

A harbor scene with several colorful fishing boats (red, blue, green, and white) docked in the water. In the background, there are multi-story buildings with various colored facades (yellow, green, red, blue) and a yellow crane structure. The sky is overcast and grey.

BudgetYourTrip.com

A unique travel guide
focusing on travel costs
from around the world

“How much does it
cost to go to...?”

Travel planning with a focus on cost

Focused on affordable and achievable travel, **BudgetYourTrip.com** offers typical travel costs for thousands of destinations around the world. A variety of planning tools are also provided for travelers in every stage of the trip planning process. The website and its many tools and resources are focused on one of the most important issues in the travel business: **the cost of travel.**





Our Audience

Continuous, long term
growth through multiple
channels

Our Audience

With approximately 400,000 visitors per month, as well as thousands of social media followers and email list subscribers, ***BudgetYourTrip.com*** has established itself as a vital travel planning resource for all types of travelers. On any given day, the website has thousands of visitors

who are actively engaged in planning their next trip. From families to business travelers to budget-oriented backpackers, everyone can easily find the travel cost data they need to plan their next trip, or simply find inspiration for the future.

A night-time photograph of the Golden Gate Bridge, illuminated with warm lights. The bridge's towers and suspension cables are visible against a dark sky. In the background, the city lights of San Francisco are visible across the water. The overall scene is dark, with the bridge's lights providing the primary illumination.

420,000

Monthly Visitors as of January 2020



900,000

Monthly Pageviews as of January 2020



17,000

Email Newsletter Subscribers

A scenic view of a bay with green water, limestone karsts, and boats. The water is a vibrant green, and the sky is a deep blue with some clouds. Several boats are visible on the water, and the karsts are covered in lush green vegetation.

6,000

Social Media Followers

A scenic view of a bay with green water and limestone karsts. The water is a vibrant green, and the karsts are dark green and brown. Several small boats are visible in the water. The sky is a mix of blue and grey, suggesting a cloudy day. The overall atmosphere is serene and natural.

Our History

By travelers, for travelers,
with information travelers
need to plan their next trip

The Answer to a Problem

Originally founded by two travelers who have each visited more than 55 countries, Budget Your Trip was created out of a need for honest, thorough, and independent travel cost data.

No pricing resources were available other than advertised costs from established travel companies. Thus, *BudgetYourTrip.com* was started with the goal of providing typical travel budgets for every destination in the world, **crowd-sourced from travelers.**

**“How much does it
cost to travel to...?”**

Continuous Growth Since the Beginning

Founded in 2009, *BudgetYourTrip.com* has experienced substantial growth year over year. What started as a small collection of travel budgets has evolved into a travel planning resource with destination guides for hundreds of countries and over 3,500 cities around the world.

Along the way, the company has launched e-book travel guides, a CRM suite for travel agents, and comprehensive practical guides for travel planning.

3,500+

Worldwide Destinations



Travelers First

By focusing on consumer costs instead of supplier pricing data, *BudgetYourTrip.com* is turning the travel industry upside down. The typical travel costs, gathered directly from travelers, are a statistically aggregated collection of what consumers are realistically spending on travel. This allows even more travelers to see an **honest perspective** of their costs and have a **clear view into their own potential spending**, whether it be cheaper or more expensive than advertised prices.



A large, spreading tree with a thick trunk and dense green foliage stands in a savanna landscape. The ground is covered in tall, dry grass. In the background, there are rolling hills or mountains under a clear sky. The overall scene is bright and natural.

Sponsorship Opportunities

Users actively engaged in planning their next trip are open to new destinations and new brands

Brand Awareness

Future travelers come to *BudgetYourTrip.com* to **plan their trips**.

This offers you the perfect opportunity to showcase your brand to users who are **in the decision making stage** of trip planning. They are open to new destinations, new brands, new activities, and new products.

Targeted Destination Information

Our users are looking for **detailed information about specific destinations**.

If your company operates in one or more destinations, you can demonstrate how your brand is **accessible, affordable, and available** to these potential customers who are **already interested** in the destination.

Affordable Travel

Our users are looking for **affordable options**. They care about their travel expenses and are **making decisions around their budget**.

Our audience includes **everyone** who is looking for travel options:

- Families
- Young Professionals
- Seniors
- Students

Campaign Options

- **Destination guides** with detailed, practical information
- **Blog posts** with continuous stories about your brand
- **Social media** campaigns on facebook, pinterest, and instagram
- **Run of site ads**
- **Destination specific ads**
- **Photography** highlighting your brand in action

Campaign Examples

Family Travel: showcase your company's services or products as a typical family would interact with them. This would include travel stories, blog posts, photography, social media, and more.

Young Professionals or Students: showcase active and fun activities in urban, international, or wilderness settings. From camping and hiking to shopping and nightlife, this would include social media campaigns, photography, blog posts, destination guides, and more.

Brands We've Worked With

BudgetYourTrip.com has worked with international brands such as G Adventures, HostelWorld, Down Under Answers, Marnella Tours, Central Holidays, and more. The company has also worked with a variety of small, locally owned travel companies to promote their services to travelers.

And we'd love to work with yours, too!



adventures
the great adventure people



HOSTELWORLD
MEET THE WORLD

DOWN UNDER
ANSWERS

Featured on...

BudgetYourTrip.com has also been featured in the Washington Post, CNN, LifeHacker, MakeUseOf, and more. It has been referred to as “the bible of travel planning.”

The Washington Post

lifehacker



makeuseof

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