



The Travelling Trowberrys

Showcasing Our Brand and Opportunities

Honest family travel, and our story of adventuring with the kids



What's inside?

- An Intro and Our Contact Information
- About Us: Our Family Travel Story and Mission
- Social Media and Online Presence
- Let's Collaborate: Opportunities to Work Together as Partners
- Why Us: The Value of Partnering With The Trowberrys

Brand Identity and Contact Information





Who are The Trowberrys?

Hailing from Manchester, we are a same-sex family who love holidays, travelling and adventuring with our kids.

‘Trow’ and ‘Berry’ are our ‘post-marriage’ combined surnames – with the Trowberry clan created in 2015 and expanded in 2018 following the birth of Alicia and Nyle respectively.

Whether it’s long-haul travel across the globe, or a weekend away in our van, you’ll find us enjoying time together whenever we can. Our absolute favourite destinations are those off the usual family travel path.

One World. Two Mums. Four Passports.

We'd love to here from you!

Do get in touch!



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[@travelling_trowberrys](https://www.instagram.com/travelling_trowberrys)



www.thetravellingtrowberrys.com

About Us: Our Family Travel Story



The Trowberrys



At the top of Mombacho Volcano, Nicaragua

Mission Statement

To inspire those to travel who either can't or won't.

Maybe it's fear! Maybe it's the unknown of travelling as family! Maybe it's financial! Maybe it's feeling overwhelmed! Or, most likely it's all the above!

We want to showcase how everyone with kids can travel, one way or another! And most importantly how beneficial it is for children to explore new places. Not to mention having quality time as a family away from the stresses of everyday life!

We work on the view that life's too short and you never know what's round the corner. So, don't wait and take that trip NOW!

Our Travel Style

We will travel anywhere! The main thing is we are exploring together, as a family! We enjoy a huge variety of experiences and love visiting places off the usual tourist trail. We also love exploring the UK in our campervan, Bethilda.

Our Travel Story:

Travel has always been important to us, as has our time as a family.

The Trowberries

Kris – The Booker, The Budget Tracker, The Cheap-Deal Finder!

Stef – The Dreamer, the Researcher

Alicia – The Social Butterfly, and Food Critic and Connoisseur

Nyle – The Speed Demon, Wildlife Lover and Fearless Adventurer

Having back-packed the world post-uni, grown up in Nepal, and lived for a year in Europe, Stef and Kris have an innate passion for exploring new places. We prioritise travel and money to travel whenever we can.

And having kids was not going to stop them – and neither was travelling as an LGBT+ family. Alicia flew to Thailand at just 5 months old. And the whole family spent 3 months in South-East Asia when Nyle was just 6 months, taking advantage of UK shared parental leave.

As a four, we have travelled to over **22 countries together**. Our favourite destinations being Taiwan, Malaysia, Nicaragua and Denmark. Kris and Stef are both approaching country number 50! We travelled full-time for 18 months between 2024 and 2025 which was our most epic, and intense, adventure to date. We aren't 'paint a pretty picture' influencers. You'll always get honesty from us – it's not all smooth sailing with kids in tow!



Fushimi Inari, Japan



Overlooking Langkawi Unesco site

Social Media and Online Presence



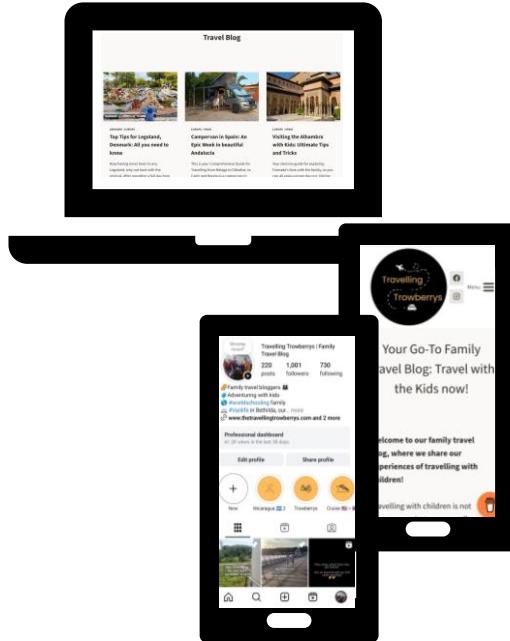
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Audience Analytics



Website traffic

- ✓ Our travel blog received 18,000 visits in 2025
- ✓ Engagement average through organic search: 70.57%
- ✓ Page duration average: 2m 36s
- ✓ Average pages per session: 4.6
- ✓ Impressions: 106,000+ per month
- ✓ Average search page position: 4.3
- ✓ Top countries: United States, United Kingdom, Singapore, Malaysia, Australia

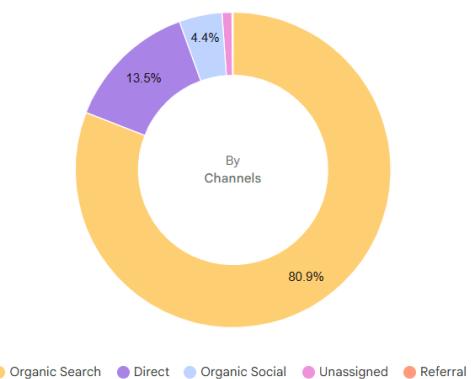
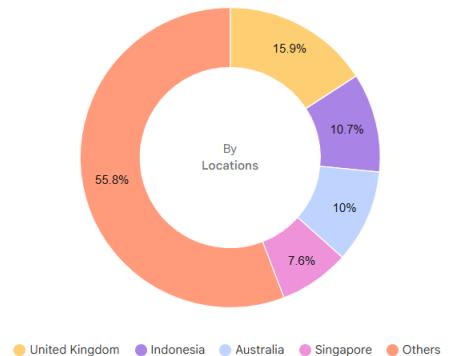
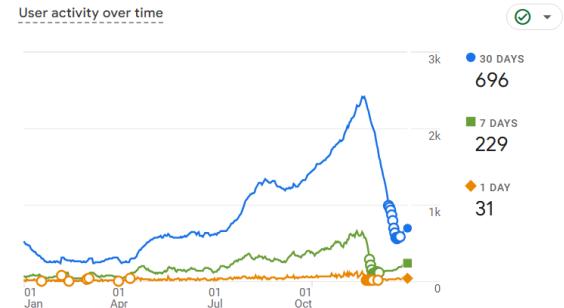
Social media engagement

- ✓ Instagram: 1c.500 followers
- ✓ 60k+ impressions last 30 days, 75.3% views by non-followers
- ✓ Engagement: 79.1% reels
- ✓ Demographic: 68.4% women, 31.6% men
- ✓ Top countries: United Kingdom, United States, Canada, Australia
- ✓ We are a top contributor in a variety of Facebook groups including the 'Adventurous Family Travel' Community and 'Worldschooling Hubs'

Engagement Rates:

We are growing quickly

- 40% of our 2025 traffic came in the last 3 months
- 106,000 search impressions last 28 days, +49.3% on previous period
- +65.6% growth in unique visitors versus previous month
- + 67.4% growth in clicks versus previous month
- 81% of visits come from organic search with an increasing trend showcasing our SEO and site attractiveness
- Average page duration: 2mins 36 seconds – people read our content from top to bottom!



How Can We Work Together?



Collaboration Opportunities



Sponsored Blog Posts

We'd love to share our experiences with others. We target families looking for family-friendly stays and experiences and know what matters to them.



Honest Reviews

Our followers know our reviews are authentic. We give honest opinions and feedback. So, if we say it's good, it must be! This is what matters to families, not the influencer "b**s**"!



Tailored Social Media Campaigns

Working together we can collaborate on content. We want to shout about family travel. We also want to share our ethos – of inspiring all families to travel, explore and see the world, **together!**



Spotting Sea Turtles in the Philippines



Deliverables

Deliverables can be agreed on a case-by-case basis depending what matters to you!

Blog Features – seen by over 100,000 visitors per month via Google Search

We'll create detailed blog posts showcasing our experience with you with a focus on:

- Family travel adventures
- LGBTQ+ experiences
- Ease of travel, accommodation and experiences

We ensure all our content has high quality images and share honest experiences and insight. People comment how our content shows how much we care!

Instagram Stories and Reels

We'll create captivating Instagram content to engage audiences and promote your offer via our content effectively. We'll cover several angles from family-friendliness, to location to budget and comfort.

Other Media Types

We'll use diverse media formats together – whether it's video, photography, artwork or written pieces – or a combination of all and more!

Why Us: The Value of Partnering With The Trowberrys



Niche Expertise and Highly Experienced LGBT+ Travel Family

Family Travel Knowledge

Work with someone who has a deep understanding of family travel needs and knows what travelling families are looking for! We also know what challenges face same-sex families.

Help Us to Inspire

Whether it's can't or won't, we want to help others to travel. Join our mission to ensure as many people grab any opportunity they are given to explore and see all that the world has to offer. The family travel community fosters loyalty and meaningful connections – also they look to others to help guide them! That's much the same as the LGBT+ community, so why not bring the two together!

Early Brand Exposure

Work with us now! Our online presence is new but growing exponentially. With 60% growth via our blog month on month, we can't wait to see where we'll be in 6 months time. Grab an early collaboration now and say you were with us from the beginning!



Bracelet making with the locals in Guatemala

Professionalism, Care, Creativity, and Proven Track Record

We don't use AI for our content, nor do we want to be 'picture-perfect' influencers.

Here's what our followers have to say:

"Great blog – this has been so useful when planning our trip around Malaysia. We can't wait to follow in your footsteps"

"When reading your blog you can genuinely see how much you care. You want to really pass on the good and bad of your experiences to others and that is so important"

"We just did your Taiwan itinerary in reverse – and it was perfect. It was so clear and easy to follow, and we even stayed in 3 of the 5 hotels your recommended. The Alishan one was out of this world!"

"We stumbled across your blog and now I'm sharing it with friends and family. We took your advice and swapped Kota Kinabalu for Kuching and so glad we did – what an amazing place"

