

PUBLIC REPORT BY PROMTPRESS

Channel audit

Step to Travel

Туры



@step2traveltours

Tours worldwide from Step2Travel. Sales: Almaty +77077186059
Astana +77711185052 Addresses: Almaty, Zheltoksan 155, Ak
Alem Astana, Syganak 47, Eurocenter

SUBSCRIBERS

33 005

+62 per month

ERR (% SEE POSTS)

9.0%

in 24 hrs **6.6%**

REACH/POST

2.8K

ad reach **2.2K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 33 005 —	 SUBS REACH 8.49% avg % subs see post	 VIEWS/POST 2.8K median 2.8K · 29 days	 POSTS/WEEK 34.0 for the period
 7D TREND -21.0% vs previous week	 REACTIONS/POST 3.2 total 454 reactions, 668 reposts, 0 comments	 POST LENGTH 658 chars median 671 · 29 days	 POSTS ANALYZED 142 29 days
 AD REACH 2.2K 24h avg	 CHURN / MONTH +62 last month	 CITATION RATE 2 citation index · 8 channels mentioned ever	 CHANNEL AGE 4 years 2 months created 08.04.2022

AI EDITOR SUMMARY

Channel «Step to Travel Туры» – 33 005 subs. Each post averages 2.8K people (8% of subs), reach low – expand audience. Publishes 34 posts per week (~5/day) – active posting. For week 22–28 Jun reach dropped -21.0% by week 15–21 Jun – worth analyzing causes.

What works best

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **142** posts in 29 days.
- 02 Dominant format — **Text** (99/142 posts).
- 03 Avg post length — **658** chars (median 671).
- 04 Peak audience activity — **Saturday**, 11:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (3.8K avg for top vs 2.1K for worst) — among 142 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

No1 30.06 · 09:47 [TEXT](#)

Book your tour today - memories will last forever 🌍✈️ Sanya from Almaty July 1 for 6 nights BB - Only...

VIEWS	REACTIONS
3 751	2
REPOSTS	ER
7	11.4%

№2 13.06 • 06:39 [TEXT](#)

 **HOT DEAL: DA NANG & HOI AN FROM ALMATY!**   
Direct flight from Almaty  Departure: June 15  Duration: 8
nights  Meals...

№330.06 • 08:37 [TEXT](#)

🇻🇳 ✨ **DISCOVER MAGICAL DANANG FROM ALMATY!** ✨ 🇻🇳 July 17

Departure: Jul 11 🌙 Duration: 6 nights / 7 days in tropical paradise 🍷 Meals: BB...

VIEWS	REACTIONS
3 705	—
REPOSTS	ER
7	11.2%

Nº4 16.06 • 13:18 TEXT 🇺🇸 ! SUPER HOT DEAL TO HAINAN FROM ASTANA ! 🌟12 DAYS FROM 494,000 FOR TWO 🌟✈️ Astana → China 📅 June 17 for 🌙 11+1 nights 🍷 BB - Only...	VIEWS 3 653 REPOSTS 15 REACTIONS 2 ER 11.1%
Nº5 16.06 • 08:23 TEXT SUPER HOT NHA TRANG from Almaty! Catch summer in Vietnam 🌊 📅 July 17 Departures: Jun 19 & 20 ✈️ Direct flight 🌂 Duration: 6,7,8 or 9...	VIEWS 3 643 REPOSTS 6 REACTIONS 7 ER 11.0%
WORST 3	
↓ 30.06 • 06:07 TEXT 🔥 SUPER HOT DEAL TO CHINA! DEPARTURE TOMORROW! 🔥 🚀 Grab your best vacation at a shock price! 😍 from Almaty ✈️ Departure: July 1...	VIEWS 2 158 REPOSTS 1 REACTIONS — ER 6.5%
↓ 25.06 • 05:09 TEXT 🔥 HOT DEAL: CHINA FROM ALMATY! 🇺🇸 ✈️ Departure: June 29 🌙 Duration: 8 nights 🍽️ Meals: BB - breakfasts 🌴 Book this tour now...	VIEWS 2 137 REPOSTS 10 REACTIONS 4 ER 6.5%
↓ 30.06 • 06:46 TEXT Step2Travel handles it all for you! We process visas for: 🇺🇸 USA 🇬🇧 UK 🇨🇦 Canada 🇦🇺 Australia 🇪🇺 Schengen (29 countries) 🇯🇵 Japan 🇰🇷...	VIEWS 2 041 REPOSTS — REACTIONS — ER 6.2%

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 grew and which lost subs.

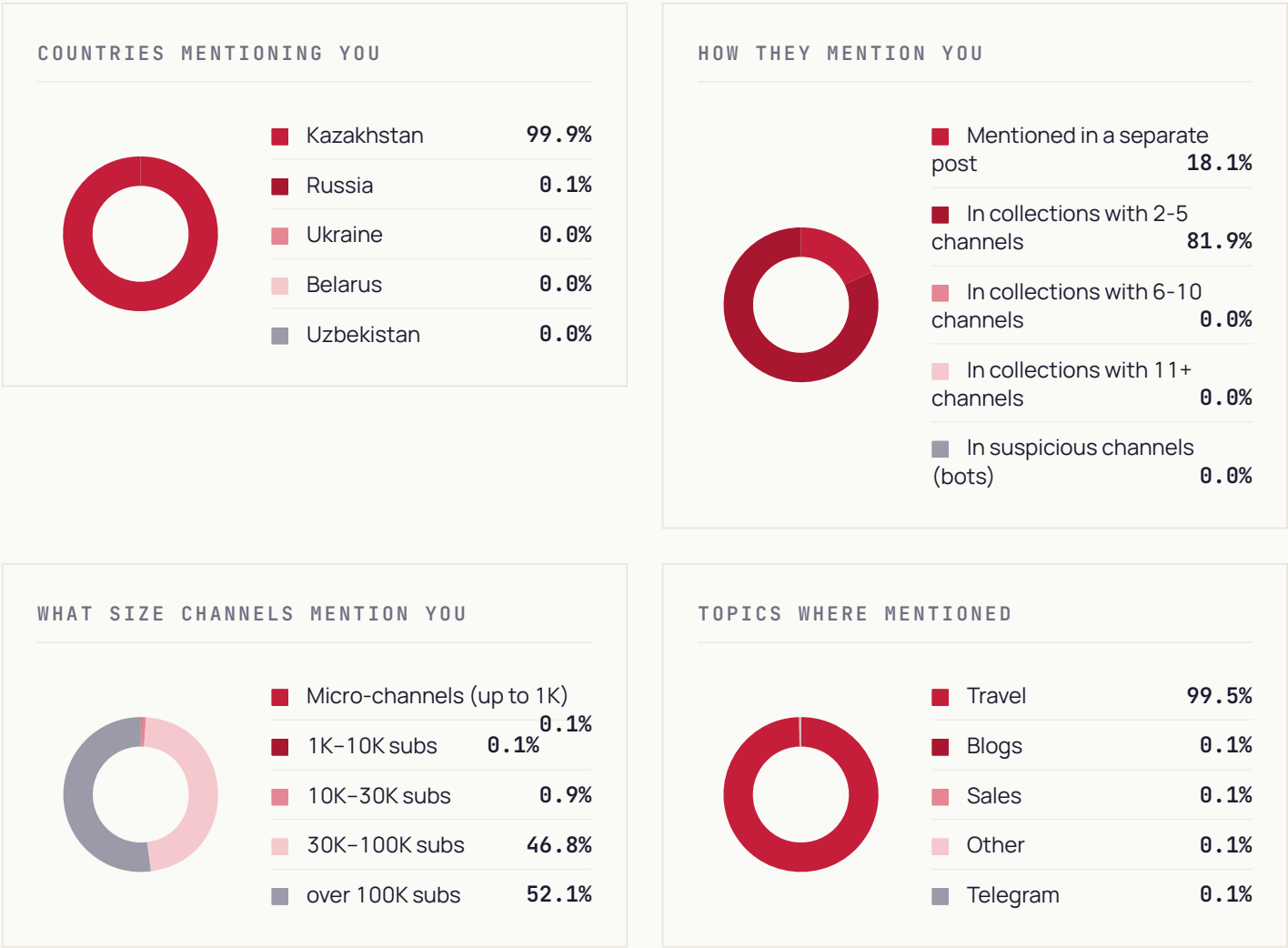


PERIOD START	NOW	NET GROWTH
30 972	33 007	+2 035

SECTION 04 · MENTIONS

Who mentions you and how

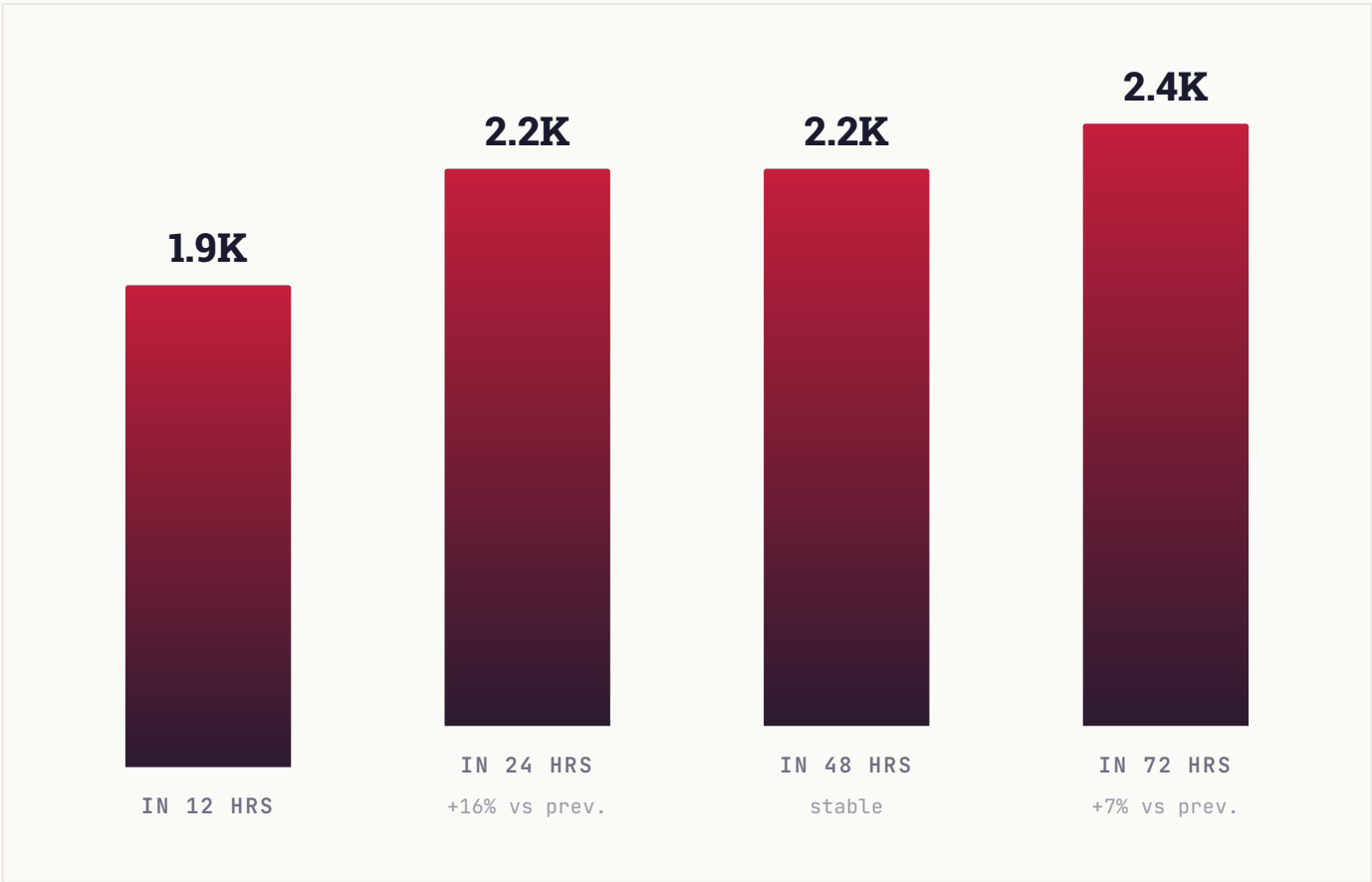
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 8 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see 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
CV 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 Туры YOU	33K
GT Hot tours FUN&SUN	29.1K
CH Charter flights from Kazakhstan worldwide 	26.4K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#9 of 77). Strong position. Niche leader — Charter flight tickets from Step to Travel (158.6K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **327**, they brought **2 145** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	27	1	63
December 2025	16	2	34
Nov 2025	42	3	349
Oct 2025	79	2	410
Sep 2025	89	2	608
August 2025	74	2	681

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
327	6	2 145

SECTION 08 · NICHE COMPARISON

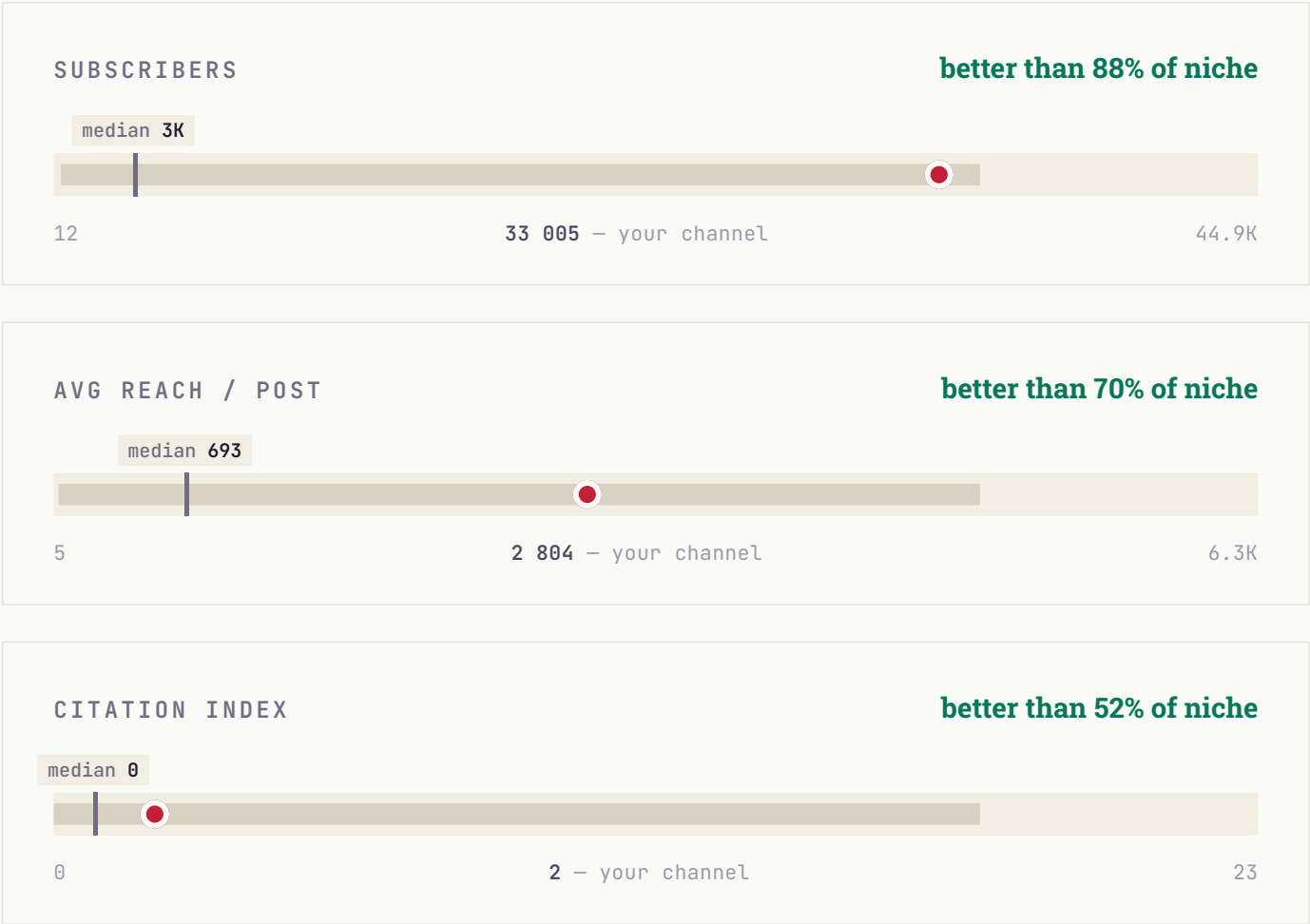
Where your channel ranks in its league

Took top-77 channels in category «Travel» and saw how your channel compares.
Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#9 /77

RANK IN NICHE

Channel in top 11% — strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 11:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 through 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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