

# ← ARE WE THERE YET →

OFF THE TOURIST TRAIL WITH KIDS...

## A BIT ABOUT ME...

My name is Danielle Diehm. I am a 30-something busy mum, wife, travel journalist & blogger. My family & I are based in a laid back, eclectic community on the North Coast of New South Wales, Australia. I have been married for 13 years to my wonderful, hardworking & supportive husband & have two kids; a 16 year old son & an 11 year old daughter.



I love eating out, drinking beautiful wine, socializing, keeping fit & having adventures with my family. After starting my journey into motherhood at the tender age of 17, I have always threatened to 'backpack' with my kids once they head off to explore the big wide world & I really enjoy travelling with the people I love the most. Seeing & experiencing the adventure of travel through the eyes of my kids is one of life's great pleasures.

I love writing & sharing my experiences with my followers & especially enjoy getting out of the resort & getting to know the locals. I have spent time with many interesting people & I enjoy finding out what day-to-day life is really like for the people who live here. I love getting under the skin of a destination & getting the word out that the pulse of a place isn't always found on the well-trodden tourist trail.

I teach my children acceptance & tolerance & that amazing life lessons & experiences can happen when you push yourself outside your comfort zone.

Give me the road less travelled, a chance to talk to the locals, add my family & top it off with a tiny sprinkle of luxe & this is where you'll find me.



NEXT ON THE ITINERARY... THE WHOLE PLANET!

# WHAT ARE WE THERE YET IS ALL ABOUT

ARE WE THERE YET all started off rather accidentally & organically, as all good adventures tend to do. My family & I found ourselves back in Vanuatu only a couple of weeks after Cyclone Pam whipped through parts of the island nation, leaving a path of destruction in her wake.

People thought we were crazy taking our kids into a place like this after such decimation, but after reassurance from our local contacts we decided to take the plunge. We felt we couldn't turn away from these people in their time of need & instead of lying on the beach sipping Pina Colodas we decided to find locals who needed us & help them get things back on track.

This kicked off one of the most rewarding travel experiences we have had as a family & the minute we got home we couldn't wait to share our stories with family & friends, in the hope of getting the word out that Vanuatu is open for business.

A travel company saw some writing I did on an online review site & liked what they saw. I was offered a platform as a guest blogger, to my surprise word soon began to spread & I enjoyed writing with a purpose.

Since then I have completed my freelance journalism qualifications, written for companies specializing in travel & featured in several magazines, with more to go to print in the coming months.

I have also booked & planned several trips for people who are time poor & want to be part of the type of travel ARE WE THERE YET is all about. In the beginning it started off as a space for me to share my travel tales & has evolved in a very short time into a place to share travel tips & a hub for like-minded wanderlusters.

I enjoy interacting with my fellow travellers & sharing tips & advice with my tribe of followers. In the process I have discovered the power of word of mouth when it comes to holiday destinations & it's exciting to know there is a whole world of people out there just like me looking for suggestions for their next big adventure.



CONNECT |

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# WEBSITE MONTHLY STATS



TOTAL VISITORS

UNIQUE VISITORS

AVG. PAGES PER VISIT

RETURN VISITORS

AVG. TIME ON SITE

2,400+

2,400+

3.5

2,200+

2 min



YOU CAN SEE MORE ABOUT ARE WE THERE YET THROUGH SOME OF OUR TRUSTED PARTNERS





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# SOCIAL



2,500 + Followers  
105,000 + Page Reach Weekly  
15,000 + Post Engagement Per Post Weekly  
2,500 + Video Views Per Video Weekly



10,800 + Followers  
250 + Likes Per Post

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