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ROUTES NORTH

THE #1 TRAVEL GUIDE TO SCANDINAVIA



HEY! WE'RE ROUTES NORTH

Routes North is the biggest independent travel website covering Scandinavia. Founded in 2014, its aim is simple: to help travellers get the most out of a trip to the region regardless of their budget. Every day we show thousands of readers that, despite what they may have heard elsewhere, Scandinavia can be an affordable place to explore – and a lot of fun, too.



MONTHLY USERS
100K+



EMAIL
SUBS 2K+



SOCIAL
REACH 80K+

QUICK FACTS



183K

PAGE VIEWS PER MONTH

171

COUNTRIES REACHED

58%

YEAR-ON-YEAR GROWTH

72%

OF OUR VISITORS
ARE PLANNING A TRIP
TO SCANDINAVIA

74%

HAVE ENGLISH AS
THEIR FIRST
LANGUAGE

ABOUT OUR AUDIENCE

TOP COUNTRIES

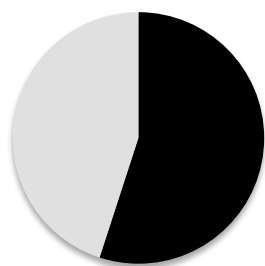
1. UNITED STATES
2. SWEDEN
3. UNITED KINGDOM
4. DENMARK
5. GERMANY

TOP REGIONS

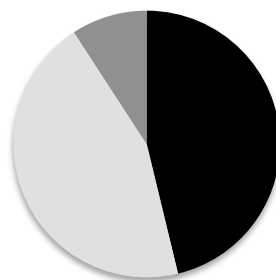
1. EUROPE
2. AMERICAS
3. ASIA
4. AUSTRALASIA
5. MIDDLE EAST

TOP AGE GROUPS

- 25-34 (40%)
- 35-44 (19%)
- 18-24 (18%)
- 45-54 (11%)
- 55+ (11%)



■ Female
■ Male



■ Desktop
■ Mobile
■ Tablet

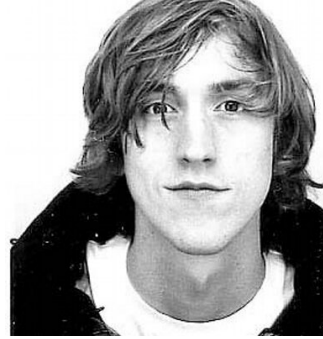


THE PEOPLE BEHIND ROUTES NORTH

Routes North was founded by Steve Vickers, a British guidebook author and travel journalist, along with his Swedish partner Karin.

The team has grown to include more than a dozen freelance writers and photographers, who file inspirational stories and insider tips from across Scandinavia.

Unlike the vast majority of publications writing about Sweden and Denmark, our writers do not accept free stuff or take discounted rates on travel services. Why? Because it means they're free to say what they really think. All of the hotels, restaurants and attractions we review have been visited in person, anonymously.



WHAT PEOPLE SAY ABOUT US



Jon S
@Twenny

Follow

@RoutesNorth Thank you for a great site. It was a big help in planning a recent Scandinavian trip. Lots of relevant info clearly organised!



Lari
@LariFari96

Follow

@RoutesNorth I love your website! 🇸🇪

1:07 PM - 23 Apr 2016

1 Retweet 1 Like



littlebearabroad
@littlbearabroad

Following

Tip-top Tips! @RoutesNorth #Stockholm on a shoestring 😊



Mike Bankhead
@mbankheadmusic

Follow

Going to Sweden for work soon, and am finding the folks at @RoutesNorth to be very helpful as I research



Routes North @RoutesNorth

A bargain-hunter's guide to Stockholm's best flea markets and vintage stores buff.ly/1SzL3CX

EXAMPLES OF OUR PARTNERSHIPS

ACCOMMODATION PROVIDER (2015–18)

395K

PAGE VIEWS FROM ROUTES NORTH

1200

BOOKINGS FROM ROUTES NORTH

108K

REVENUE GENERATED (EUR)

TOURISM ORGANISATION (2016–18)

6K

PAGE VIEWS FROM ROUTES NORTH

7%

CONVERSION RATE

700K

REVENUE GENERATED (SEK)



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