

# TRAVELISTO

*Travel Blog and Podcast for active Families*

13 years of  
travel tips  
& stories

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*Mediakit*

2026

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# HALLO, WE ARE THE TRAVELISTOS!

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We have loved travelling ever since, with or without kids. On our travel blog Travelisto we report on our trips with our children through the world as well as on weekend trips and regional excursions. Doing so, we tell travel stories, show pictures and videos and provide concrete suggestions and hints. Thus we inspire families to be active and travel together, experience new cultures, discover exciting destinations and enjoy the finer things in life.

**Milan, 17 years**  
11th grade,  
creative mind and  
bundle of energy

**Jenny Krämer**  
Psychologist,  
Managing director  
of a training and  
consulting company

**Andreas Arnold**  
Graphic Designer,  
Managing Director of the  
advertising and PR agency  
GOODWILLRUN

**Mato, 13 years**  
8th grade,  
strategist, footballer  
and joker



# WE ARE ACTIVE AND SPORTY

We like to be active in everyday life and when we travel. Simply hanging out on the couch or by the pool is too boring for us. We prefer to move around and do sports. Fortunately, you can combine travel and sport wonderfully, even as a family with children.

## Our favourite sports

Andi

Football | Skiing

Racing, Gravel and Mountain Biking

Milan

Skating | BMX- and Mountain Biking

Skiing | Karate

Jenny

Swimming | Running | Triathlon

Mountain Biking | Skiing

Mato

Football | Mountain Biking

Skiing

## Our other interests

Outdoor activities and hiking | Photography | Design | Art & Culture

Literature | Culinary



# OUR TRAVELS

In the last few years, we have been able to go on many wonderful trips as a family. Since we don't want to commit to one type of travel, we have been able to experience a lot in the last few years. From camping to road trips and backpacking to hotel trips, we've done just about everything.

## Our previous destinations



## Our topics

-  Sustainable family travel
-  City trips, weekend breaks, Europe and Long-distance travel
-  Sports and outdoor activities
-  Road trips and round trips
-  Sightseeing und Culture
-  Accommodation
-  Food and drink

## Our target group

- German-speaking families with children who want to go on interesting trips and are active in sports
- Regional Focus: North Rhine-Westphalia, Rhineland-Palatinate
- Families and individual tourists who like to travel and to gain new experiences
- People who are open-minded and curious and are interested in foreign cultures
- People who want to enjoy the life together with their children



# OUR BLOG



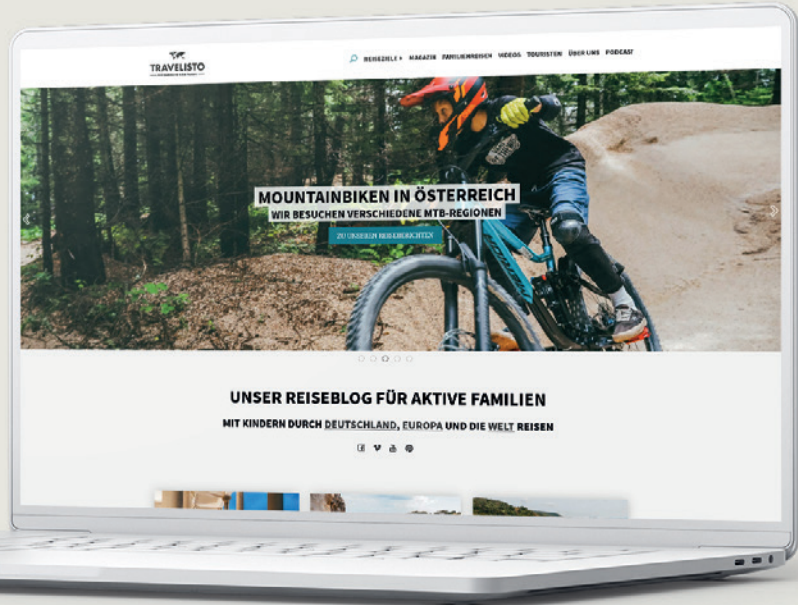
www.travelisto.net



2013 Online launch



345 Blog articles

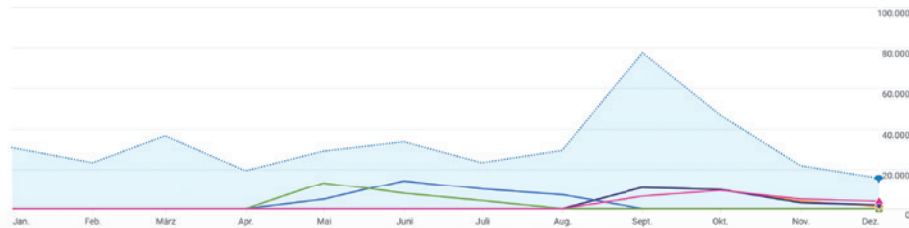


## 2024

User: 196.378  
 Sessions: 290.454  
 Page Impressions: 382.058  
 Page Events: 847.320  
 ø Visiting Time: 1:42

## Statistics 2025

Aufrufe nach Seitenpfad und Bildschirmklasse im Zeitverlauf



User: 196.314  
 Sessions: 290.454  
 Page Impressions: 839.317  
 ø Visiting Time: 1:41



User: 196.378  
 Sessions: 390.454  
 Page Impressions: 847.320  
 ø Visiting Time: 2:42



User: 201.993  
 Sessions: 465.629  
 Page Impressions: 986.066  
 ø Visiting Time: 2:55



User: 378.888  
 Sessions: 903.604  
 Page Impressions: 1.380.003  
 ø Visiting Time: 3:28



**Visitor origin**  
 Germany: 83 %  
 Austria: 10 %  
 Switzerland: 4 %



North Rhine-Westphalia: 22,77 %  
 Bavaria: 10,47 %  
 Berlin: 10,17 %  
 Hesse: 9,96 %  
 Baden Wurttemberg: 7,7 %  
 Saxony: 5,00 %  
 Lower Saxony: 4,92 %

Quelle: Google Analytics

# TRAVEL PODCAST



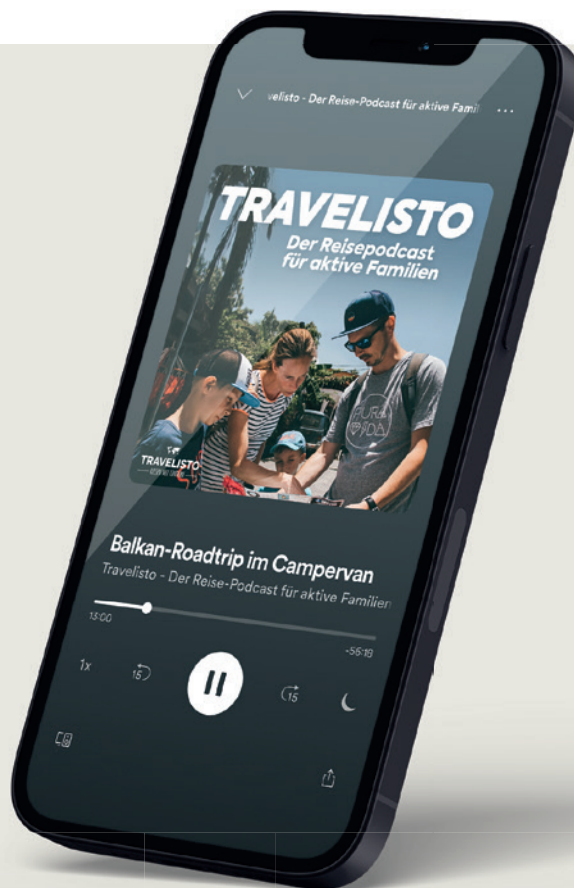
TRAVELISTO – The travel podcast  
for active families



Start in November 2019



108 episodes so far



**1.593.264**

Download &  
Streams



**605.148**

Listeners



**14.011**

Subscribers



**18.295**

Average listeners  
per episode 2025



**45 - 60 Min.**

Duration of a  
regular episode



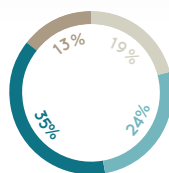
**Listen**

where Podcasts  
are available



**Listeners by gender**

57 % male  
43 % female



**Listeners by age**

● 18-22 years ● 28-34 years  
● 23-27 years ● 35-44 years



**Countries**

89 % Germany  
8 % Austria/Switzerland  
3 % Others

# SOCIAL MEDIA



**17.8 k**  
Subscribers



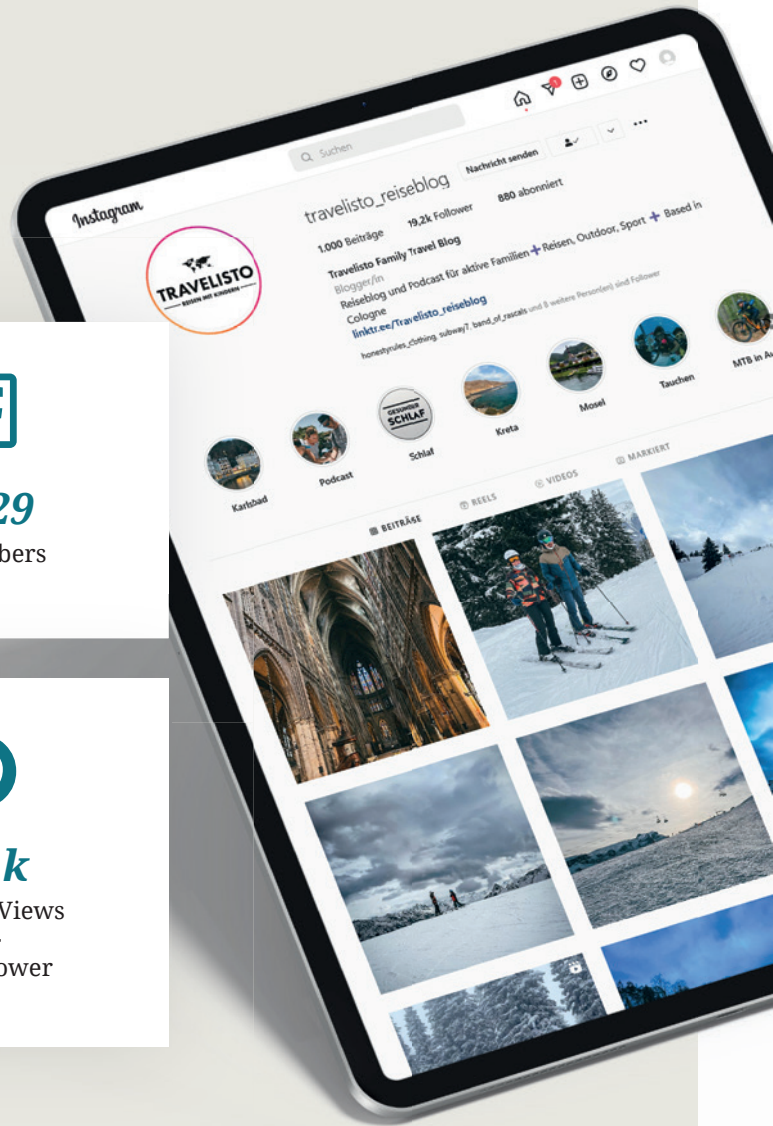
**2.829**  
Subscribers



**495.279**  
Views  
**10.50** Subscribers



**4,3 k**  
monthly Views  
**507** Follower



# IN MEDIA

**Interview OTTO Reise-Ratgeber**  
June 2016

**Interview eltern.de**  
August 2016

**Interview Magazin Laviva**  
September 2016

**Bericht TUI Bordmagazin**  
April 2017

**Interview Kölner Stadtanzeiger**  
August 2017

**Article ZEIT LEO**  
March 2018

**Book (Chapter) „Family On Tour“**  
September 2018

**Book (Chapter) „Reisen mit Kindern“**  
March 2019

**Contribution Podcast brand eins**  
August 2019

**Speaker Elternbloggercafé**  
June 2020

**Book (Chapter) „Wohnmobilreisen mit Kindern“**  
September 2020

**Bellboy Traveller / Süddeutsche Zeitung**  
December 2022

**Reisen Reisen-Podcast**  
Juni 2023

**Djoser Reisemagazin**  
April 2025

*Excerpt*



# TRAVELISTO

— TRAVELLING WITH CHILDREN —

## Contact

*Travelisto - Travel Blog*  
*Andreas Arnold & Jenny Krämer*

Aegidienberger Str. 11  
50939 Cologne / Germany

Fon +49 (0) 170 27 55 879  
Fon +49 (0) 163 56 71 469

[info@travelisto.net](mailto:info@travelisto.net)  
[www.travelisto.net](http://www.travelisto.net)

