WHO ARE WE?

Days to Come is an online travel magazine powered by TourRadar, the world’s largest and most trusted website to book multi-day tours.

Each year, our company makes it possible for millions of travellers to discover life-enriching experiences all over the world. The compelling stories we share on Days to Come are the beginnings of those new journeys and adventures.

OUR PARTNERS

[Logos of various partners]
AT A GLANCE

Brand Mission

Days to Come offers readers a momentary departure from everyday life. Our audience, comprised of savvy globe-trotters and armchair travellers, inspires us to publish impactful stories and helpful tips worthy of their daily consumption.

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.
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, (United States and Canada), 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 the outdoors, sports & fitness and food & dining. They are green living enthusiasts, in pursuit of a fulfilling lifestyle and meaningful hobbies. They are also lovers of art, theatre, books, movies, and music.

**Audience Facts**

M: 36%  F: 64%  Average Age: 18-44
July 2019
An Indian Summer
Content theme:
Stories about travelling later in the year and off-peak: the best destination for September, October and November.

August 2019
The Art of Travel
Content theme:
Stories that highlight how to enhance every element of travel - from the airport to the final leg home.

September 2019
Sensory Adventures
Content theme:
Tours and destinations that indulge the senses. How far can sight, sound and taste take a person?

October 2019
Unexpected Experiences
Content theme:
As we head towards the end of the year, it’s time to plan an unexpected adventure for the mind, body and soul.

November 2019
The Great Escapes
Content theme:
Winter wonderlands, beaches, urban city adventures, homestays in the Far East: there are hundreds of ways to explore the world.

December 2019
2020 Travel Lookouts
Content theme:
Stories to round-up the year and look to the future as well as stories that tap into travel trends for 2020 and the next hot thing.
Why collaborate 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. Your brand will also be exposed through an exclusive feature to our 1M+ newsletter subscribers.

• Additional opportunities to increase brand awareness and engagement with a dedicated landing page, video content and Facebook Canvas Ads.

SAMPLE ARTICLE

Everything You Need to Know About Kenya (From a Kenyan)

Kenya’s wildlife is famous, and for good reason! However, there’s more to this incredible country than safari, and it’s about time you discovered it.

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