AT A GLANCE

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Launched in December 2015, Days to Come is powered by TourRadar’s diverse team of experienced writers who are passionate travellers themselves. In addition, we regularly work with a collection of talented freelance contributors from around the world. Our core purpose is to deliver travellers content that both enriches and informs their own journeys around the world.

Brand Mission

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Our content highlights epic destinations and experiences, travel hacks and actionable advice, all from a unique angle. We share travel news, not trade news.

We explore the “why of travelling” and the transformational power of travel in a way that is relevant and resonates with a global audience.

Days to Come readers are intelligent yet endlessly curious. They define themselves as globe-trotting enthusiasts.
Who is reading Days to Come?

The majority of our audience is comprised of North Americans, with an active and growing following in Europe and Australia.

Our readers are an ethnically and culturally diverse group of casual and career travellers, always in search of the next share-worthy travel insight.

Our readers are a mix of affluent and budget-minded travel buffs with interests that include sports and fitness and food and dining. They are in pursuit of a fulfilling lifestyle and meaningful hobbies. They are also green living enthusiasts, lovers of art, theatre, books, movies, and music.

Audience Facts

M: 36%  F: 64%
Average Age: 18-44
Website: 120K+ sessions per month
Facebook: 585K+ followers
Twitter: 70K+ followers
Instagram: 16K+ followers
## Countries in Focus:
- Sri Lanka
- Spain
- Australia
- Egypt
- Ireland
- Nepal
- India
- Peru
- Philippines

## Travel Styles in Focus:
- Hiking
- Trekking
- Yoga Retreats
- Cycling

### August 2018
**The Art of Europe**
Examples of featured stories:
- The Best European Cities for Food in 2018 According to TripAdvisor
- The Beginner’s Guide to a Scottish Whisky Tour
- Iceland vs. Norway: Where to Next?

### September 2018
**Faraway Wellness**
Examples of featured stories:
- Empowering Trips to Take After a Breakup
- Eco-Friendly Travel Products: From Luggage to Toiletries
- Are Yoga Retreats Really a Life-Changing Experience?

### October 2018
**Dream Destinations**
Examples of featured stories:
- The Perfect 7-Day Itinerary for Southern Iceland
- Your Guide to Visiting Egypt’s Pyramids of Giza
- The Most Futuristic Places You Can Travel To

### November 2018
**Global Wonderland**
Examples of featured stories:
- The Fastest Growing Destinations for 2019
- The Best Hiking Trails in South America
- The Experts at TourRadar Share Their #TravelGoals

### December 2018
**A Spirited Explorer’s Guide to 2019**
Content theme:
Stories designed to pique the interest of explorers with spirit and to challenge ourselves as travellers as we go forth and conquer the new year. Travel bucket list destinations, unique cultural experiences, epic voyages (tours and cruises), discovering hidden gems.

### January 2019
**The Resolute Roamer**
Content theme:
As people look to their new year’s resolutions, we inspire our readers to be purposeful, determined and unwavering in their quest to journey the world with stories about the transformative power of travel.
EDITORIAL

February 2019
Wanderlust and Love
Content theme:
Stories that will make readers fall in love with new experiences, countries, cultures and traditions.

March 2019
New Directions in Travel
Content theme:
Stories about different styles of travel that will enable globe-trotters to take the scenic route, take the alternative route, go off the beaten path, explore the seas, off-roading, or reach new heights.

April 2019
Surf & Turf
Content theme:
Land and sea destinations for the summer.

May 2019
The World is Our Oyster
Content theme:
As graduation rolls around for the young and old, we tell stories about the epic voyages that are doable for everyone.

June 2019
The Next Big Adventure
Content theme:
Stories that focus on where travellers can look for their newest adventure.

July 2019
An Indian Summer
Content theme:
Stories about travelling later in the year and off-peak, the best destinations for September, October and November.
Why Partner with Days to Come?

- Our editorial team will create immersive content for your brand. These articles will tell a story about your brand and are optimized for ranking, visibility and organic traffic.

- Your story will be promoted and distributed across multiple platforms by an expert team of social media and advertising professionals. Our channels reach a global community of travellers of all ages and interests. Your brand will also be exposed to our worldwide list of newsletter subscribers which exceeds over 1M+ unique subscribers.

- Additional opportunities to increase brand awareness and engagement with our dedicated landing pages and Facebook Canvas Ads.