

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Travel Discounter.

Отдых туризм путешествия



@traveldis

Best prices on tours & tickets Travel smart! For inquiries: <https://t.me/EISedova>

SUBSCRIBERS

10 616

ERR (% SEE POSTS)

128.0%

REACH/POST

13.2K

-1531 per month

in 24 hours 98.5%

ad reach 10.7K/24h

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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 10 616 —	 SUBSCRIBER REACH 124.49% avg % subs see post	 VIEWS/POST 13.2K median 13.3K · 29 days	 POSTS/WEEK 19.2 for the period
 7D TREND +12.7% vs prev week	 REACTIONS/POST 206.0 total 16,685 reactions, 19,901 reposts, 0 comments	 POST LENGTH 617 chars median 718 · 29 days	 POSTS ANALYZED 81 29 days
 AD REACH 10.7K 24h avg	 CHURN / MONTH -1531 last month	 CITATION RATE 7 citation index · 98 channels mentioned ever	 CHANNEL AGE 7 years 11 months created 28.07.2018

AI EDITOR SUMMARY

Channel «Travel Discounter. Отдых туризм путешествия» — 10 616 subs. Each post averages 13.2K people (124% of subs), wide reach for a channel this size. Posts 19 posts per week (~3/day) — regular pace. For week Jun 29 – Jul 5 reach grew +12.7% to week 22–28 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **81** posts over 29 days.
- 02 Dominant format — **Photo** (81/81 posts).
- 03 Avg post length — **617** chars (median 718).
- 04 Peak audience activity — **Monday**, 17:00 MSK.
- 05 Top posts get **2×** more views than the weakest (16K avg for top vs 10.5K for worst) — among 81 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 17:03 PHOTO  Tourist train 'Grand Karelia' crosses the republic for the first time New route from Petrozavodsk to Vyborg. This summer...	VIEWS 16 308 REPOSTS 253	REACTIONS 201 ER 153.6%
Nº2 06.07 · 12:15 PHOTO  Tourists advised to arrive at Schengen airports 3.5 hrs early Long queues due to EES system. Major...	VIEWS 15 934 REPOSTS 221	REACTIONS 213 ER 150.1%
Nº3 10.07 · 11:00 PHOTO  Spain bans tourists from beaches during daytime  Restrictions due to extreme heat. Spain has introduced...	VIEWS 15 640 REPOSTS 272	REACTIONS — ER 147.3%

Nº4 06.07 • 17:47 **PHOTO**

 Families can ride Rosa Khutor cable cars for 1 ₸
Gifts for Family Day. Rosa Khutor resort...

VIEWS
15 597

REACTIONS
202

REPOSTS
238

ER
146.9%

Nº5 09.07 • 13:40 **PHOTO**

 Kazakhstan restricts entry of foreign cars 🚗 Tighter
control on fuel export. Kazakhstan imposes entry limits...

VIEWS
15 573

REACTIONS
236

REPOSTS
224

ER
146.7%

WORST 3

↓ 25.06 • 18:07 **PHOTO**

  Spain closes beaches over dangerous bacteria Heat
and warm water increase infection risks. Spain starts closing
beaches...

VIEWS
10 890

REACTIONS
193

REPOSTS
272

ER
102.6%

↓ 25.06 • 19:31 **PHOTO**

 Feast of St. John the Baptist Festival Philippines 📍

VIEWS
10 447

REACTIONS
219

REPOSTS
261

ER
98.4%

↓ 24.06 • 18:32 **PHOTO**

 UAE launches first passenger trains 🚂 Trains to run
between Abu Dhabi and Fujairah. First phase starts...

VIEWS
10 133

REACTIONS
199

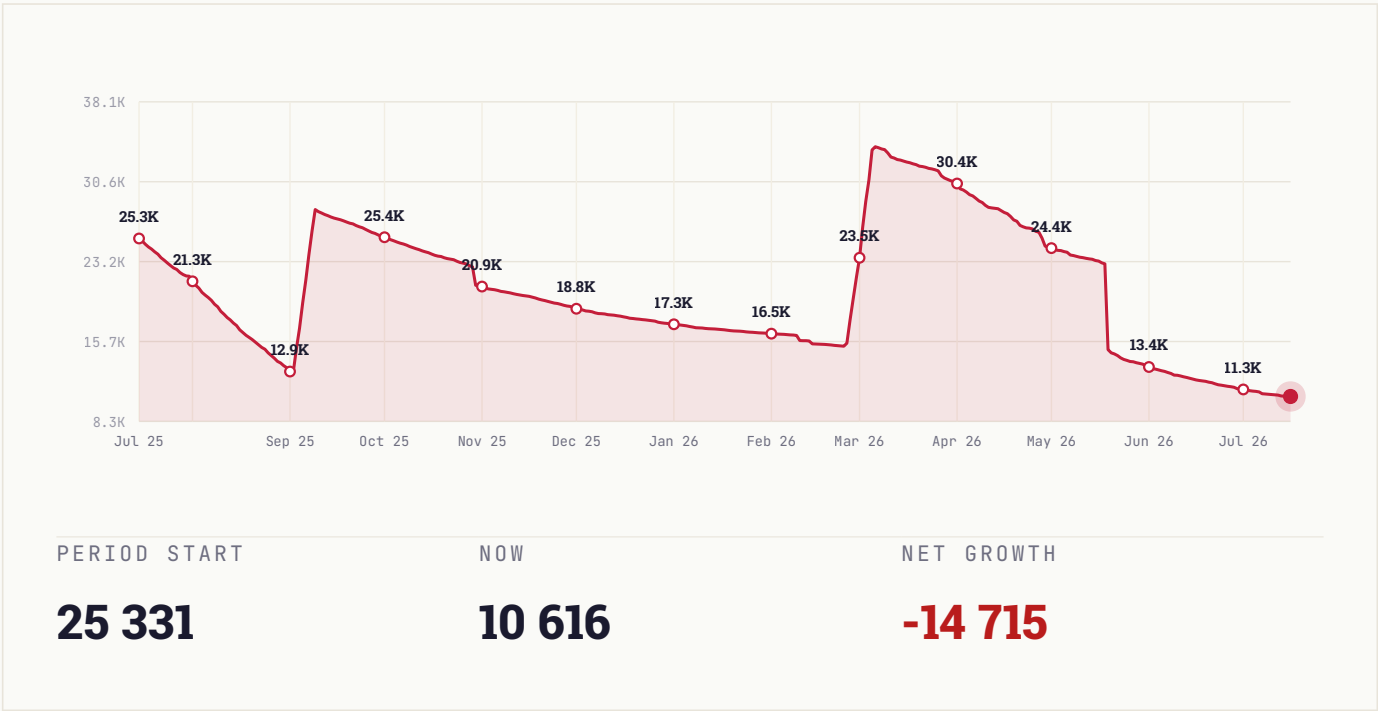
REPOSTS
218

ER
95.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



SECTION 04 • MENTIONS

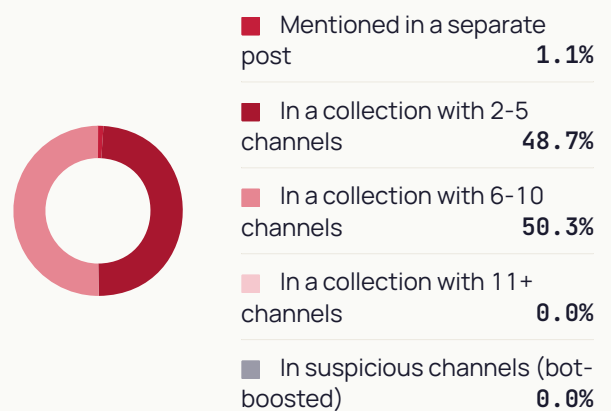
Who and how mentions the channel

Citation index **7** — 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 1K. All-time mentions: **98** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



SIZE OF CHANNELS MENTIONING



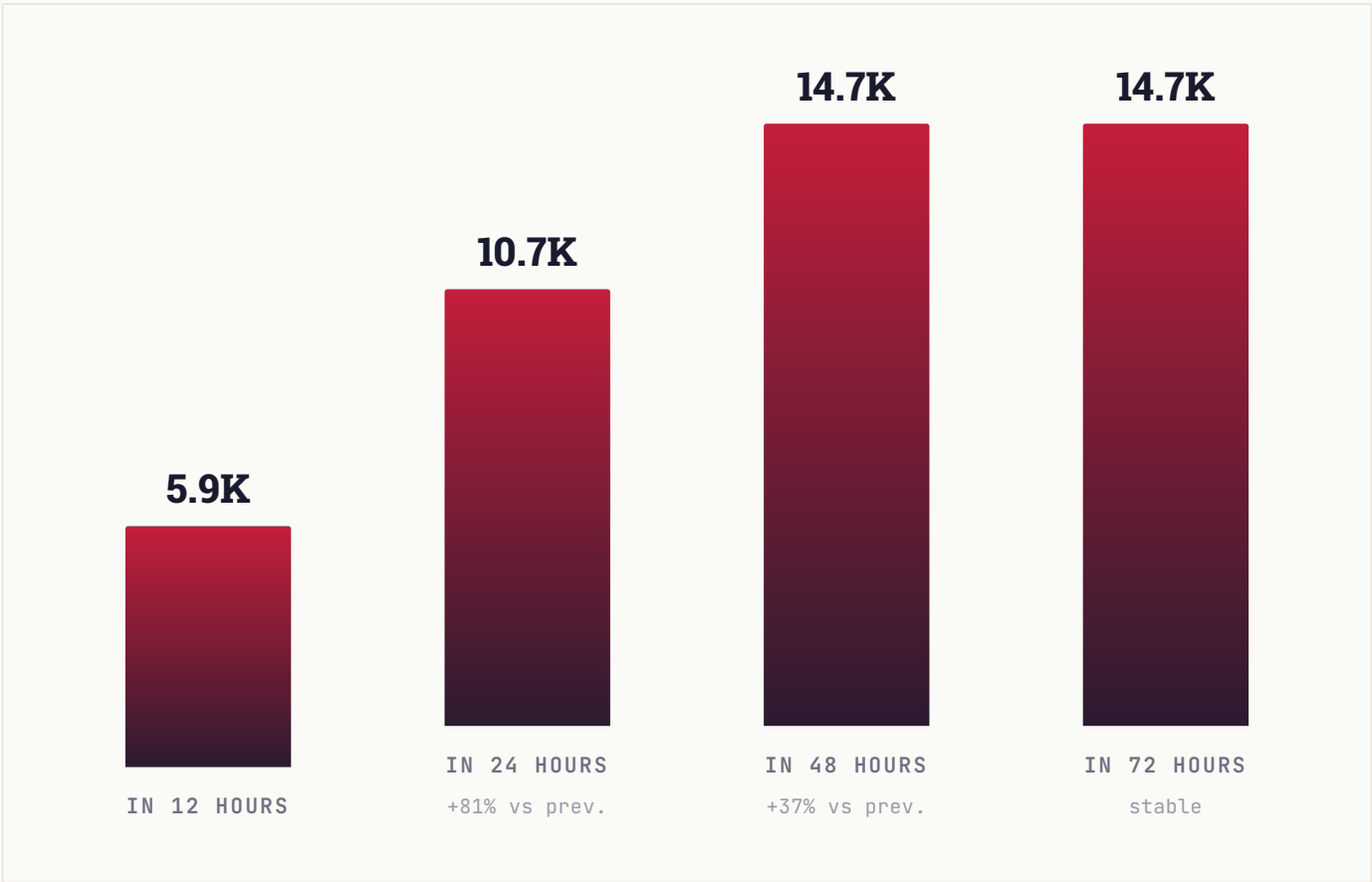
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad posts over time since publication. Helps gauge how long placement stays relevant.



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 Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Muscovite	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
SP How to Travel Almost Free (RU) Vandrouki, Vandrouki, vandrouki — that's us	401.7K
TD Travel Discounter. Отдых туризм путешествия YOU	10.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 95 of niche — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-95 median: 157K. First goal — enter top-95 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1**, they brought **15 204** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	15 204	
August 2025	1	1	0	

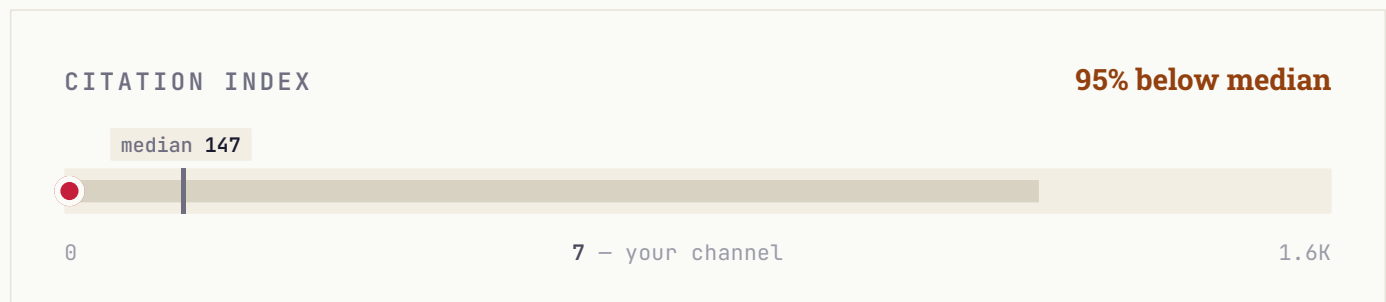
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1	6	15 204

Where the channel stands in its league

SUBSCRIBERS 93% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 153.4K. The channel's count is 10,616, which is 93% below the median. The range from 47.9K to 429.6K is shown as a lighter beige bar.

Metric	Value
Channel Subscribers	10 616
Median	153.4K
Range (Lower)	47.9K
Range (Upper)	429.6K



— SECTION 09 · STRATEGY

What to Do Right Now

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

01**Main post of the week — on Monday**

On this day at 17:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****Increase share of video posts**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better****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 & interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

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 from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager