

# PACKED AGAIN

*Family Travels & Adventures  
Switzerland and Beyond*

Photographers :: Travel Writers :: Content Creators



## ABOUT US

Packed Again is a travel & adventure brand that families can trust and rely on.

Behind the name is the Swan family, travel & outdoor influencers who love to document their adventures in writing and through photography.

With the enthusiasm of inspiring others to travel and spend time together outdoors, the Swans created @PackedAgain on Instagram, as a platform to document their fun family adventures.

Sharing beautiful photos, fun and interesting stories and captions, along with helpful tips has grown their Instagram community rapidly with highly engaged and loyal fans.

### 31K

#### WEBSITE IMPRESSION

Data recorded since the beginning of my blog in 2019.

### 14K

#### IG FOLLOWERS

Data recorded since the beginning of our account in late 2018.

### *About our blog*

## PACKED AGAIN

To accomplish the full package, they launched their web Blog to supply detailed information on trip itineraries, hiking guides with maps and directions, outdoor gear reviews and other practical and useful tips when travelling as a family.

Their main focus is Switzerland but one can also find useful information in the international section.

### *Blog Audience*

Predominantly families with children who want more for their holiday than just a beach, an all-inclusive hotel and a sunbed.

## OUR MOST FREQUENT VISITORS

Hiking loving families visiting Switzerland, as well as families living in Switzerland.

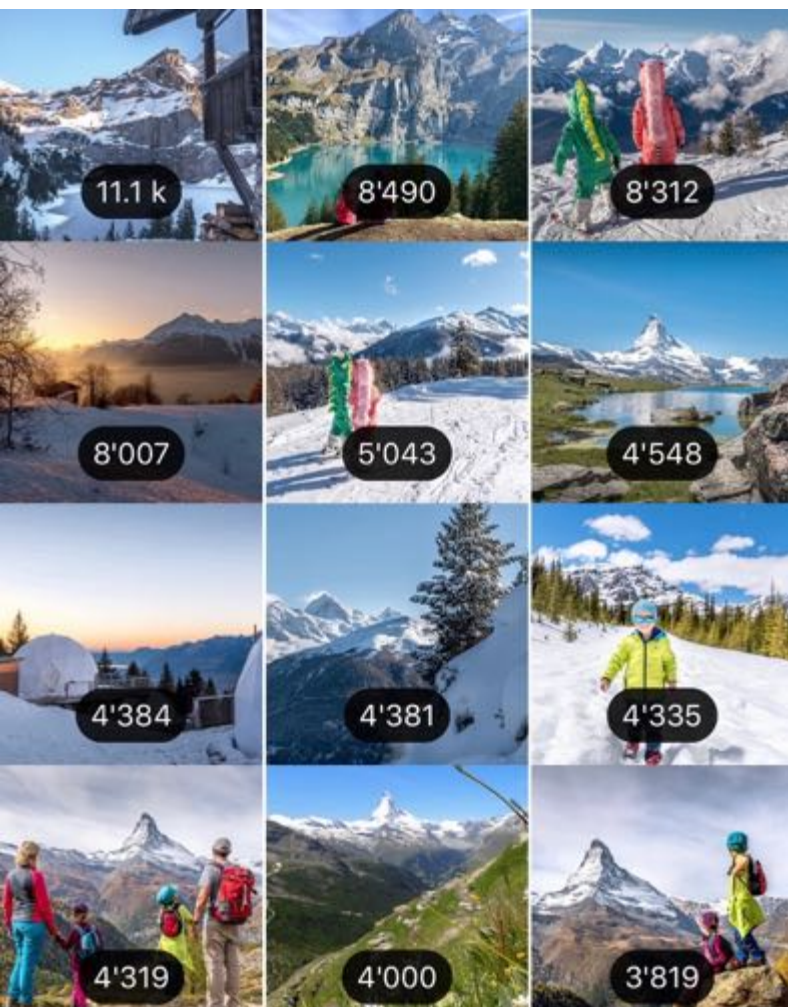
Mainly English-speaking countries, top at the moment UK and Canada followed by Australia and Switzerland.

# BY THE NUMBERS

## LATEST INSTAGRAM STATISTICS

Started our business account in 2019

- 14k+ Followers
- Demographics apart from Switzerland , USA, UK, AUS, CA, INDIA, Philippines
- Women 77%, men 123% / 25-34 age range
- Weekly average impression 30'000+
- Weekly average reach 16'000+



## OFFERED SERVICE

HOW CAN WE HELP?

- Professional photography and videography (including drone action and camera footage) true to the brands message
- Sponsored Instagram posts/stories to encompass brand's website
- Press trips promoting a destination, company or even on social media and on blog
- Detailed blog feature with hyperlinks and social media sharing options
- Brand and product reviews
- Brand ambassador partnerships
- Social media "takeovers"
- Customized promotional campaigns

NEVER FORGET  
TO TRAVEL

PACKED AGAIN

BLOG :: [www.packedagain.com](http://www.packedagain.com)

IG :: @packedagain

FB :: @packedagain

EMAIL :: [corina@packedagain.com](mailto:corina@packedagain.com)

BASED :: Switzerland, Valais



# WE WORKED WITH

as of november 2018

## BRAND PARTNERSHIPS & COLLABORATIONS



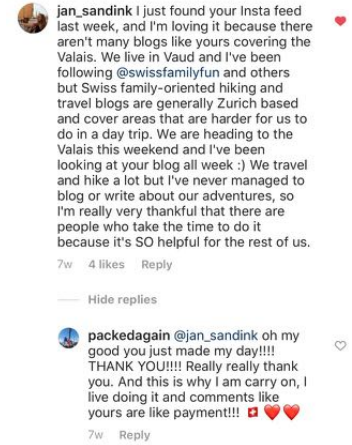
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# TESTIMONIALS

*read what our IG community says & how we inspire them*



Family Travel & Adventure Blog :: Switzeland & Beyond

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