

Colleen LANIN

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 @travelsbetween

 @colleentravelsbetween



Quoted as a travel expert in such esteemed publications as the New York Times and U.S. News & World Report, Colleen Lanin is the founder/editor of Travel Mamas & Grownup Getaways. She is also the author of the award-winning book, "The Travel Mamas' Guide." Invited to the White House as one of the top travel influencers, her stories have appeared in the "Today" Show online, Parenting Magazine, and more. She has been a guest on multiple radio and television programs and starred with her family in national TV commercials for Park City, Utah. When she isn't traveling, Colleen lives in Scottsdale, Arizona, with her husband, two teenage kids, and two rescue dogs.

TRAVEL MAMAS & GROWNUP GETAWAYS



With a Domain Authority of 58 according to Ahrefs, TravelMamas.com has been a trusted voice in the travel industry since it launched in 2009, providing tips and inspiration for family travel. The site also featured travel for adults with the segment, Grownup Getaways.

TRAVELS BETWEEN WITH COLLEEN



Travel Mamas will soon become Travels Between With Colleen! This new brand will bridge doable adventures & deserved indulgences for travelers of all ages. Colleen will continue to deliver engaging, high-quality content but with a more personal take and a whole new look!



50K - 250K+
Monthly Page Views



34.7K+
Followers



12.2K+
Followers



20.9K+
Followers

WHY WORK WITH US

- Reach a targeted monthly audience of adults and families planning travel.
- Our understanding of SEO enables us to ensure our stories rank well on Google, often on the first page of search results.
- Generate click-throughs and sales from carefully crafted, creative, well-researched content.

OUR AUDIENCE



Families & empty nesters who want to travel with kids or without

GENDER

71%
Women

29%
Men

AGE

70%
25-44

25% Ages 45+
5% Ages 18-24

LOCATION

77%
United States

7% Canada
4% UK
2% Australia
11% Other

SOME PAST PARTNERSHIPS

- Experience Scottsdale
- Visit Montana
- Rosetta Stone
- Visit Florida
- Expedia
- JustFly.com
- Visit Buena Park
- Royal Caribbean Cruises
- Disney On Ice

Email colleen.lanin@travelmamas.com for a custom proposal with package options to meet your brand's needs!

COLLABORATION IDEAS

- Destination visits
- Product reviews
- Custom videos
- Licensed photos
- Social media shares
- Ambassadorships

