



## HAVE LESS. DO MORE. BE MORE.

A family travel website featuring destinations and adventures that inspire travelers to live adventure filled lives through the pursuit of eco-tourism and transformational travel experiences.



### OUR TARGET MARKET

**62% FEMALE**  
**38% MALE**

**MAIN AGE GROUP**  
**25 - 44 Years**

**Countries**  
(TOP 5)  
Canada  
United States  
Australia  
United Kingdom  
India

**Interests**  
Camping  
Family Vacations  
Hiking  
Skiing  
Biking  
Outdoor Living



### ADVENTUREAWAITS.CA

An empowering and educational travel website that teaches families how to use their own tourism dollars as a catalyst for positive change worldwide. Stories meet at the intersection of eco-tourism and transformational travel showcasing remarkable experiences and places that families can explore.

#LeadByAdventure

@AdventureAwaits.ca  
 @FamTravelWriter



### OUR SOCIAL MEDIA STATS

- 6500 Likes**
- 12 k Followers**
- 6729 Followers**
- 4087 views**
- 102.2k Monthly Views**

AS SEEN ON



2016 Runner Up  
Top 30 Mom Bloggers