

<https://lazytrip.eu/>



Lazy Trip

LAZYTRIP

KÁŘA & MAREK

MEDIA KIT

ABOUT US

Hey, we're Kata & Marek, travel content creators focused on authentic, experience-driven travel beyond mainstream tourism. We specialize in independent journeys, often outside peak season, using public transport and practical insights to inspire confident, real-world travel. We have been running our travel blog for 5 years and have been actively creating content on social media for the past 2 years.

Our brand values include:

- Authentic, first-hand travel experiences
- Practical advice over polished perfection

Our audience is:

- Independent travelers
- Travelers looking for alternatives to mainstream tourism

FEATURED IN: [Novinky.cz](#)



AUDIENCE INSIGHTS

last update 16.12.2025



Instagram

Followers 14,8K
Views: 2,9M
Reach: 980K
Interactions: 151K
Engagement rate: ~15 %

90 days
→



Facebook

Followers 16K
Views: 3,8M
Reach: 1,6M
Interactions: 44K
Engagement rate: ~3 %

30 days
→



Blog

Sessions: 4,6K
Active users: 3,3 K
Avg. time: 2:16 min.
80% organic traffic
~15K sessions per month in
high season (summer holidays)

AUDIENCE INSIGHTS

55%

female

45%

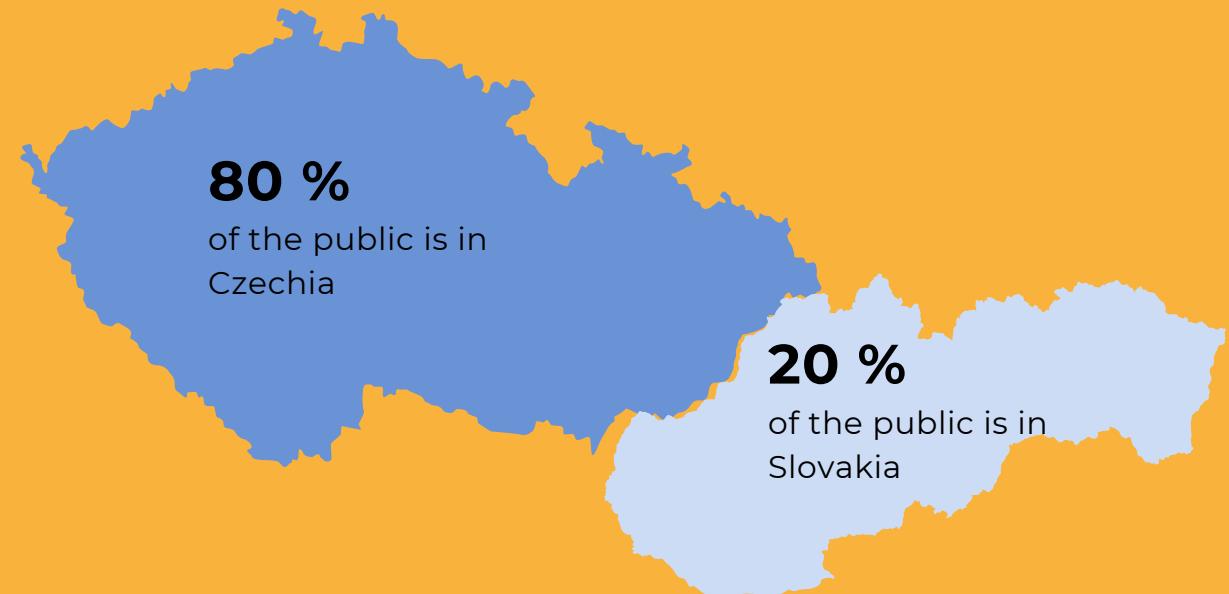
male

25-34

avg. age on IG

35-54

avg. age on FB



Case study #1

europ**e**an sleeper

<https://www.instagram.com/p/DSQDZxmDKG3/>

Objective: The brief was to create content positioning European Sleeper as a comfortable and sustainable alternative to flying.

Outcome: We highlighted the possibility of traveling to Amsterdam by night train and **focused on key advantages over air travel** — more personal space, generous luggage allowance, etc.



974K



21,1K



565



7,3K



4,2K



Facebook and
Instagram combined



Case study #2

GetYourGuide

<https://www.instagram.com/p/DN3TY0KWMQc/>

Objective: As part of the GetYourGuide creator community, this marked our first collaboration with the platform, with full creative freedom.

Outcome: We promoted GetYourGuide using a discount code and integrated it naturally into a Vietnam travel experience, presenting it as an easy alternative to self-organized trips. The content **highlighted the platform's key benefit — experience where travelers don't need to plan anything themselves.**



86.4K



695



24



29



24



Facebook and
Instagram combined



Case study #3

Agoda

<https://www.instagram.com/p/DSF2lZ7jm1Z/>

Objective: As members of the Agoda Creator Community, we had full creative freedom and used Agoda extensively throughout our year-long travels across Asia.

Outcome: While many travelers are familiar with Booking.com, we focused on **increasing awareness of Agoda** as a strong alternative — especially in Asia, where it often offers the best prices on accommodation. The message was reinforced with a discount code.



20K



268



13



50



80



Facebook and
Instagram combined



Let's talk!

For all partnership opportunities,
please reach out.



info@lazytrip.eu



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



[@lazytrip.eu](https://www.facebook.com/@lazytrip.eu)



<https://lazytrip.eu/>



Lazy Trip