CARAVA NISTAN

THE SILK ROAD TRAVEL GUIDE

Caravanistan

A short introduction

caravanistan.com

What Caravanistan does

Caravanistan is an online travel guide for Central Asia. It provides travelers with practical information and inspiration to plan their trip.

Caravanistan is also a semi-automated booking platform that offers tours from *selected* TOs.

The booking platform monetizes the travel guide, while the guide acts as content marketing for the booking platform.

Team

Steven Hermans: Author and editor of the travel guide. Responsible for community forum.

Saule Kalysheva: Handles the booking platform: TO relationships, adding new tours and accounting.

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Audience

- 2016: 400K visitors, 1,2M pageviews
- 2017: 700K visitors, 2,4M pageviews
- 2018 (projected): 1,1M visitors, 4M pageviews

Tour sales

- 2016: drove 300K$ in sales revenue for partners
- 2017: will drive 600K$ in revenue for partners
- 2018 (projected): +1M$ in tour sales