

MARKETING
FOLLOWERS
SUBSCRIBERS
LIKES
INSIGHTS
TARGET
ANALYTICS
REACH
VISITS
DIGITAL
PRESENCE
IMPRESSIONS
SHARE
CONNECT
AUDIENCE
INTERVIEWS
VIEWS
DATA

AT A GLANCE

Travel Talk Asia serves as a dynamic hub connecting local and international tourism enthusiasts. With a strategic blend of engaged followers and diverse platforms, we are creating meaningful connections and spreading tourism insights that matter

EMAIL BASE	WHATSAPP BASE	SHARE GROUPS
3000 SUBSCRIBERS	2000 MEMBERS	800 MEMBERS

INSTAGRAM

FOLLOWER DEMOGRAPHICS	ENGAGEMENT	CONTENT REACH
Local : 42% International 58% Male : 60% Female : 40%	Content interaction Followers : 62.8% Non - followers : 37.2%	12,789 Accounts reached Stories : 32.9% Posts : 15.4% Reels : 51.7%

FACEBOOK

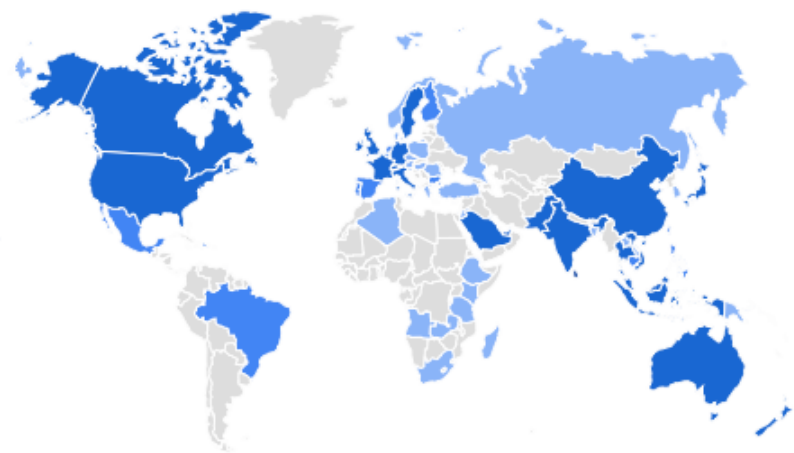
FOLLOWER DEMOGRAPHICS	REACH	CONTENT INTERACTIONS
Local : 88% International 12% Male : 65% Female : 35%	Average reach 4.8K	Averaging 1.8K views across posts, videos, and shares

WEBSITE

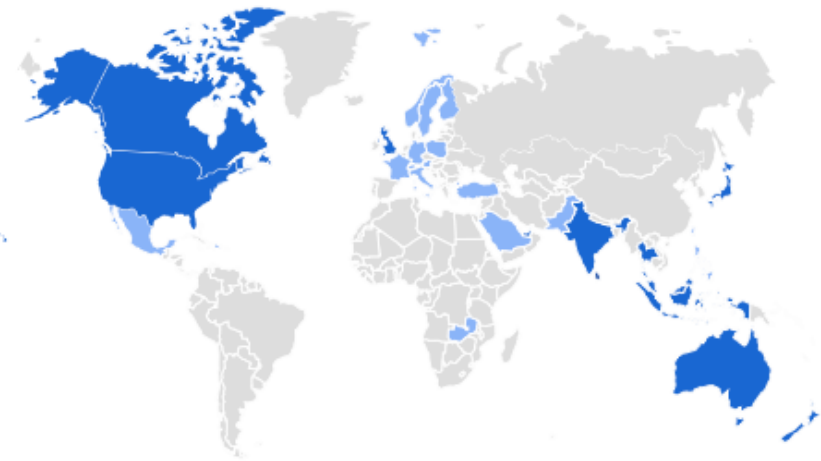
USER UPDATES

Active users : **3.9K** | New users : **6.8K** | Traffic acquisition : **Direct 7,985**
Returning users : 569 | Organic social : **3,584**

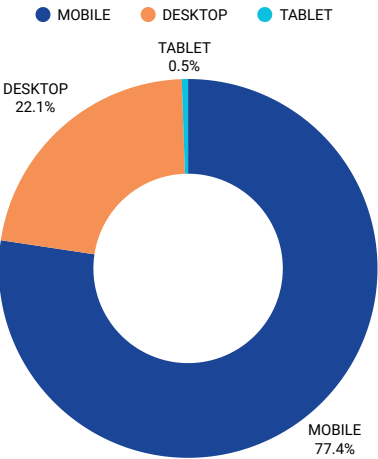
AUDIENCE UPDATES



COUNTRY	ACTIVE USERS
Sri Lanka	4.9K
United Kingdom	358
UAE	296
Australia	187
Qatar	165
Italy	88
India	85



COUNTRY	RETURNING USERS
Sri Lanka	879
United Kingdom	33
Singapore	28
India	77
United States	45
Canada	76
UAE	98



ACTIVE USER BEHAVIOUR