ABOUT DANISHADVENTURER

Bettina’s focus is to show through authentic articles that ordinary Danish families can travel the world independently without quitting their job and selling their homes.
**ENGAGEMENT STATISTICS**

![Graph showing growth in engagement from 2015 to 2019.](image)

**BLOG AUDIENCE**

- Females 69% and male 31%
- 69% is between 25 and 54 of age
- 79% new visitors and 21% returning
- Grown-up and families from Denmark (80%)
- Moz domain authority 23
- Authentic tips in danish and realistic travel budgets
- They dream about travel independently
- Emphasis on local food, sustainability and UNESCO

**LIST OF PARTNERS**

- Butik21 & NordicTB
- Travelmarket.dk - "Check-in Billund"
- Brussels Airline & Visitflanders
- Hamburg Tourism & Marketing
- Thüringer Tourismus GmbH
- Catalunya Turisme
- Skiwelt & Tirol Werbung
- Watermill Resort Thailand
- LJ BIZ Lets tour Bangkok
- Booking.com & RentalCars.com