



PET-FRIENDLY LUXURY TRAVEL

Crazy Daisy Travels Media Kit 2026

Content That Ranks. Traffic That Converts.

Helping luxury hotels reach pet-friendly travellers through search-optimised content across TikTok, YouTube, Instagram & Blog



HOW IT WORKS

The "Search to Convert" Advantage

1

1. Creates

Daisy creates engaging content featuring your hotel across TikTok, YouTube, Instagram and her travel blog.

2

2. Ranks

Content ranks on page 1 of Google and TikTok search for your hotel's brand name, capturing booking-intent traffic.

3

3. Converts

As a Fora Travel Advisor + creator of the world's first pet-friendly flight & hotel search engines — she books.

Content Platforms

TikTok

2.1M views

104K likes

Pet-friendly hotel tours & travel tips

YouTube

184.7K views

Hotel walkthroughs & destination guides

Instagram

54K views

96.6% discovery

Reels reaching non-followers

Blog + Search

170K impressions

Page 1 rankings

SEO reviews + pet flight search engine

2.1M

Total Views

104K

Total Likes

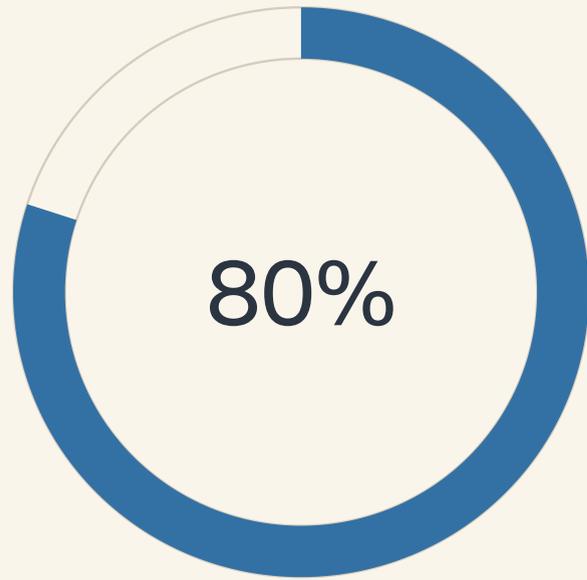
4,530

Comments

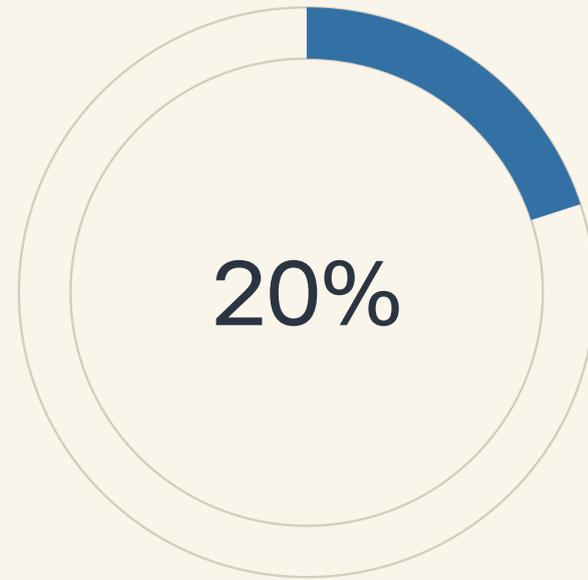
12K

Shares

Audience Demographics



Female



Male

Core demo: women 25–54 planning luxury pet-friendly trips

Age Distribution



25–34



35–44



45–54



55+

Audience Locations



Ireland 20.9%



UK 20.2%



US 12.6%



Spain 11.3%



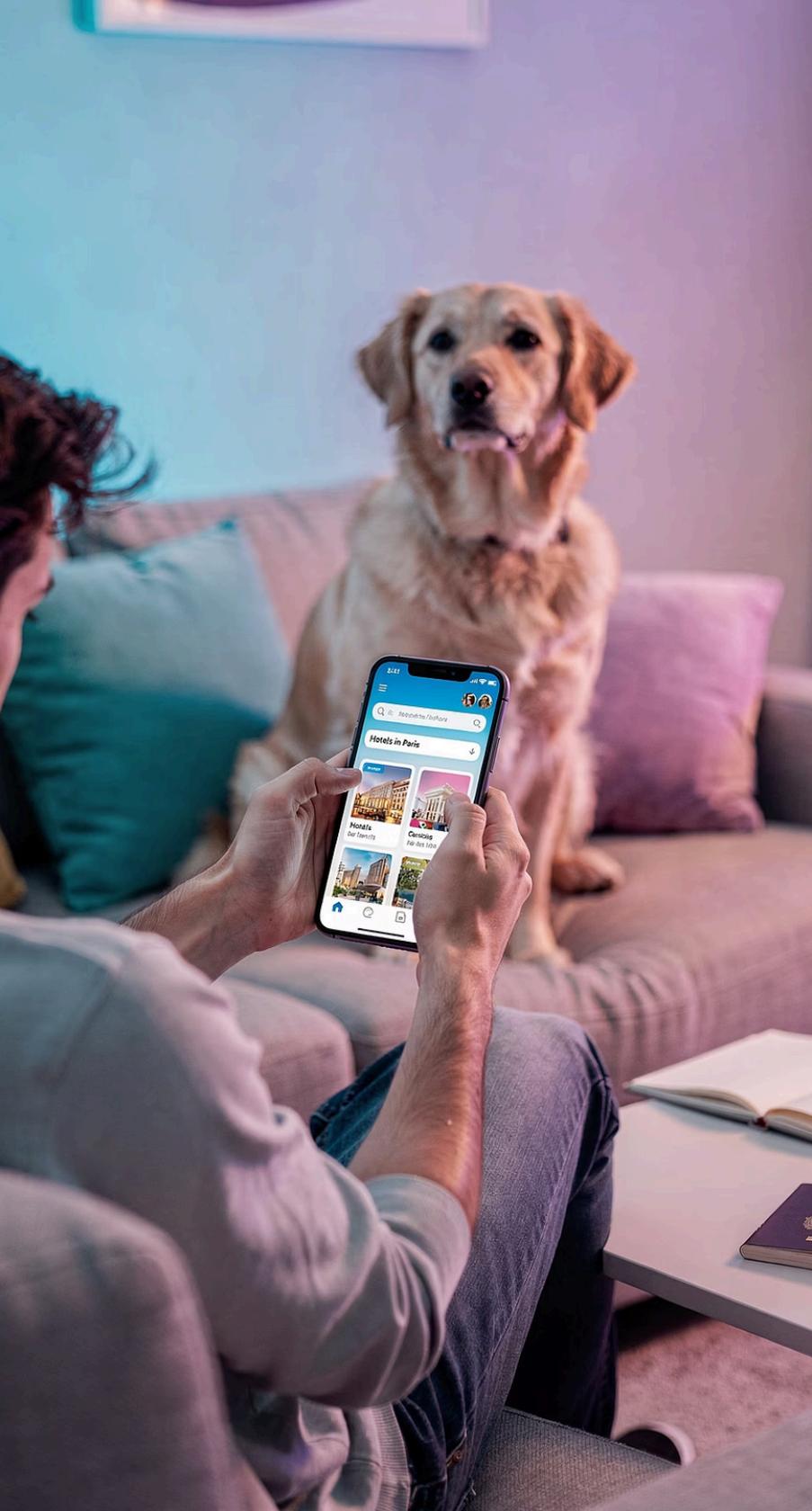
Other EU 35%



89.9% of traffic from For You page — content is algorithmically distributed to new audiences

Top Performing Videos

Video	Views	Likes	Shares	Saves	Search %
Dog-friendly luxury hotel Domes Nuruz (Jun '25)	46.8K	928	115	135	15.1%
5-star resort allows dogs - Olvos Luxury Suites Mykonos (Mar '25)	34K	2,704	667	219	12.8%
Luxury hotel Crete Domes Nuruz Chania (May '25)	23K	201	8	20	11%
Pup at 5-star - Olvos Luxury Suites Mykonos (Mar '25)	18.9K	1,127	17	30	—
Dogs at pool & beach Medusa resort Naxos (Jul '25)	12.9K	752	54	104	7.3%
Checking into 5 start Hotel - Sofitel Munich (Jan '26)	3.4K	374	29	20	6.1%



SEARCH IMPACT

Search to Convert in Action

Hotel-brand search queries found in TikTok traffic — travellers actively searching for these hotels find Daisy's content:

Sheraton Lisbon

45.8% of search traffic

Domes Noruz Chania

32.4% of search traffic

Medusa Aparthotel Greece

11.8% of search traffic

Sofitel Munich

6.1% of search traffic

YOUTUBE

YouTube Overview

184.7K

Total Views

339hrs

Watch Time

260

Subscribers

76.3K

Engaged Views



Channel built from scratch in 12 months. 92.8% of Shorts traffic from Shorts feed = algorithmic discovery.

INSTAGRAM

Instagram — Reels Discovery Machine

54K Views

Last 90 days

96.6% Non-Followers

Discovery rate

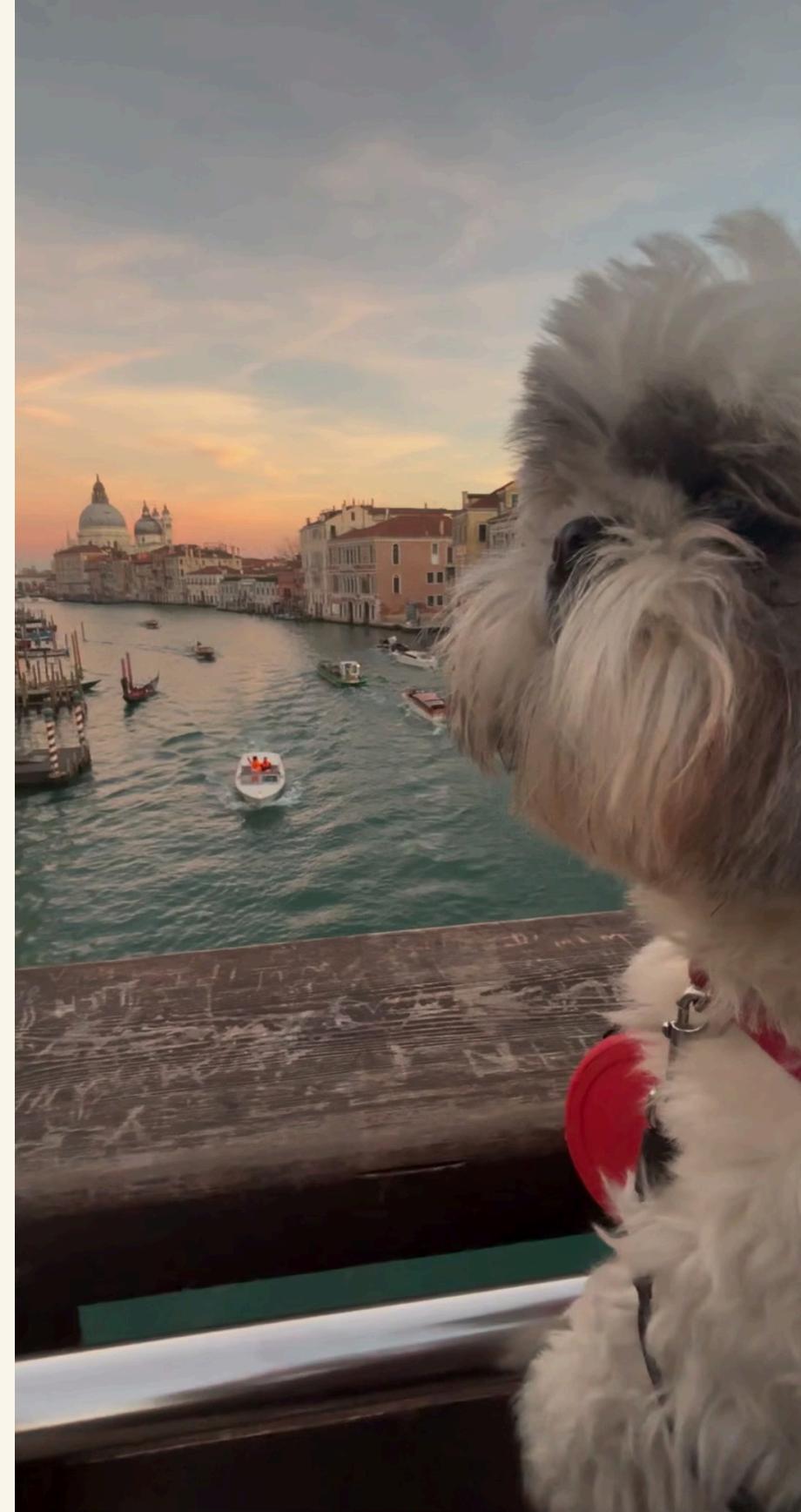
41.7K Reached

+51.2% growth

99.2% Reels

Video-first content

Why this matters: 96.6% of viewers are NOT existing followers — Instagram is actively pushing Daisy's content to new audiences.



Website & SEO — crazydaisytravels.com

170K

Google Impressions
total since Summer '25

9.5K+

Website Sessions
Growing monthly

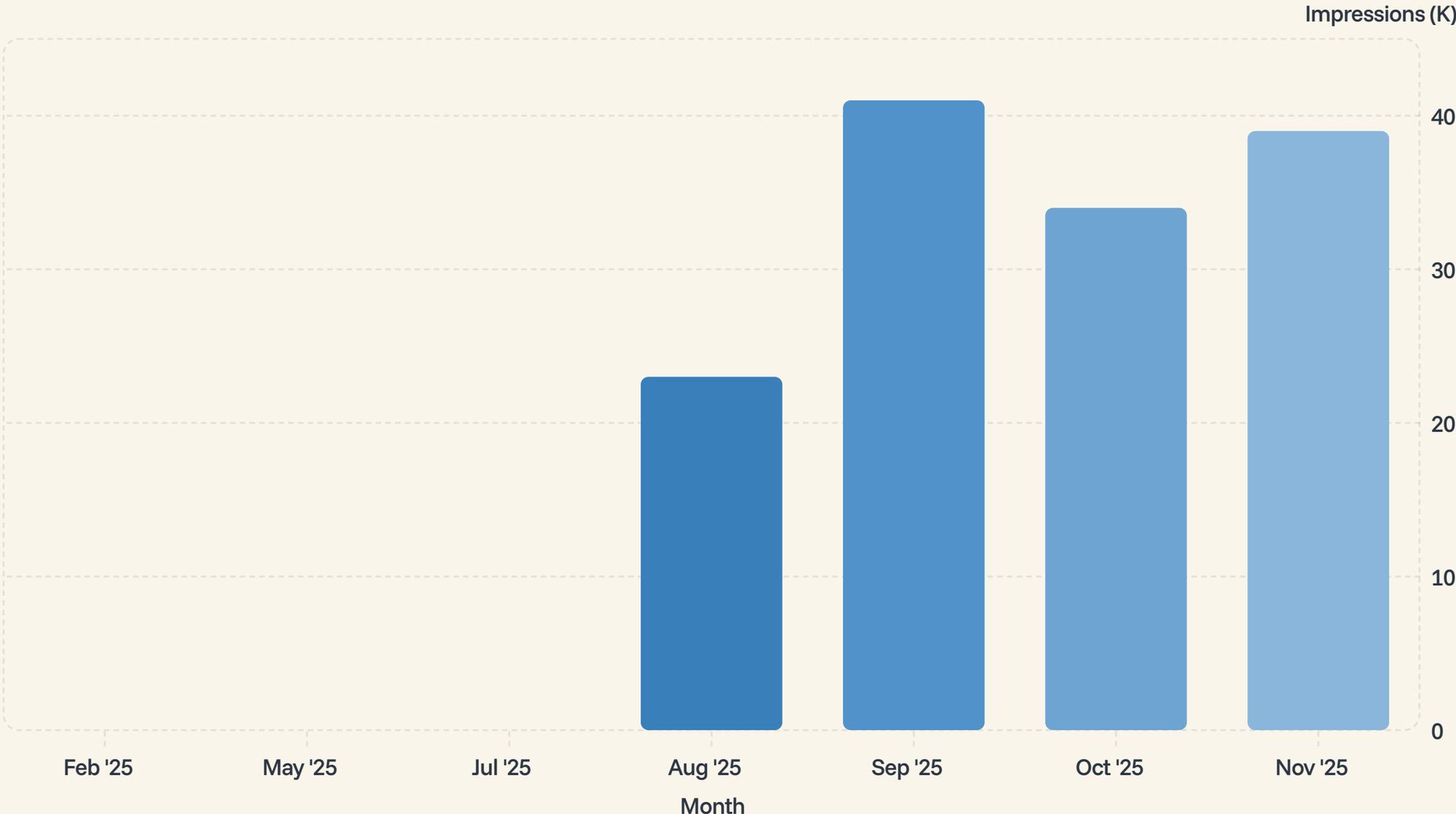
Pos. 8

Avg. Google Rank
Page 1 results

50+

Countries
International reach

Google Search Growth — Zero to Page 1 in 7 Months



TOP CONTENT

Top-Performing Blog Content

Flying with dog in cabin bag
— complete guide

500+ sessions

KLM pet policy / flying with
dogs

494 sessions

Domes Noruz pet-friendly
luxury resort review

446 sessions

Dog-friendly luxury hotels
Europe

411 sessions

TAP Air Portugal pet policy
guide

245 sessions

Global reach: Italy (25%), China (15%), Spain (14%), Singapore (9%), US (8%), Portugal (6%), UK (5%), Greece (5%), France (5%)

Case Study: Domes Noruz, Chania

Pet-friendly luxury resort collaboration — blog review, TikTok series, and social media coverage

46.8K

Top TikTok Views

Single video

15.1%

Search Traffic

From TikTok search

361

Website Sessions

To Domes review page

356

New Users

First-time visitors

Search Queries Driving Traffic

"domes noruz
chania"

32.4%

"domes zeen
chania"

15.5%

"pet friendly hotel
greece"

7.1%

"domes noruz
kassandra"

5.3%



CASE STUDY

Case Study: Medusa Beach Resort & Suites, Naxos

Pet-friendly beach resort collaboration — blog review, TikTok content, and social media coverage

11.2K

TikTok Views

Hotel video

11.8%

Brand Search

Search traffic

52

New Followers

From single video

The blog post is beautifully written and captures the spirit of our place perfectly. Thank you for highlighting the dog-friendly aspect — it's something we're very proud of! The TikTok post is also fantastic, and Daisy is a star! We're so excited to see more content as it comes out.

— Medusa Beach Resort & Suites, Naxos

Content Packages



Blog Feature

- 2K+ word SEO-optimised hotel review blog post
- Photography
- Permanent content on crazydaisytravels.com
- Google ranking for your hotel brand name
- Internal linking strategy for ongoing traffic



TikTok Package

- 2–3 TikTok videos featuring your property
- Pet-friendly angle for unique positioning
- Organic reach via For You page algorithm
- Search-discoverable content for your brand
- Authentic storytelling that resonates



YouTube Tour

- Full hotel walkthrough video
- Room tour, amenities, and experience coverage
- SEO-optimised title, description, and tags
- Long-form content for deeper engagement
- YouTube Shorts for additional reach



Insta360 Experience

- Immersive 360-degree hotel content
- Virtual tour feel for potential guests
- Published across Instagram and social platforms
- Unique content format that stands out
- Shareable and highly engaging format

PARTNERSHIP

Full Content Partnership

Combine all packages + feature on the upcoming **pet-friendly hotel booking engine**. Custom packages available.

Let's Work Together

crazydaisytravels.com

TikTok: @crazydaisytravels | YouTube: @crazydaisytravels | Instagram: @crazydaisytravels

Fora Travel Advisor | Pet-Friendly Luxury Travel Specialist