Funliday

Funliday Travel Guides

Media Kit & Press Information

One editorial team, four markets, two languages.

Funliday is a travel planning platform built in Taiwan; our editorial team is its newsroom. We publish in Traditional Chinese and Japanese, and our readers are found in Taiwan, Japan, Hong Kong and Korea. They are not browsing travel content in the abstract — they are planning a trip they have already committed to. That means partners reach them twice: when they decide, and again before they leave.

3.5M

Monthly active users

Platform-wide all-time high

4M

App downloads

iOS and Android, cumulative

2,631

Published articles

Traditional Chinese, Japanese, Korean, English · as of 2026-10

2.5M

Article pageviews

Monthly average

1.5M

Unique article readers

Monthly average

Four markets, measured separately

88.4% of readers arrive through organic search, not paid traffic

Because the audience is earned rather than bought, published work keeps returning readers long after a campaign window closes. Every figure below can be evidenced with a Search Console export.

Google Search Console · article pages · 2025-10-26 – 2026-10-25

Market	Clicks	Impressions	CTR	Avg. position
Taiwan Traditional Chinese	**5,509,073**	129,370,428	4.26%	5.4
Japan Japanese	**2,976,541**	75,440,373	3.95%	6.0
Korea travellers in-market	1,033,087	13,227,372	7.81%	**4.5**
Hong Kong Traditional Chinese	836,706	13,638,791	6.13%	5.9
Singapore	74,317	369,134	20.13%	**4.8**
Macau	24,680	144,378	17.09%	**4.8**

We run two independent editorial lines — Traditional Chinese and Japanese. For a Japanese business that means reaching inbound travellers from Taiwan and Hong Kong and domestic Japanese travellers from the same publisher.

We are present at every stage of the trip

From research through to the published trip journal

A conventional travel publication only appears during the research stage. Funliday readers plan, book, split costs and publish their journals on the same platform, so we know where they are going and when they depart — and partner content can appear again at the right moment.

- **Before**
  Research, build the itinerary, book tickets and transport
- **During**
  Follow the plan, track expenses, book on the spot
- **After**
  Collect memories, publish the trip journal, share socially

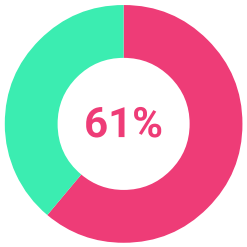
Pre-departure notification points

Segmentable by language, travel date and destination city — for example, "users arriving in Okinawa in eight days", which is exactly how the DMM Kariyushi Aquarium campaign was run.

Readers are predominantly women aged 25–54

61% women, spanning their twenties to their fifties

Gender



Women	61%
Men	39%

Age

18–24	10%
25–34	23%
35–44	20%
45–54	26%
55+	20%

Gender and age distribution. Source: Funliday internal data.

Organic search 88.4%

Mobile 73.7%

Engagement rate 73.5%

Reader markets

Taiwan **47%** Japan **32.4%** Hong Kong **10%** Korea **4.3%** Other markets **6.3%**

Track record

6 Japanese tourism bodies, 3 consecutive years

14	10	6	3
Campaigns delivered 2024–2026	**Partner brands & bodies**	**Japanese tourism bodies**	**Years running**

沖繩景點，沖繩，日本旅遊

【沖繩親子景點推薦】DMM Kariyushi水族館｜台灣體驗不到的零距離餵食＋13大人氣設施

2025/07/08 2 則留言

提到沖繩旅遊，除了海灘與浮潛外，位於沖繩南部的「DMM Kariyushi水族館」，自開幕以來就成為超人氣景點，不但交通方便、設施新穎，更打破傳統水族館的想像，讓大家在夢境般的幻想世界中近距離欣賞海洋生物。從漂浮的水母光影、穿越熱帶雨林的走廊，到可愛動物近距離接觸，讓大人小孩都能找到驚喜。無論你是水族控、親子家庭，或想找個能避暑又好拍的景點，這裡都是沖繩行程中的完美選擇，而且現在前一天購票還有「官方獨家10%OFF優惠」！

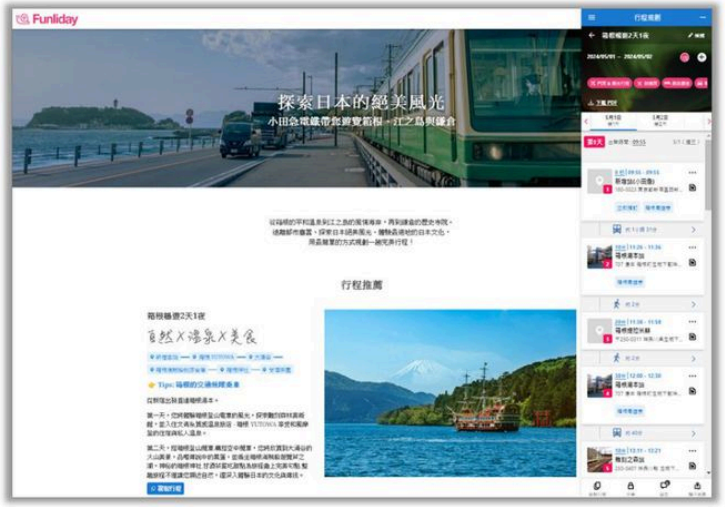
DMM Kariyushi Aquarium

DMM かりゆし水族館

ATTRACTION

A family-travel feature written by our editors from client-supplied material, plus an app push notification targeted at users arriving in Okinawa in eight days.

Push open rate up 10×



Odakyu Electric Railway

小田急電鉄

RAIL

Rail pass promotion: suggested routes, one-tap itinerary copying, destination guides and pass booking, with the campaign site planned and built by us.

Top-5 keyword ranking during the campaign · 5%+ booking conversion

旅遊資訊推廣

口碑操作：UGC活動（使用者自主分享旅遊體驗）
發文數達 280則（單月）

KOL行銷：IG 網紅Reel影片
推廣旅遊資訊

Saitama Prefecture Products & Tourism Association

埼玉県物産観光協会

PREFECTURAL TOURISM BODY

Destination promotion combining creator video with a user-generated content campaign, taking the work from awareness through to word of mouth. Repeated in 2024, 2025 and 2026.

280 reader posts in a single month

對曾造訪過墨田區用 戶
進行旅遊偏好、行為調 查

建立墨田區觀光導覽頁面

UGC活動：引導用 戶自主分享行程
創造社群口碑擴散

Sumida Tourism Association

墨田区観光協会

MUNICIPAL TOURISM BODY

A preference and behaviour survey of users who had previously visited Sumida, with the findings used to build a destination guide and shape a UGC campaign.

Tigerair Taiwan

AIRLINE

Our AI itinerary planner embedded into the airline's campaign page, connecting destination content, flight booking and itinerary building into a single flow.

Further engagements include 若狭観光連盟、東急グランヒラフ、愛媛県観光物産協会、熱海市観光協会、TAX FREE ONLINE.jp、KKday、HK Express、Q's MALL.

What we can offer in return

Owned channels that no search algorithm sits between

Feature article — **Stays discoverable**

Written by our editorial team; keeps returning readers through organic search after the campaign ends.

Member email — **500,000+ · 20% open rate**

Taiwan members. Segmentable by language, travel date and destination city.

App push notification — **1,000,000+**

Taiwan members. Segmentable by language, travel date and destination city.

Pre-departure notification — **D-15 → D-1**

Reaching travellers in the days before they fly — a placement a conventional travel publication cannot offer.

Instagram — **72,063 · 16% engagement**

Editor-curated travel news and shopping features.

Threads — **18,580 · 2.1% engagement**

Simultaneous distribution to extend the life of a story.

Reporting

Within two weeks of any press trip or campaign we send a results report covering article impressions and clicks, keyword ranking movement, and email and push delivery and open rates.

Press enquiries

Press releases, product and venue experiences, interviews and press trips

Please contact the editorial team directly. We cover new openings, transport and shopping across Japan, Korea, Hong Kong, Macau and Southeast Asia on a continuing basis.

Press enquiries	prevengers@funliday.com
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Sources and measurement windows

Google Search Console	Organic clicks, impressions, CTR and average position. Article pages, 2025-10-26 – 2026-10-25, calculated per market.
Google Analytics 4	Article pageviews and unique readers are monthly averages across the last 12 complete months; device, market, engagement rate and time on page are from the last 30 days. A duplicate tracking stream has been excluded to avoid double counting.
App Store / Google Play	Cumulative app downloads and ratings (Taiwan).
Funliday internal data	Monthly active users (all-time high), article count, reader gender and age, email and push reach, social following and engagement rates, campaign history.

Every figure here can be evidenced with a dashboard export. Data is refreshed quarterly.