

PROMTPRESS PUBLIC REPORT

Channel audit

Travel agency

GOTOUR.KZ



@gotour_kz

✓ Official channel GOTOUR.KZ 🤖 Telegram bot for cheap tours
 @GotourKzBot 🌐 Affordable travel from Almaty Contact us -
<https://gotourkz.taplink.ws> 🗣️ Submit a tour request -...

SUBSCRIBERS

20 254

+360 per month

ERR (% SEE POSTS)

9.0%

daily 4.6%

REACH/POST

1.8K

ad reach 929/24h

— CONTENT · 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 health indicator. The subtitle shows the period.

SUBSCRIBERS 20 254 —	SUBS REACH 8.93% avg % subs see post	VIEWS/POST 1.8K median 1.9K · 29 days	POSTS/WEEK 9.6 for the period
7D TREND +0.9% vs prev week	REACTIONS/POST 8.0 319 reactions, 154 reposts, 0 comments	POST LENGTH 870 chars median 1000 · 29 days	POSTS ANALYZED 40 29 days
AD REACH 929 24h avg	CHURN / MONTH +360 last month	CITATION RATE 4 citation index · 5 channels mentioned all time	CHANNEL AGE 4 years 2 months created 20.04.2022

AI EDITOR SUMMARY

Channel «Travel agency GOTOUR.KZ» — 20 254 subs. Each post averages 1.8K people (9% of subs), reach is low — consider expanding audience. Publishes 10 posts/week (~1/day) — regular schedule. For the week of Jun 22–28, reach stable (+0.9% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 40 posts over 29 days.
- 02 Dominant format – Video (17/40 posts).
- 03 Avg post length – 870 chars (median 1000).
- 04 Peak audience activity – Thursday, 16:00 ALMT.
- 05 Top posts get 2x more views than the weakest (2.3K avg for top vs 1.5K for worst) – among 40 posts over 29 days. Worth analyzing what the top posts have in common – topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 10:45 PHOTO 🔥 Nha Trang – from 356,000 \$ [12 days, Breakfasts] — 🇻🇳 Hot tours to Vietnam from Almaty 🔥 — - IVY HOTEL NHA TRANG 4☆ Jun 14, 12 days • ...	VIEWS 2 322 REPOSTS 12	REACTIONS 7 ER 11.5%
Nº2 12.06 · 05:53 TEXT 🔥 Pattaya – from 391,000 \$ [11 days, Breakfasts] — 🇹🇭 Hot tours to Thailand from Almaty 🔥 — - JARDIN HOTEL 3☆ Jun 15, 11 days • 391 000...	VIEWS 2 232 REPOSTS 5	REACTIONS 10 ER 11.0%
Nº3 11.06 · 07:27 VIDEO 🇹🇷 Marmaris and Fethiye: hotels for those who want sea by day and nightlife 🔥 Turkey is not only family resorts and quiet All...	VIEWS 2 203 REPOSTS 2	REACTIONS 10 ER 10.9%

Nº4 13.06 · 07:00 TEXT  Kids stay free at Thailand hotels  Phuket and Pattaya are now especially great for family vacations: many hotels offer free...	VIEWS 2 177 REPOSTS 1	REACTIONS 9 ER 10.7%
Nº5 04.06 · 11:05 VIDEO  Da Nang Main show of the planet DIFF 2026 [Fireworks Festival]  From May 30 to July 11, Da Nang hosts the international festival...	VIEWS 2 171 REPOSTS 7	REACTIONS 8 ER 10.7%

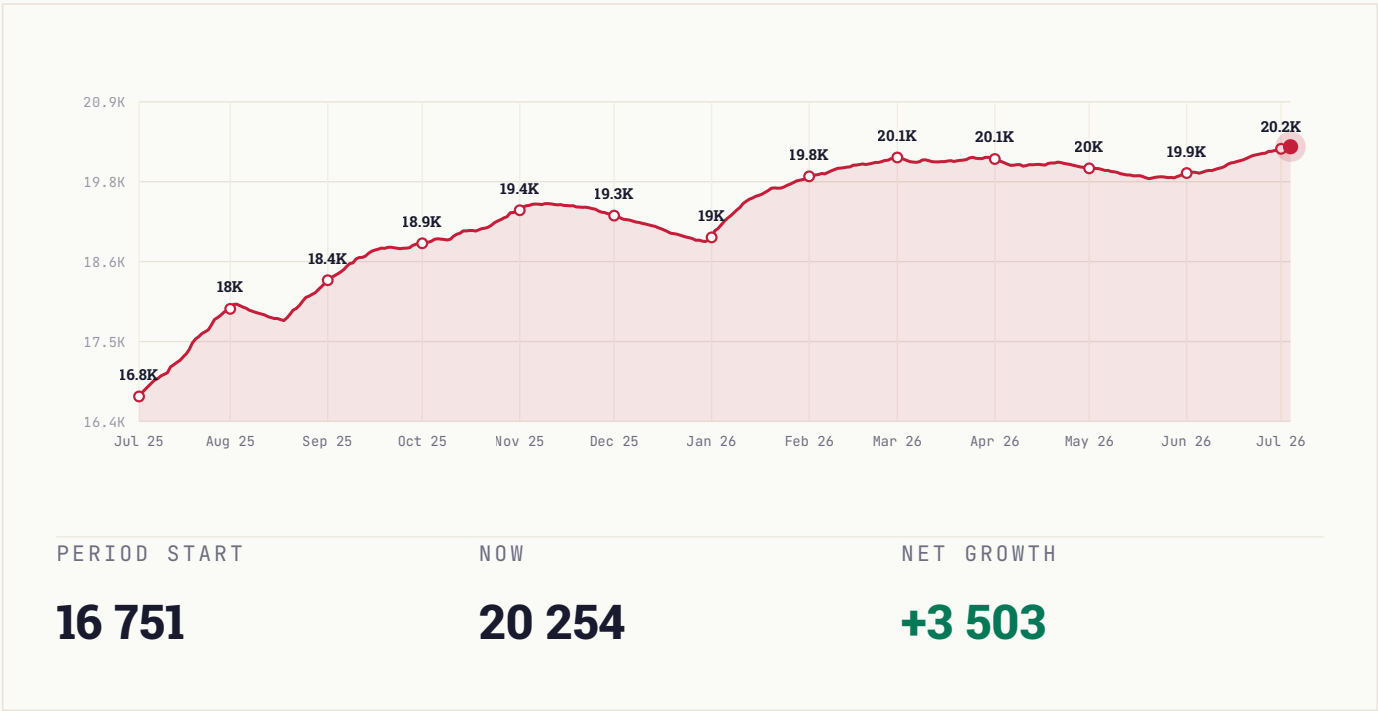
WORST 3

↓ 29.06 · 09:45 TEXT  Hot tours to Hainan  — • HYTON HOTEL SANYA 4☆ ☒ Jul 1, 7 days — 545 870 ₸ • SWISSOTEL SANYA YALONG BAY 5☆ ☒ Jul 1, 7...	VIEWS 1 616 REPOSTS 2	REACTIONS 8 ER 8.0%
↓ 30.06 · 06:45 TEXT  Velvet season in Turkey — that perfect time when vacation becomes extra pleasant  The sea is still warm, the sun is softer, and...	VIEWS 1 440 REPOSTS 4	REACTIONS 7 ER 7.1%
↓ 30.06 · 11:30 VIDEO +102,000 ₸ — for 2 kids [8 days, All Inclusive] —  Qatar reopened, flight program on Air Astana starts Aug 1, tours already...	VIEWS 1 369 REPOSTS 5	REACTIONS 6 ER 6.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

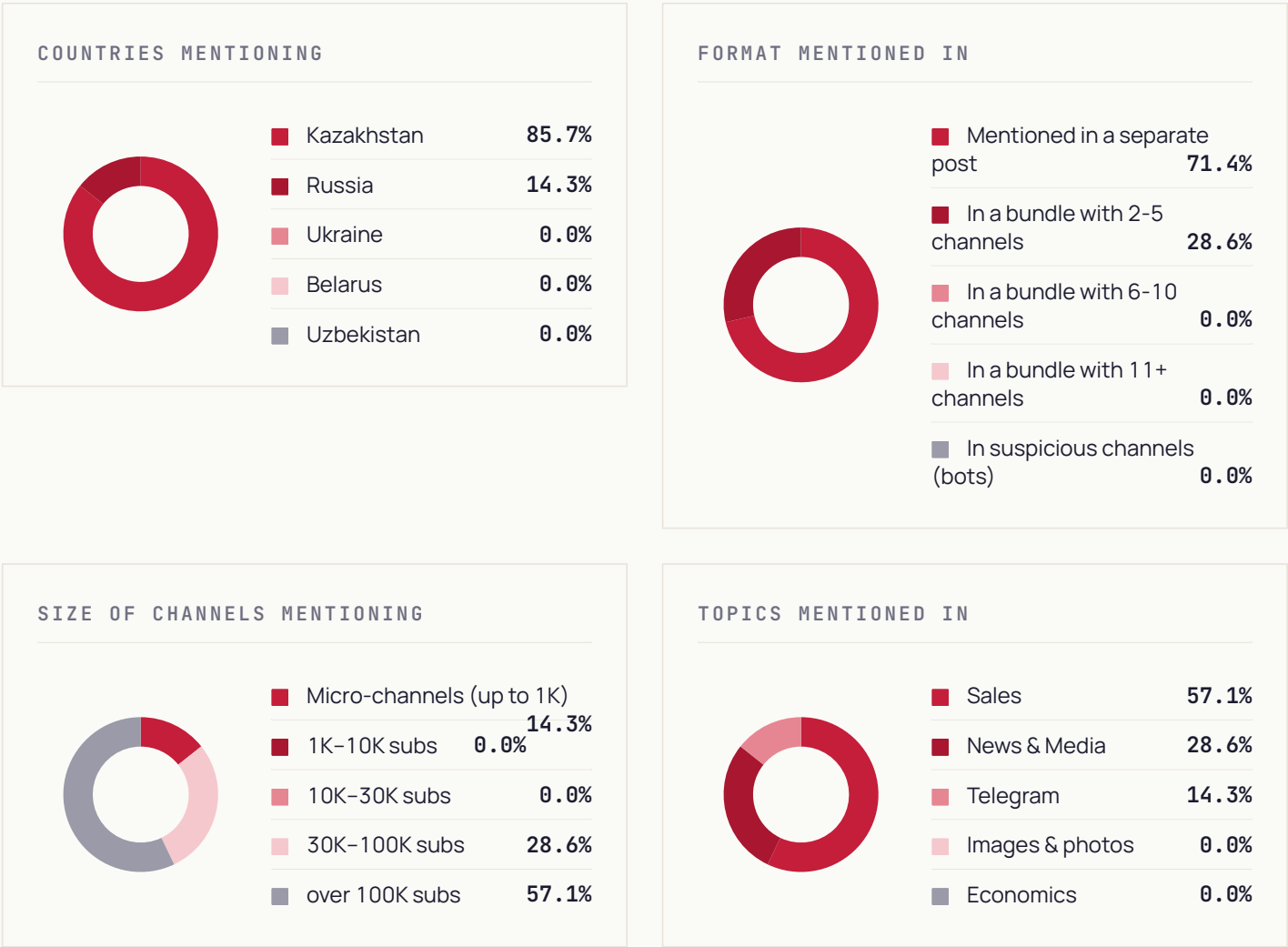
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

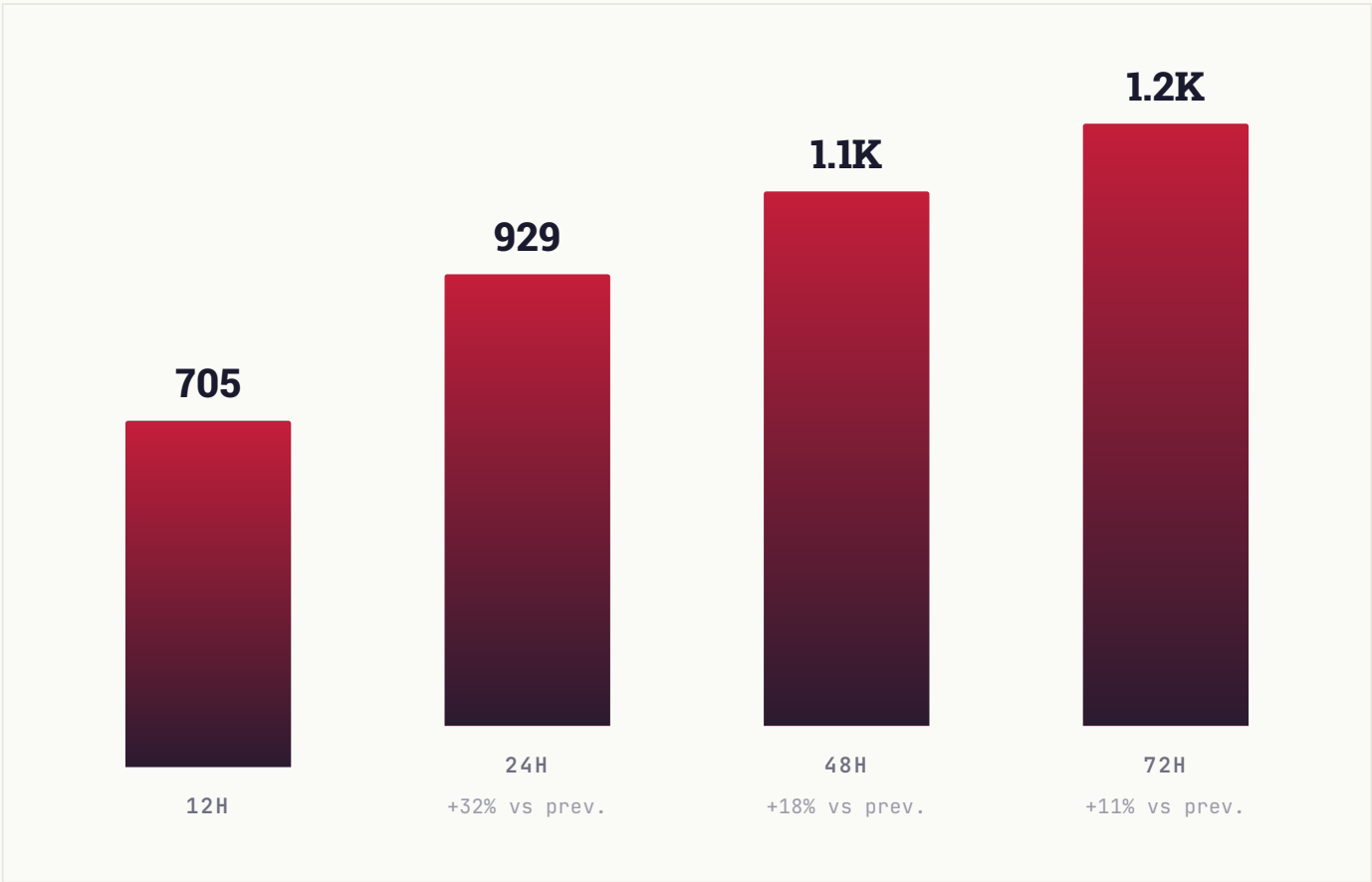
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned 5 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
BN Charter flight tickets from Step to Travel	158.6K
TH Travel agency HT.KZ	144.3K
AV Aviasales.kz	63.8K
TP Travel agency POEDEM.KZ	60.5K
NS Nomad Soul	53.4K
CHV Charters to Turkey from Step to Travel	52.9K
TP Travel agency Poyekhali s nami!	43.5K
AI Flights from Kazakhstan	36.8K
ST Step to Travel Tours	33K
GT Hot tours FUN&SUN	29.1K
TG Travel agency GOTOUR.KZ YOU	20.3K

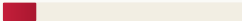
COMPARATIVE CONCLUSION

Channel in top 25% of niche (#14 of 77). Leader — Charter flight tickets from Step to Travel (158.6K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **0**, they brought **2 679** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	866 
December 2025	0	0	20 
Nov 2025	0	0	128 
Oct 2025	0	0	475 
Sep 2025	0	0	583 
August 2025	0	0	607 

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	2 679

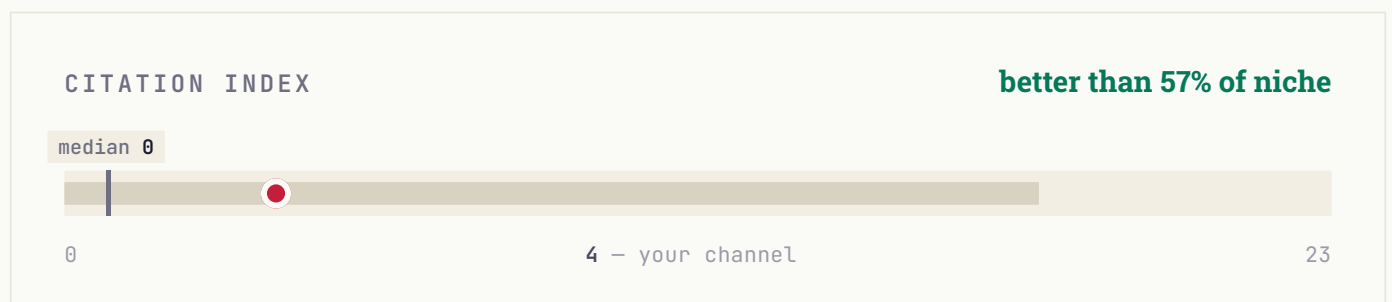
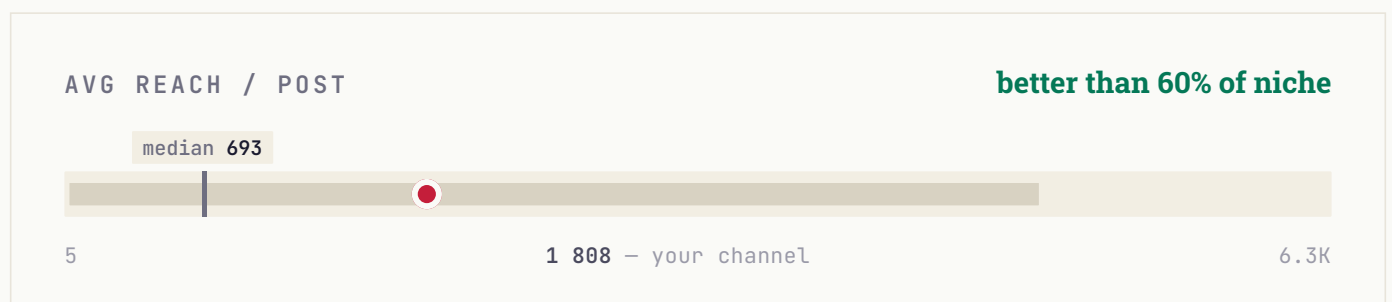
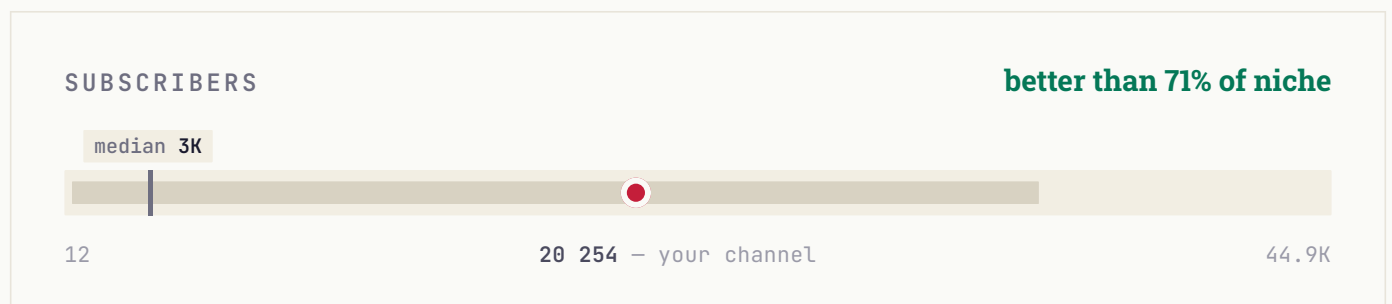
— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-77 channels in category «Travel» and saw how your channel compares.

Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.

Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Thursday

Audience is most active on this day at 16:00 ALMT.

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 boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts 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 — it's a source of organic traffic.

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. 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
