

Increase your Visibility with #MOMtravelchat



The Influencers at MOMtravelchat can help you:

- Gain new Twitter followers
- Reach an extremely wide audience in just one hour
- Connect your brand with young, tech-savvy moms
- Engage with Twitter influencers

Parties are held the 3rd Thursday of the month at 9pm EST

Key Facts

- Combined Twitter followers of 150,000+
- Guests/party: 50-70
- Followers/guest: 2,000-6,000
- Party reach: 3M-19M timelines
- Virality: 75% of posts are retweets and replies; 20% are links and images

Our Audience

- 85-95% moms with babies to teens
- Live in the largest U.S. metro areas
- Income: \$60,000 - \$200,000 (62%)
- Net Worth: \$100,000-\$1M+
- 72% are home owners
- Have college or advanced degrees

Key Interests:

- Consumer Electronics
- Traveling with kids
- Adventure travel
- Premium brands
- Business travel
- Luxury travel
- Health living
- Parenting
- Air travel
- Hotels

“Our #MOMtravelchat was fun and fast, with a very engaged audience that was really interested in our product and asked lots of questions. The chat’s reach and impacts were impressive, and we believe the word-of-mouth we’ll get out of the chat is invaluable.” ~ CityPASS

Allianz Global Assistance used the party, “to listen to parents’ concerns around travel safety and understand the kind of products and services they need.” It used this information, “to expand our services and improve the products we offer.”

Tweets: 2,300
Followers/guest: 3,400
Timelines @allianz reached: 4.7M



For Visit Wales we “provided a great platform to showcase Wales as a family-friendly destination.” We “put Wales top-of mind among families who travel... and drove traffic to our website and Twitter.”

Tweets: 1,600
Followers/guest: 5,400
Timelines @visitwales reached: 9.5M

For HomeAway we built the party around its *kid-influencer* survey. We shared stories about how our kids influence our travel purchases and exchanged ideas for getting kids to help plan family vacations.

Tweets: 3,000
Followers/guest: 2,000
Timelines @homeaway reached: 2.5M



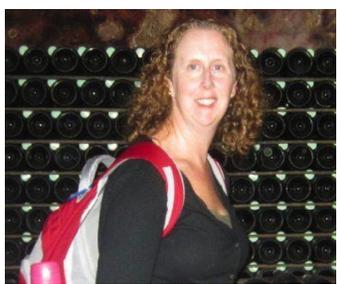
Participants share feedback – what makes #Momtravelchat Different

Who knew you could learn so much from a twitter party!”

“These parties are so much fun and the host is very interactive!”

“Some twitter parties are very robotic. Yours felt like a talk with friends...”

Your #MOMtravelchat Hosts: 4 Widely Traveled Moms with Well-Traveled Kids



Eileen Gunn, A New York journalist who has worked for Fortune, US News and online media brands, excels at creating engaging content that communicates a brand’s story to defined audiences.

Deb Thompson is a blogger, book author and freelance writer from northern Michigan. She shares travel, food and the strange with her engaged audience. Find her online at JustShortOfCrazy.com.



Nedra McDaniel of adventure-mom.com is a writer, influencer and freelancer in search of adventure around every corner. Residing in the Greater Cincinnati area, she has worked with over 200 destinations and brands.

Tonya Prater is a travel writer, author, and former full-time Rver from Ohio who is passionate about family travel. She shares road trips and unique attractions in the U.S. at TravellInspiredLiving.com.



Interested in learning more? Contact editor@familiesgo.com for more information.