

PUBLIC PROMTPRESS REPORT

Channel audit

Gelios Travel

Топ туры по России и миру



@gelios_travel

All about our custom tours worldwide Contact us: @GeliosTravel1
Marketing & collab: @cathrin_kaneva Management: @egorovdan
RKN: <https://clck.ru/3NcYhs>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
14 024	12.0%	1.6K
+641 per month 22.07.2026	per day 5.4% HTTPS://PROMTPRESS.COM/AUDIT/GELIOS-TRAVEL	ad reach 744/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 14 024 —	 SUBS REACH 11.56% avg % of subs see post	 VIEWS/POST 1.6K median 1.7K · 28 days	 POSTS/WEEK 7.5 over period
 7D TREND +6.9% vs previous week	 REACTIONS/POST 15.5 total 479 reactions, 163 reposts, 70 comments	 POST LENGTH 602 chars median 629 · 28 days	 POSTS ANALYZED 31 28 days
 AD REACH 744 24h avg	 CHURN / MONTH +641 last month	 CITATION RATE 361 citation index · 813 channels mentioned all time	 CHANNEL AGE 4 years 9 months created 17.10.2021

AI EDITOR SUMMARY

Channel «Gelios Travel 🌞 Top tours in Russia & worldwide» — 14 024 subs. Each post averages 1.6K people (12% of subs), reach is low — consider expanding audience. Publishes 8 posts per week (~1/day) — regular schedule. For week of July 6–12, reach up by +6.9% by week of June 29 — July 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts over 28 days.
- 02 Dominant format – Photo (22/31 posts).
- 03 Avg post length – 602 chars (median 629).
- 04 Peak audience activity – Tue, 19:00 MSK.
- 05 Top-performing posts get 1x more views than the weakest (2K avg for top vs 1.4K for worst) – among 31 posts over 28 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 16:59 PHOTO South Africa tour – one of the most packed in the entire Gelios Travel lineup 🌞 We do soooo much and bring back a huge load...	VIEWS 1 999 REPOSTS 3	REACTIONS 17 ER 14.3%
Nº2 07.07 · 15:10 PHOTO China – literally another world 🇨🇳 Noisy, fast and loud inside cities, but beyond – traditional, narrative and unhurried. In...	VIEWS 1 988 REPOSTS 11	REACTIONS 21 ER 14.2%
Nº3 22.06 · 17:52 PHOTO What to bring from a trip? Save this checklist from Gelios Travel 🍷 🏔️ Altai: honey, pine nuts, herbal tea, wood crafts and...	VIEWS 1 910 REPOSTS 14	REACTIONS 24 ER 13.6%

Nº4 06.07 • 15:14 **PHOTO**

🤪 **CURRENT GELIOS TRAVEL TOUR SCHEDULE** Choose your dream vacation destination worldwide and send the name to...

VIEWS
1 905

REACTIONS
16

REPOSTS
8

ER
13.6%

Nº5 13.07 • 17:25 **VIDEO**

African safari – a dream for many 🧡 If you think there's nothing but animals, we're happy to tell you more. 🍷 In South Africa...

VIEWS
1 855

REACTIONS
11

REPOSTS
6

ER
13.2%

WORST 3

↓ 02.07 • 16:55 **TEXT**

!! !! !! !! Scammers are again writing on our behalf more often, so please be extremely careful! If you...

VIEWS
1 397

REACTIONS
8

REPOSTS
3

ER
10.0%

↓ 17.07 • 17:24 **PHOTO**

“Who will I live with?” This is one of the most common questions we get before a trip. If you travel without a partner, we...

VIEWS
1 394

REACTIONS
22

REPOSTS
3

ER
9.9%

↓ 18.07 • 17:27 **PHOTO**

[NEW YEAR 2027 🌲] If you want to start the year with vivid impressions, it's time to pick a destination! 🇿🇦 SOUTH AFRICA Dec 29 – Jan 5, \$4,300 🌊...

VIEWS
1 299

REACTIONS
14

REPOSTS
6

ER
9.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



PERIOD START

9 843

NOW

14 024

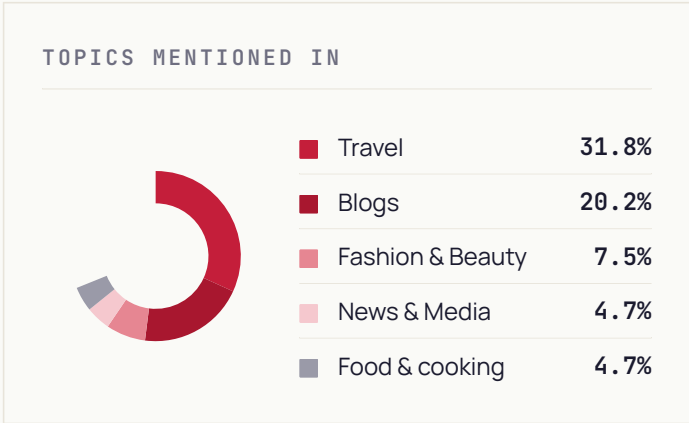
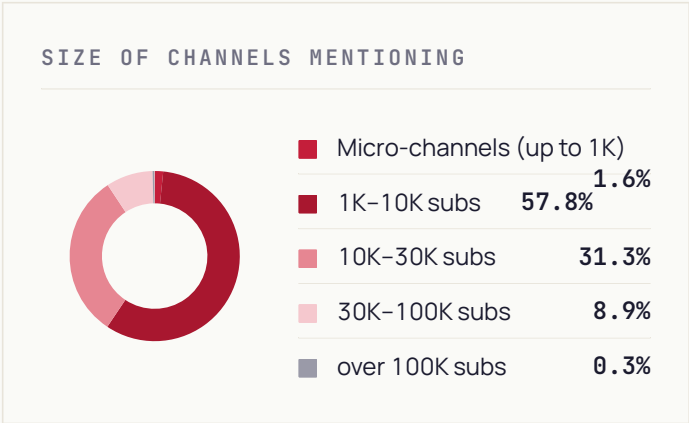
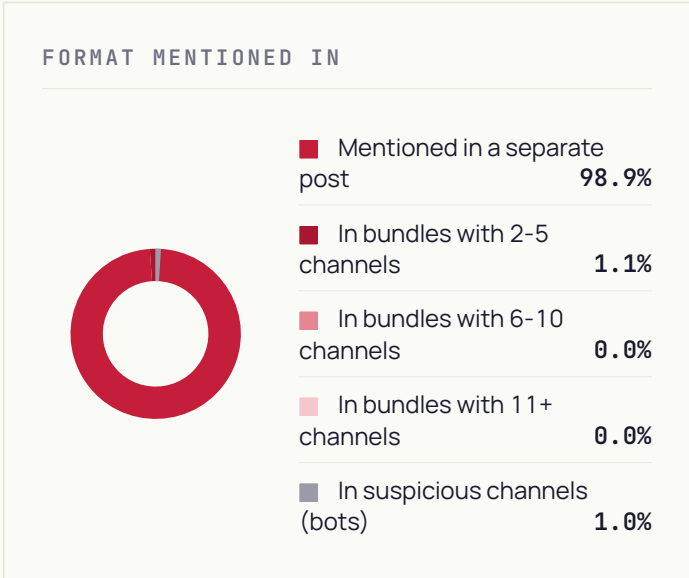
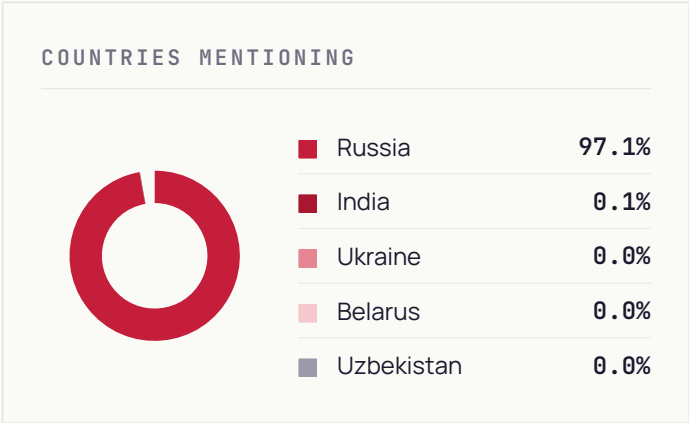
NET GROWTH

+4 181

SECTION 04 · MENTIONS

Who mentions the channel and how

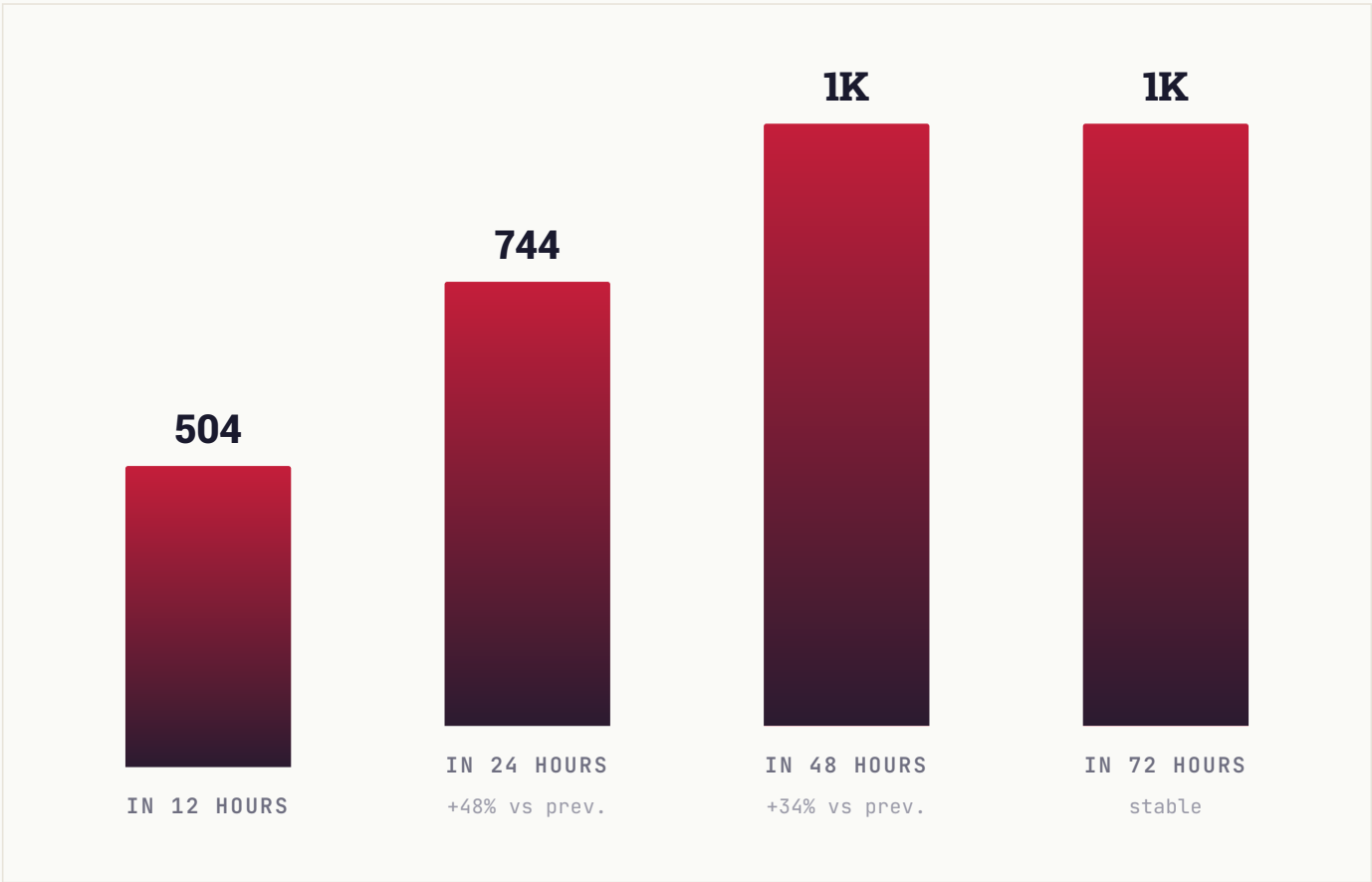
Citation index **361** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **813** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow Events Poster	1.2M
AW Amazing World and Travel	1.1M
A« Pobeda Airlines	1.1M
MD Moscow Digest	553.3K
AE AEROFLOT	524.4K
MO Moskvichka	515.3K
TU Tutu	494.5K
JP Yandex Travel	494.4K
Sun Discount wagon	431K
OT Ozon Travel	416K
GT Gelios Travel ☀️ Топ туры по России и миру YOU	14K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — Moscow Events | Poster (1.2M), top-97 median: 159.8K. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **392**, they brought **2 618** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	79	62	500
December 2025	72	58	177
Nov 2025	62	52	395
Oct 2025	64	53	432
September 2025	54	46	407
August 2025	61	51	707

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
392	6	2 618

Where channel stands in its league

SUBSCRIBERS

91% below median

median 159.4K

53.8K 14 024 — your channel 526.9K

AVG REACH / POST

88% below median

median 13.4K

1.8K 1 621 — your channel 128.2K

CITATION INDEX

better than 59% of niche

median 69

0 361 — your channel 1.6K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Top post of the week — on Tuesday

Audience most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
