

EXPAT MOM JOURNAL

*Real Family Adventures
in Switzerland & Beyond*

FAMILY TRAVEL · OUTDOORS · ADVENTURE



MEET EXPAT MOM JOURNAL

Hi, I'm Erika, the creator behind Expat Mom Journal.

I'm a mum of three young children, documenting our real family adventures in Switzerland and beyond. We're often joined by my parents, turning many of our trips into three-generation adventures.

What started as a place to record our experiences has grown into a way of helping other parents discover that exploring with young children — and all the gear that comes with them — really is possible.

Our adventures aren't about travelling perfectly. We follow the children's curiosity, change plans when we need to, and discover places together.

Through honest stories and practical information, I aim to give other families the inspiration — and confidence — to get outside, explore nature and create adventures of their own.

OUR ADVENTURE CREW

Mum + Dad + 3 young explorers
...often joined by Grandma & Grandpa

 *Based in Ticino, Switzerland*
Exploring Switzerland & the Alpine region



WHO I CREATE FOR

Expat Mom Journal is created for families who want to explore more with their children — but also want to know what an adventure really looks like before they go.

My content combines family experiences with the practical details parents need to decide whether a destination will work for their family.

FAMILIES WITH YOUNG CHILDREN

Parents looking for realistic ideas for days out, holidays and outdoor adventures that can work with younger children.



FAMILIES WHO WANT TO EXPLORE

Families looking for everything from mountain lifts and easy hikes to lakes, playgrounds, scenic drives and family attractions — especially those who want to spend more time outdoors together.



PARENTS WHO NEED THE PRACTICAL DETAILS

Parking • Pushchair access • Facilities • Difficulty • Getting there • What kids can actually do • What to pack • Lessons from our experience



 SWITZERLAND

Home base and family adventures

 NORTHERN ITALY

Lakes, mountains and family destinations

 AUSTRIA

Mountain adventures and outdoor experiences

...with more of Europe still to explore.

WHAT I CREATE

One family adventure can become a collection of useful, story-led content across multiple platforms — helping families discover a destination before, during and after their trip.

PHOTOGRAPHY

Natural destination and lifestyle imagery showing places as families actually experience them.



SOCIAL CONTENT

Reels and photo carousels that turn family experiences into short, engaging stories.



BLOG STORIES

First-hand family adventure stories combining storytelling, practical information and useful tips for parents.



YOUTUBE AND VIDEO

Long-form destination experiences, family adventures, scenic journeys and visual storytelling.

ONE ADVENTURE → MULTIPLE STORIES

Blog • Video • Photography • Social

MY GROWING AUDIENCE

Expat Mom Journal reaches travellers and families across blog, video and social media — with an audience that continues to discover destination content beyond the day it is published.

WEBSITE

1.1K
VIEWS

757
VISITORS

+84%
VIEW GROWTH
Last 12 months

316 views from
search engines

YOUTUBE

8K
VIEWS

432.5
WATCH HOURS

+76
SUBSCRIBERS
Last 365 days

171% subscriber growth
vs previous year

INSTAGRAM

1,146
FOLLOWERS

1K+
VIEWS

274
PROFILE VISITS
Last 90 days

28.4% of views from
non-followers

WHO'S WATCHING

AGES 25–54

87.9% of measured YouTube viewers

ITALY • SWITZERLAND • AUSTRIA

Key Alpine-region audiences

59.9% WATCH TIME ON TV
of YouTube watch time comes from TV devices



LET'S WORK TOGETHER

I would love to work with destinations, attractions and family-focused brands that encourage families to get outside, explore and create memories together.

Rather than simply showcasing a place, I create content around the experience of actually visiting it as a family — the discoveries, practical details and little moments that make an adventure memorable.



**DESTINATION AND
ATTRACTION FEATURES**

First-hand family coverage of destinations, attractions and outdoor experiences through blog, photography, video and social content.

Tourism boards • Mountain resorts
Family attractions • Outdoor destinations



BLOG FEATURES

Story-led destination articles combining our real experience with the practical information families need when planning their own visit.

Photography • Practical guides
Search-friendly evergreen content



VIDEO AND SOCIAL CONTENT

Long-form YouTube videos, Reels and social posts that bring family adventures to life through natural visual storytelling.

YouTube • Reels • Carousels • Short-form video



**FAMILY-FOCUSED
BRAND COLLABORATIONS**

Authentic integration of products or services that naturally fit our family's outdoor adventures and travel experiences.

Outdoor • Travel • Family • Adventure

Every collaboration can be tailored to the destination, brand and story we want to tell together.

Have something different in mind? I'd love to hear about it.

LET'S CREATE SOMETHING TOGETHER



Have a destination, experience or family-focused brand you'd love adventurous families to discover?

I'd love to hear your ideas and explore how we could turn them into useful, story-led content that inspires families to get outside and discover somewhere new.

ERIKA | EXPAT MOM JOURNAL

EXPLORE EXPAT MOM JOURNAL

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FOLLOW THE ADVENTURES

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Helping families discover that adventure with young children really is possible.