Collaboration with RejseKompasset (The Travel Compass)

We're delighted that you're interested in working with us!

We are Christina & Kenneth – the travel bloggers behind RejseKompasset.

At RejseKompasset, we inspire Danish (and Scandinavian) travelers and help them plan unforgettable experiences in our wonderful world.

We are more than just a travel blog filled with beautiful travel stories and practical tips. We are a true source of inspiration for adventurous travelers seeking unique experiences, well-researched guides, and honest recommendations.

That's why our readers are highly engaged—both on the blog and via email—reaching out to us for help in tailoring their trips and discovering unique experiences.

Small excerpt from our readers

> Thank you so much for your quick response, Christina. You have been a great help🙏 and your travel blog has been a great inspiration. I have already spoken a lot about your blog to friends and family, and I will continue to do so.
> We fly tomorrow morning, it is giong to be awesome!.
> **Lotte, Traveler to Costa Rica**

> Thank you so much for your exciting description of your trip to South Africa! It is so inspiring that we want to do the same trip with our children and grandchildren this summer!
> **Mona, Traveler to South Afrika**

> Wow, I just discovered your perfectly descriptive and amazing blog. Keep up the good work - you've build an amazing life. Thanks for letting me follow along. Ps. I've just planned a trip to Costa Rica for February, and I can use a lot of your advice and descriptions from this blog.
> **Nina, Traveler to Costa Rica**

> Really nice work you share with us here. We´re considering a round trip on our own (by bus) Mexico City-Oaxaca-Veracruz, approx. 3 weeks. It is our first visit to Mexico - is it a 'mistake' to skip the Yucatán Peninsula? Nature and hiking are our primary interests. Do you have a suggestion for how we best can allocate our time?
> **Eva, Traveler to Mexico**

Reader segment of the travel blog

Our readers are adult adventurous travelers aged 40-65 who plan their own trips and value authentic experiences.

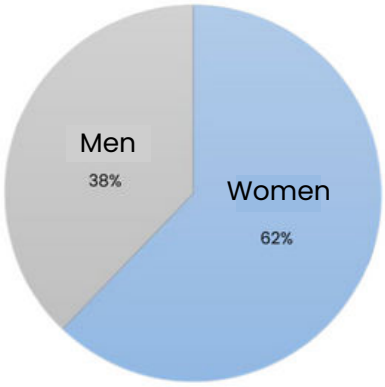
They seek unique destinations, exciting stays and often travel with an interest in nature, culture and wildlife.

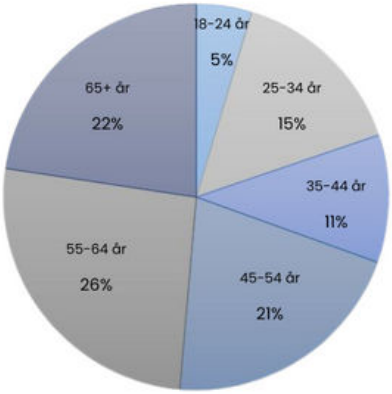
Many of our readers are couples or families with older children who have a passion for exploring the world on their own.

They typically travel for 2-3 weeks at a time and prefer quality and comfort, but at the same time want adventure on their trip. It can be a safari in Africa, stays at exclusive resorts in unique surroundings or amazing road trips to exciting destinations.

Our reader segment has the buying power to prioritize travel and likes to invest in stays and experiences that create memories for a lifetime.

97% of our readers is Danish and are distributed as follows on the blog:





Why cooperate with us?

You reach a high-spending target audience: Our primary readers are adventurous travelers aged 45-65+ (couples and families with older children) who have the buying power to travel. They prefer to plan their trips themselves and are simply looking for inspiration for unique experiences and great recommendations.

Personal and trustworthy reviews: Through honest and inspiring stories about the product, stay or destination, we create interest on the travel blog, based on our own experiences. Our recommendations are taken seriously because we talk about brands we can vouch for and write honestly about the stays and destinations we visit.

High-quality images and visually strong exposure: We are passionate and enthusiastic photographers who deliver evocative images and videos that present your destination, hotel or experience in an authentic and inspiring way.

Long-term impact through SEO: Many of our blog posts rank highly on Google, ensuring visibility for years. This means your hotel, attraction or destination can gain sustained exposure and generate traffic and bookings over a long period of time.

Ongoing ambassadorship: When we partner, it's because we see potential and value for our readers. That's why we continue to recommend and share our experiences – long after the partnership has ended.

Collaboration opportunities with RejseKompasset

Press and FAM trips

Do you want to promote your destination? Then we can work together to increase awareness through authentic experiences and inspiring content. We travel and delve into the unique experiences and hidden gems that make your destination special. Through our social media and subsequent SEO-optimized blog posts, we share our experiences and create awareness around the destination and ensure long-term visibility.

Sponsored blog post

Let us bring your destination, stay or experience to life through exciting stories and inspiring images. Our sponsored blog posts not only create visibility, they awaken wanderlust and dreams. With a personal and credible voice, we help your potential guests imagine the experience, feel the atmosphere and make the decision to book right from the start.

Affiliate Cooperation

Become part of our carefully selected recommendations. We only link to products that we have tested ourselves and can vouch for.
When our readers book through our affiliate links, it creates value for both you and us. We present your products in an inspiring way that arouses interest and thus creates curiosity in our target group.

Reviews

A thorough and honest review can be one of the most effective ways to generate interest and trust around your stay. We test, experience and share our authentic impressions so that our readers can get a credible assessment of what you offer. With our knowledge of SEO, a review can provide long-term visibility. You will also be able to use the review on your own website or in your marketing.

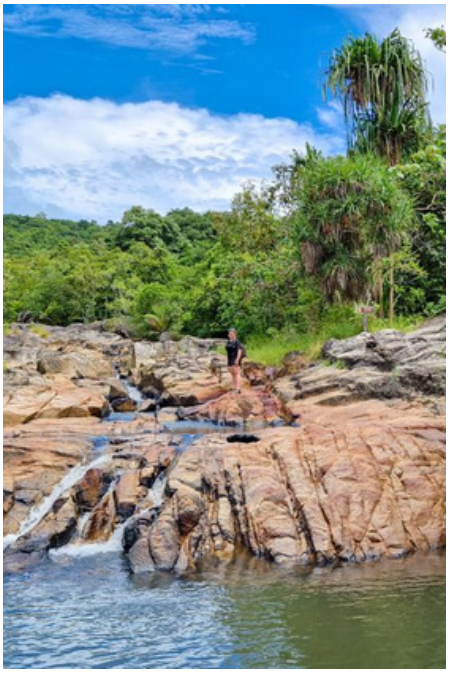
Content for your brand

Do you need inspiring travel articles, captivating texts or strong visual content? We create professional text and image material that can be used on your website, on your social media or in your marketing. We understand how travel and travel experiences should be communicated so that they reach the target audience and arouse the desire to travel.

Exposure in newsletter

Become a part of our exclusive newsletter and reach an engaged audience of travel-loving readers. In it, we share personal experiences, recommendations and tested products - and your destination, your hotel or your experience could become part of our recommendations. Our newsletter has an open rate of over 75%, ensuring that you reach an interested audience who are ready to plan their next trip.

Review of Isla Chiquita


Press trip to Thailand

Affiliate collaboration with JourneyLife

Previous collaborations

We have already had the pleasure of collaborating with several different wonderful brands, hotels, tour agencies and tourism boards.

JourneyLife
Affiliate partnership with JourneyLife

momondo
Travel articles written for Momondo

CANOPY RIVER
SoMe exposure of Canopy River

Isla Chiquita
GLAMPING HOTEL
COSTA RICA
Sponsored review of Isla Chiquita

amazing THAILAND
Press trip with Amazing Thailand

BelAir COLLECTION
RESORT & SPA
XPUHA RIVIERA MAYA
Sponsored review of Bel Air Resort

About RejseKompasset – our journey...

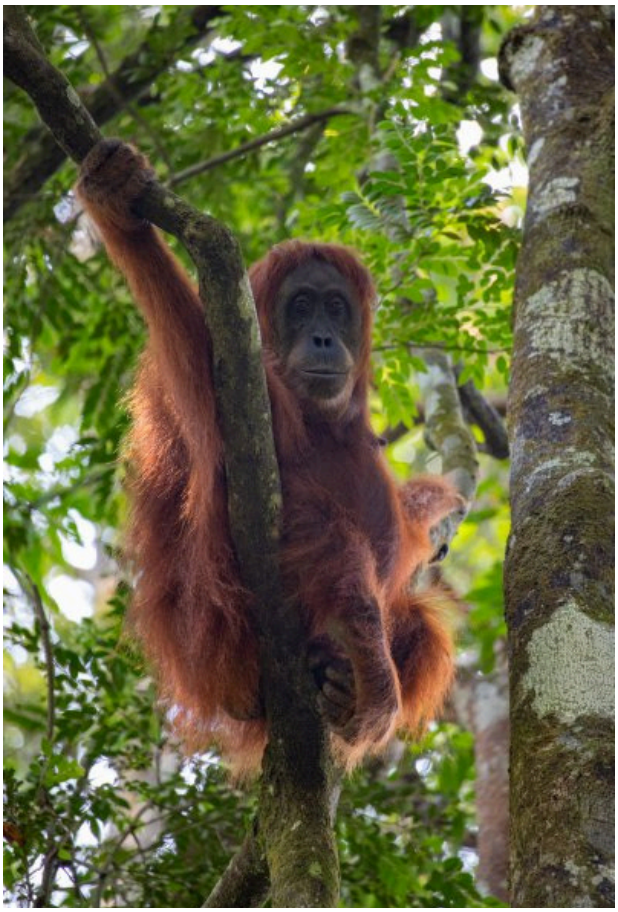
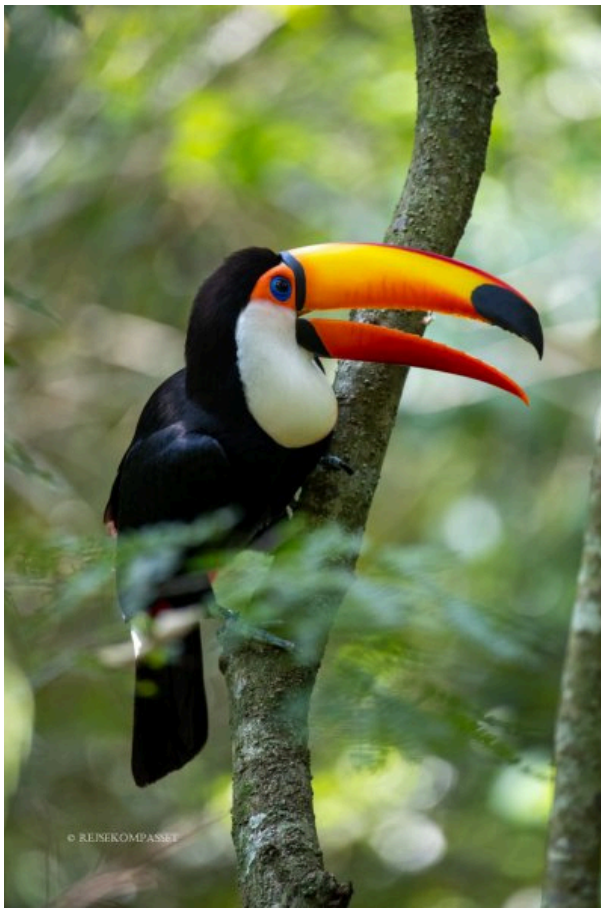
We started our travel blog in 2021 with a passion for inspiring Danish travelers to explore the world on their own. Today, we have grown into one of Denmark's leading travel blogs, specializing in adventurous journeys to exciting European and overseas destinations for a mature audience.

We travel 3-5 months a year to explore new destinations (and revisit old favorites) in order to create in-depth guides that help our readers plan their dream trips.

Our focus is to provide practical tips, personal recommendations, and honest travel stories, making it easier for travelers to plan and embark on independent adventures.

Our growth has been driven by dedication, hard work, and a passion for sharing travel experiences in an inspiring and trustworthy way.

Today, we have a highly engaged audience of adventurous travelers who seek unique experiences and value our insights and expertise.

Contact us

Feel free to send us an email at christina@rejsekompasset.dk if you're interested in collaborating with us or would like to request our Media Kit.