

— PUBLIC REPORT BY PROMTPRESS

Channel audit

First Travel



@first_tourist1

Main tourism info resource Partnership: @ohlalai #U31ND

SUBSCRIBERS

87 386

-758 per month

ERR (% WHO SEE
POSTS)

5.0%

daily 2.9%

REACH/POST

3.9K

ad reach 2.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Travel» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 87 386 —	 SUBS REACH 4.41% avg % of subs see post	 VIEWS/POST 3.9K median 4K · 29 days	 POSTS/WEEK 26.2 for the period
 7D TREND -7.1% vs previous week	 REACTIONS/POST 28.5 total 3,195 reactions, 1,976 reposts, 123 comments	 POST LENGTH 539 chars median 550 · 29 days	 POSTS ANALYZED 112 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH -758 last month	 CITATION RATE 752 citation index · 1,281 channels mentioned all time	 CHANNEL AGE 1 year 10 months created 08.09.2024

AI EDITOR SUMMARY

Channel «Perviy turisticheskiy» — 87 386 subscribers. Each post averages 3.9K people (4% from subscribers), reach is low — consider expanding audience. Publishes 26 posts per week (~4/day) — active posting. For the week of Jun 29 — Jul 5, reach dropped -7.1% to the week of Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 112 posts over 29 days.
- 02 Dominant format — Photo (47/112 posts).
- 03 Avg post length — 539 chars (median 550).
- 04 Peak audience activity — Saturday, 12:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (5.2K avg top vs 3.4K worst) — among 112 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 09:30 TEXT Japan quintuples visa fees for foreigners for the first time in nearly half a century From July 1, Japan will fivefold increase the cost...	VIEWS 5 463 REPOSTS 23	REACTIONS 24 ER 6.3%
Nº2 26.06 · 18:28 PHOTO Vietnam tests e-registration for foreign tourists Russian Embassy in Vietnam reports that currently...	VIEWS 5 189 REPOSTS 13	REACTIONS 13 ER 5.9%
Nº3 19.06 · 09:00 PHOTO 💙💙💙💙💙💙 Summer route returns - 'Around Ladoga'! 🌸 Last summer the 'Around Ladoga' tour was our absolute bestseller, and we're glad...	VIEWS 5 092 REPOSTS 16	REACTIONS 11 ER 5.8%

Nº4 19.06 • 14:40 VIDEO Airfares in Russia may rise due to new airport fees FAS has prepared draft orders to revise regulated...	VIEWS 5 003 REPOSTS 18 REACTIONS 42 ER 5.7%
Nº5 19.06 • 17:36 TEXT Ministry of Economic Development allowed tour operators to resume selling tours to Gulf countries After Russia's Foreign Ministry lifted recommendations...	VIEWS 4 988 REPOSTS 12 REACTIONS 16 ER 5.7%

WORST 3

↓ 06.07 • 13:57 PHOTO Russian in coma after motorbike accident in Vietnam 50-year-old Alexey from Vladivostok suffered severe head injury...	VIEWS 3 443 REPOSTS 6 REACTIONS 29 ER 3.9%
↓ 07.07 • 05:56 TEXT ⚡Emergency roaming activated in Crimea If one operator's base stations fail, subscribers can automatically...	VIEWS 3 438 REPOSTS 9 REACTIONS 25 ER 3.9%
↓ 07.07 • 08:36 PHOTO Slovakia suspends tourist visa applications for Russians for two months Slovak visa centers in Russia have temporarily changed...	VIEWS 3 242 REPOSTS 8 REACTIONS 12 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

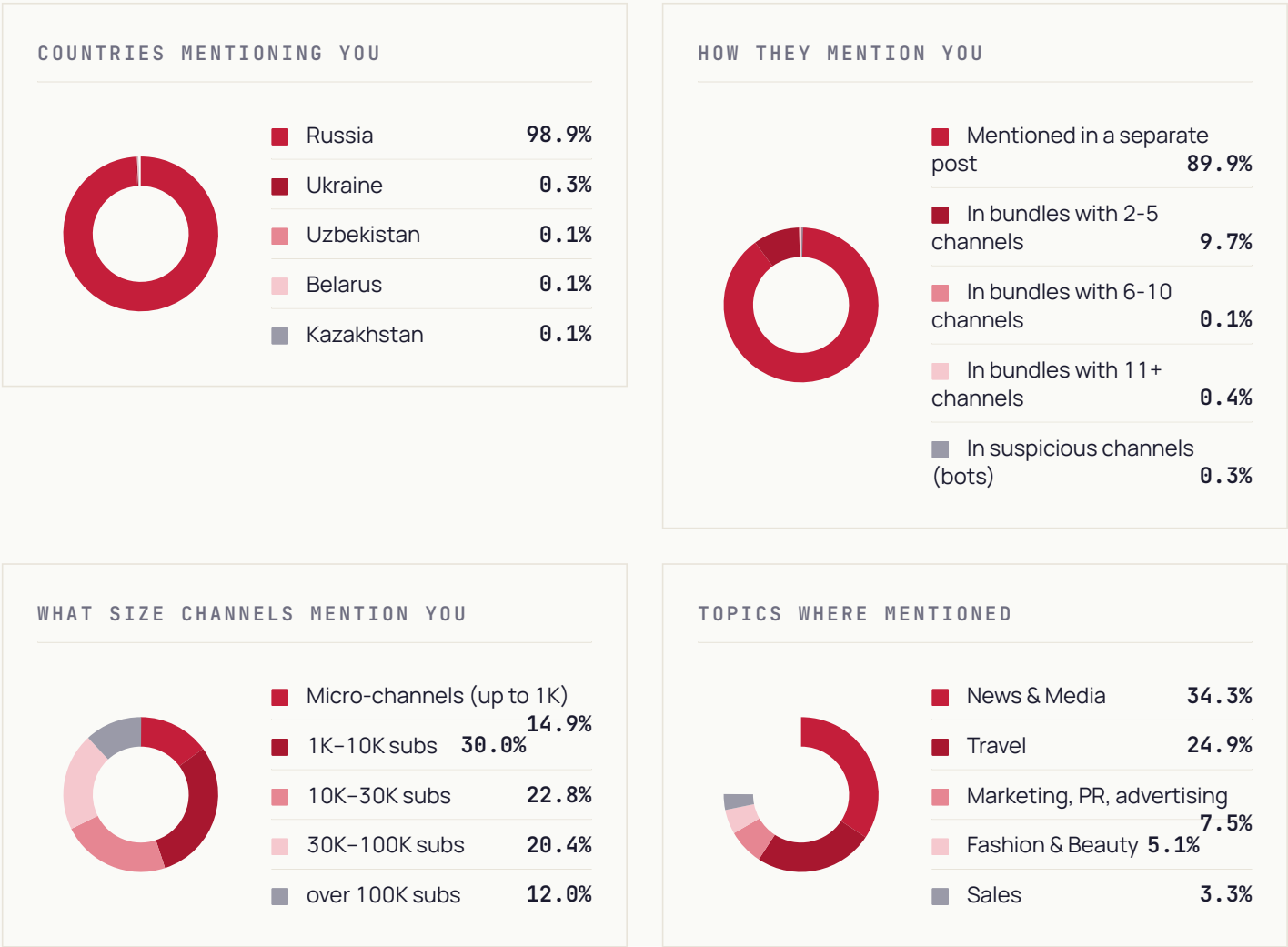
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who mentions the channel and how

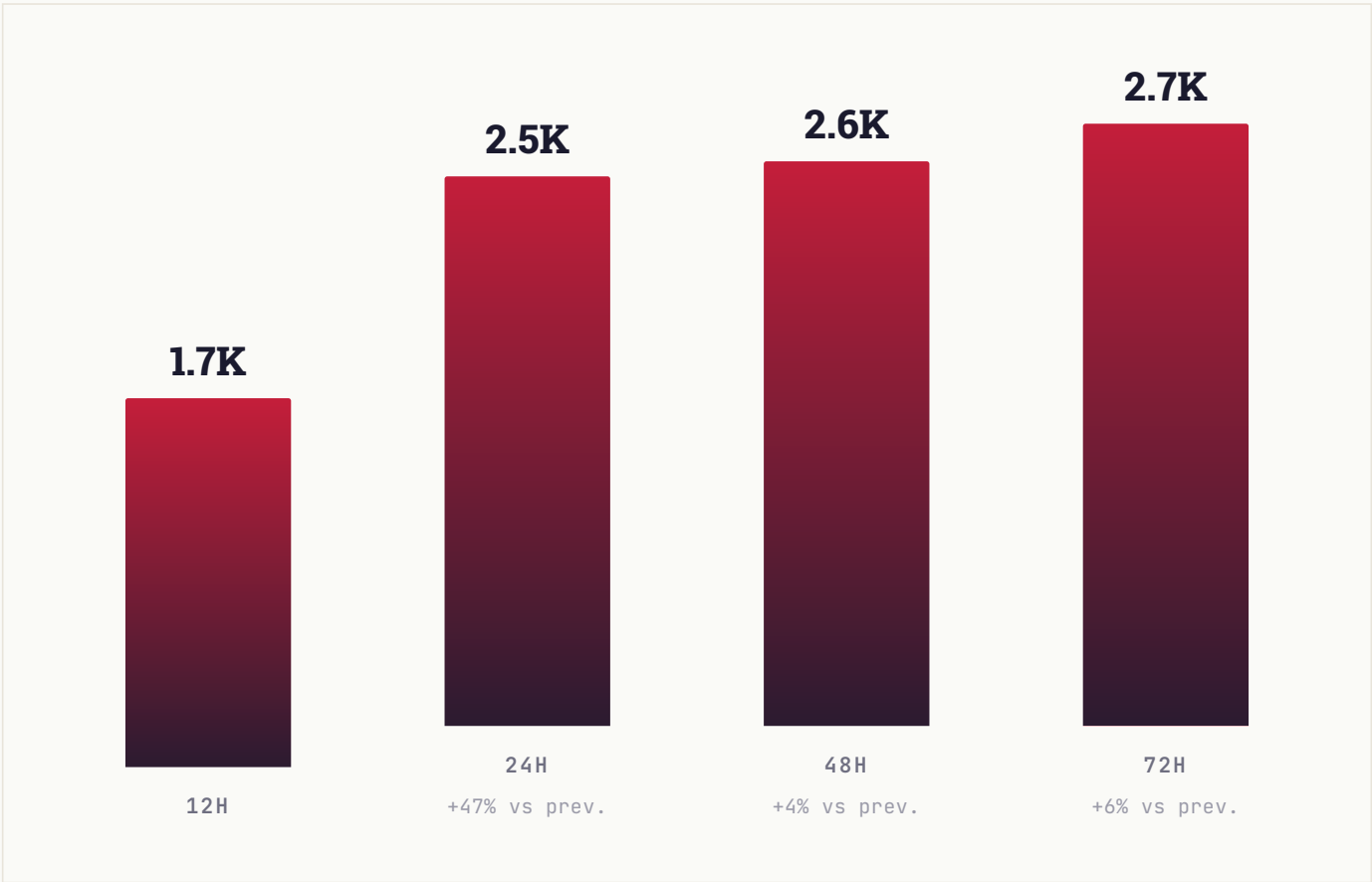
Citation index **752** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 281** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda airline	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount train	432.2K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — this is us	401.8K
OT Ozon Travel	398.9K
Fri First Travel YOU	87.4K

COMPARATIVE INSIGHT

Channel is not yet outside top 96 of niche — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-96 median: 151.6K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **337**, they brought **17 185** new subscribers.

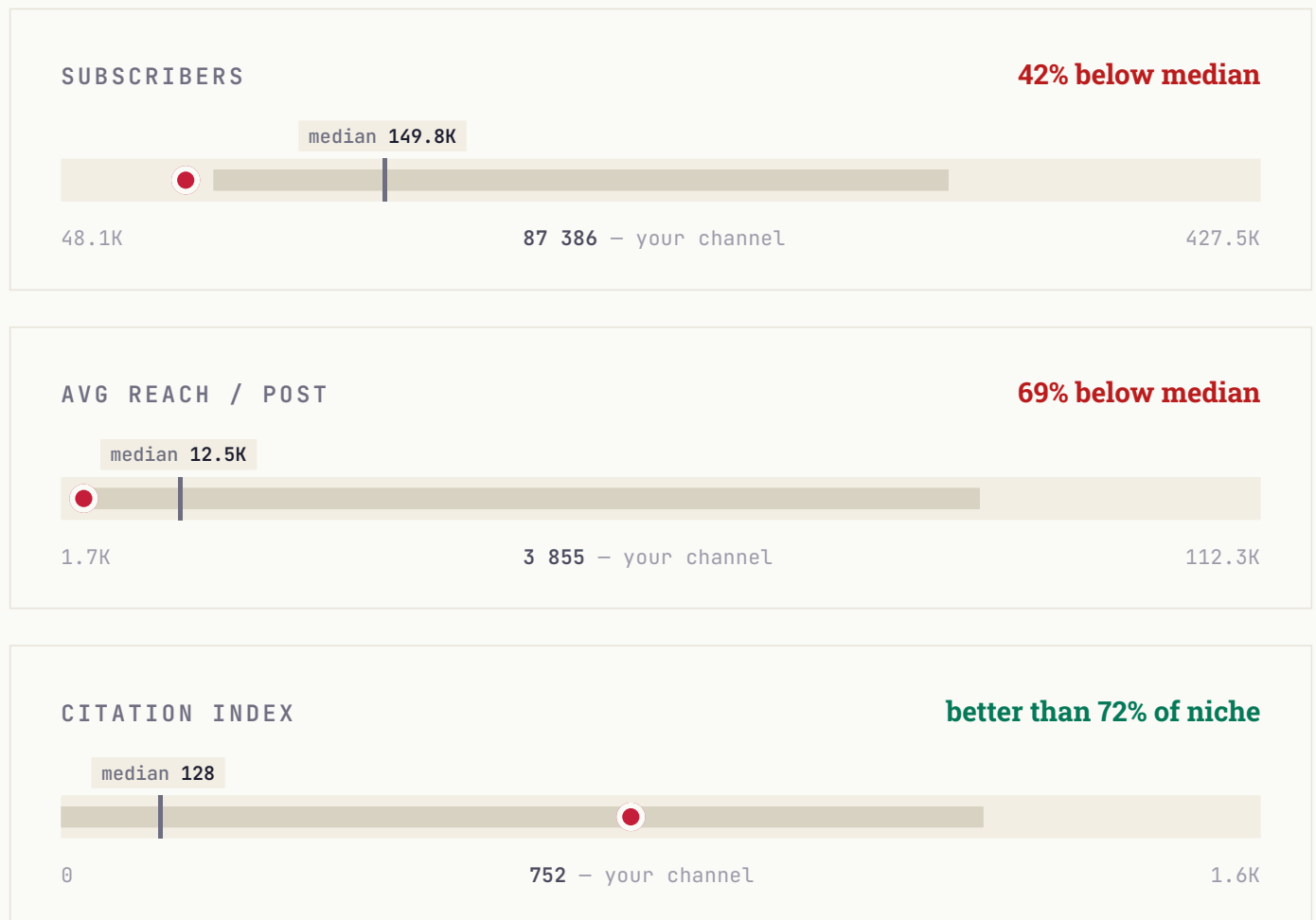
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	12	8	2 152
December 2025	69	17	0
Nov 2025	69	18	7 854
Oct 2025	63	11	0
Sep 2025	53	20	0
August 2025	71	39	7 179

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
337	6	17 185

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-**100** channels in category «**Travel**» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10-p90). Black vertical = median.
Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01**Top post of the week — on Saturday**

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 4.41% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+3.1pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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