



EVIE FARRELL

- Degree qualified journalist
- Travel writer and influencer
- Contributor to Lonely Planet, Mamamia.com.au and Holidays with Kids
- Author of Backyard to Backpack: A solo mum, a six year old and a life-changing adventure
- Frequently featured in media including Daily Mail, Mamamia, radio and TV

PARTNERS INCLUDE:



CONTRIBUTOR TO:



AS SEEN IN:



mumpack travel

ABOUT MUMPACK TRAVEL

Evie Farrell is a best selling author, journalist and social media influencer. She is a solo mum to 10 year old Emmie, and together as mumpack travel they are Australia's top family travel influencers and one of the most popular family travel influencer brands in the world. They've spent most of the past five years traveling full time around the world, sharing their adventures and partnering with major brands and tourism organisations.

AUDIENCE

- Mumpack Travel's audience is primarily from Australia and the US, followed by the UK, Singapore and Malaysia.
- 70% are women and 64% are aged between 25-44.
- 76% read at least one mumpack travel channel each day.
- 18% have acted on their recommendations; 47% plan to.
- Mumpack Travel's audience is highly engaged and loyal, supporting the businesses and brands they endorse.

CHANNELS



Blue-tick verified
120,000 followers



www.mumpacktravel.com
10,000 visitors per month



80,000 reach per month

BOOK

Backyard to Backpack - best selling travel memoir released in August 2019. Sequel scheduled for release in November 2021.



WORKING WITH US

Contact evie@mumpacktravel.com to discuss partnerships and rates.

