



Mother and Daughter Abroad

NIKKI + PAM



MOTHERANDDAUGHTERABROAD



WWW.MOTHERANDDAUGHTERABROAD.COM

ABOUT US

Our names are Nikki and Pam. We started our Instagram page, @motheranddaughterabroad, as a place to share our travel photos and memories. As we continued to travel together, we were humbled to share our experiences with so many fellow travel lovers. Some of our other passions include food, fashion, and lifestyle products.



AUDIENCE DEMOGRAPHICS

FOLLOWERS:

17,400+

AGE:

- Largest age group is 25-34 (46%)
- Second largest age group is 35-44 (22%)
- Third largest age group is 18-24 (17%)

GENDER:

- 37% women
- 63% men

LOCATION:

- Top follower location is the U.S. (17%)

INSTAGRAM STATISTICS

IN THE LAST 30 DAYS:

- Average Post Engagement: 5.5%
- Average Impressions Per Post: 2,200
- Average Likes Per Post: 740
- Average Comments Per Post: 230
- Accounts Reached: 26,000