL FOLLOWING

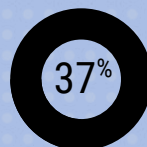
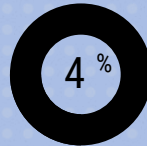
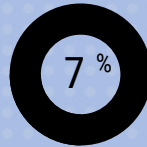
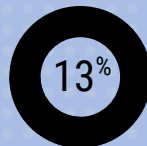
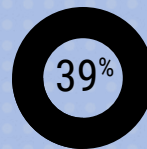
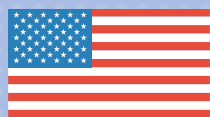
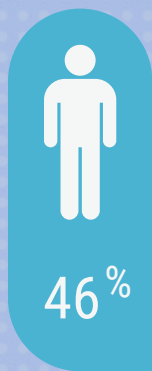
Quarterly Analytics



BLOG TRAFFIC

OVER 400,000 PAGE VIEWS PER MONTH

OVER 275,000 UNIQUE VISITORS PER MONTH



66K+



65K+



27K+



14K+



28K+



TOTAL POTENTIAL REACH = 472K+ VIEWS / MONTH



Discover Greece Campaign

Total Reach: 1.1 Million

After this campaign completed the videos and posts began ranking in Google & YouTube and still get thousands of views/day nearly 2 years after the campaign ended. Discover Greece was very impressed with the results (see testimonials below).



Malta Tourism Authority Campaign

Total Reach: 750+ Thousand

This lesser-known destination in Europe became a talked about country amongst our readers, who all showed great interest in Malta. One Facebook video received 190K views, while the articles and videos still receive a lot of attention to this day. Tourism Authority of Malta was pleased with our work. (see testimonials).



Tourism Nova Scotia, Canada

Total Reach: 490+ Thousand

We recently completed this campaign in the summer of 2019 and after a short period of time, one of our videos is ranking #1 in YouTube and is frequently viewed. The tourism board was very pleased with our work and have invited us to return to cover more of the province. (see testimonials below).

More case studies available upon request.

"I found their contributions and level of professionalism very good, from the content they produced for the trip including videos, articles and social shares. More so, we were amazed at the level of interest and engagement we saw from prospective new travelers nearly immediately following Goats' visit to the country. There was immediate return on investment literally within a month across remote destinations which were highlighted and recommended during their trip."

- Kyle Gunther: Consultant USAID BGI Kyrgyzstan

"I just wanted to convey our thanks for the brilliant blog, vlog and social media coverage. Your positive outlook and professionalism shines through in every detail. We particularly value the way that you incorporated our valued partners to showcase the destination in the best possible way. Clearly, your experiences in Greece struck a chord with a great many of your followers. We look forward to working again together in the near future."

- Helen Iatrou - International Media Coordinator with Marketing Greece

"I'm impressed really. We've been working with excellent travel bloggers, but I've never received such an organized and detailed report! Thank-you I really appreciate it. It's a pleasure to work with you".

- Yamila Giserman, Marketing Director for Destination Argentina

"Thank you doesn't being to express my appreciation for your work on this campaign and the love you showed for Nova Scotia! You went above and beyond the expected deliverables and we are thrilled with the ROI! I would whole-heartedly recommend you to any of my counterparts."

- Pam Wamback, Travel Media Specialist for Nova Scotia Tourism Board

"Thank you Goats On The Road for an excellent job and very good promotions!"

- Emily Vella: Executive Marketing Director for Malta Tourism Authority

"Due the large following on social media that you have, we saw a substantial increase & new people reaching out us"

- Vasil: Founder of Bulgaria Wine Tours

"Thank-you very much for your comprehensive follow-up on your trip to Berlin. I must admit that you are definitely an exception to most of the other bloggers who we have here. We really appreciate this!"

- Nicole Roebel: Press & Public Relations for Visit Berlin

"Just wanted to say we love the video you shot in Dubrovnik. We love the aerial footage you get with your drone! We'd be very happy to work with you again."

-Sara Cook: Press Director for ToursByLocals.com

"Thanks so much! You guys are true pros. You were an absolute pleasure to work with and I would highly recommend you for other opportunities. The video looks amazing. Thank-you so much for all of your hard work on Chicago's behalf. I'm sure Chicago will be thrilled with the extra investment of time and energy put towards SEO!"

- Laura Johnston: PR for Chicago Tourism Board

Your videos have given my wife and I the push we needed to finally visit Grenada! Thanks for the inspiration!

Your travel guides are pure gold! I've used them for all of my trip planning. Thank-you!

I'm mulling a trip to Merida and this information is super helpful. In fact, I think you've inspired me to push the button and buy the plane ticket.
Thanks!

Brilliant article! Going to buy a ticket for Georgia and check it out after reading this!

You are the most awesome couple ever and as an AIESECCer /CouchSurfer /Journalist crazy about traveling, I can also say this is one of the most inspirational Blogs I've seen in my life!

My wife and I really loved your trip to Kyrgyzstan and we booked our flights there immediately!

I started to investigate our holiday on YouTube and Facebook when I came across Goats On The Road. The best thing I've done! Learning about your travels, it was obvious to us that you gave out the facts as you saw them and it made up our minds that Grenada was the holiday for us. Thank-you Nick & Dariece. You made our holiday for us.

"Our trip to Kefalonia is happening soon for us because of your inspiring vlog of the island!!! Can't wait!

Thanks for your videos. We love them! Going to Colombia because of you both!

Brilliant article Nick! Thanks a lot. Going to buy a ticket to Georgia and check it out after reading this post.

I watched your video you made about the Gobi Desert and I took your advice and booked a tour with Sunpath. I'm heading to Mongolia in 2 weeks

CONTACT US IF YOU HAVE ANY QUESTIONS:



nick@goatsontheroad.com