

PUBLIC REPORT PROMTPRESS

Channel audit

Travel News



@travelnews24

Finally a normal travel channel, not that other stuff Collaboration:
@TRVLnews_bot Send news: @TravelInsiderbot RKN: <https://vk.cc/cHOqDz>

SUBSCRIBERS

117 595

-472 this month

ERR (% SEE POSTS)

16.0%

per day 12.4%

REACH/POST

18.8K

ad reach 14.6K/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 117 595 —	 SUBSCRIBER REACH 16.01% avg % of subs see post	 VIEWS/POST 18.8K median 18.7K · 29 days	 POSTS/WEEK 31.8 for the period
 7D TREND +1.0% vs previous week	 REACTIONS/POST 258.8 total 34,682 reactions, 26,138 reposts, 0 comments	 POST LENGTH 453 chars median 430 · 29 days	 POSTS ANALYZED 134 29 days
 AD REACH 14.6K 24h avg	 CHURN / MONTH -472 for the last month	 CITATION RATE 520 citation index · 1,471 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 15.10.2020

AI EDITOR SUMMARY

Channel «Travel News» — 117 595 subs. Each post averages 18.8K people (16% from subs), this is average reach — room to grow. Publishes 32 posts/week (~5/day) — active publishing. Week of Jun 15–21 reach stable (+1.0% vs week 8–14 Jun).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 134 posts in 29 days.
- 02 Dominant format – Photo (102/134 posts).
- 03 Avg post length – 453 characters (median 430).
- 04 Audience peak activity – Thu, 21:00 MSK.
- 05 Top posts gather 2x more views than the weakest (30.4K avg for top vs 16K for worst) – among 134 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 13:25 PHOTO 🇯🇵 Tokyo's Shibuya district started fining for street litter. From June 1, a thrown bottle, can, or wrapper can get a fine...	VIEWS 35 541 REPOSTS 305	REACTIONS 337 ER 30.2%
Nº2 04.06 · 18:03 VIDEO 🇯🇵 In Japan, there's an island where tourists are greeted by rabbits. Called Okunoshima. It's a small island in the Seto Inland Sea, in...	VIEWS 28 835 REPOSTS 734	REACTIONS 362 ER 24.5%
Nº3 08.06 · 13:44 PHOTO 🇮🇹 In Rome, US tourists paid €44 (\$3,700 RUB) for two ice creams near Piazza Navona. They walked into Don Nino gelateria and, by...	VIEWS 26 717 REPOSTS 225	REACTIONS 357 ER 22.7%

Nº4

16.06 · 10:00

PHOTO

🇪🇺 EU finally agreed on a major air passenger rights update. After 13 years of wrangling, they agreed that old delay compensation no...

VIEWS

25 374

REACTIONS

142

REPOSTS

170

ER

21.6%

Nº5

03.06 · 15:01

PHOTO

🚢 Somewhere between a cruise, a mortgage, and a dream of no taxes, Freedom Ship was born. A giant floating city for 80,000...

VIEWS

25 296

REACTIONS

246

REPOSTS

207

ER

21.5%

WORST 3

↓

11.06 · 07:36

VIDEO

🇮🇸📷 Icelandair ran a viral contest and picked its 'worst photographer'. 127,642 entries, 13 finalists, and over 2,000 hours of selection...

VIEWS

16 280

REACTIONS

167

REPOSTS

69

ER

13.8%

↓

11.06 · 08:18

PHOTO

🇷🇺 You can't just fly to Vietnam for 30k. Or maybe you can. Moscow–Nha Trang round-trip for 30,097 RUB. Direct...

VIEWS

16 028

REACTIONS

124

REPOSTS

111

ER

13.6%

↓

11.06 · 08:01

PHOTO

🇺🇸 To the US for New Year and Christmas. Moscow–NYC round-trip from 65,500 RUB. Royal Air Maroc flights with a layover in...

VIEWS

15 756

REACTIONS

163

REPOSTS

189

ER

13.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

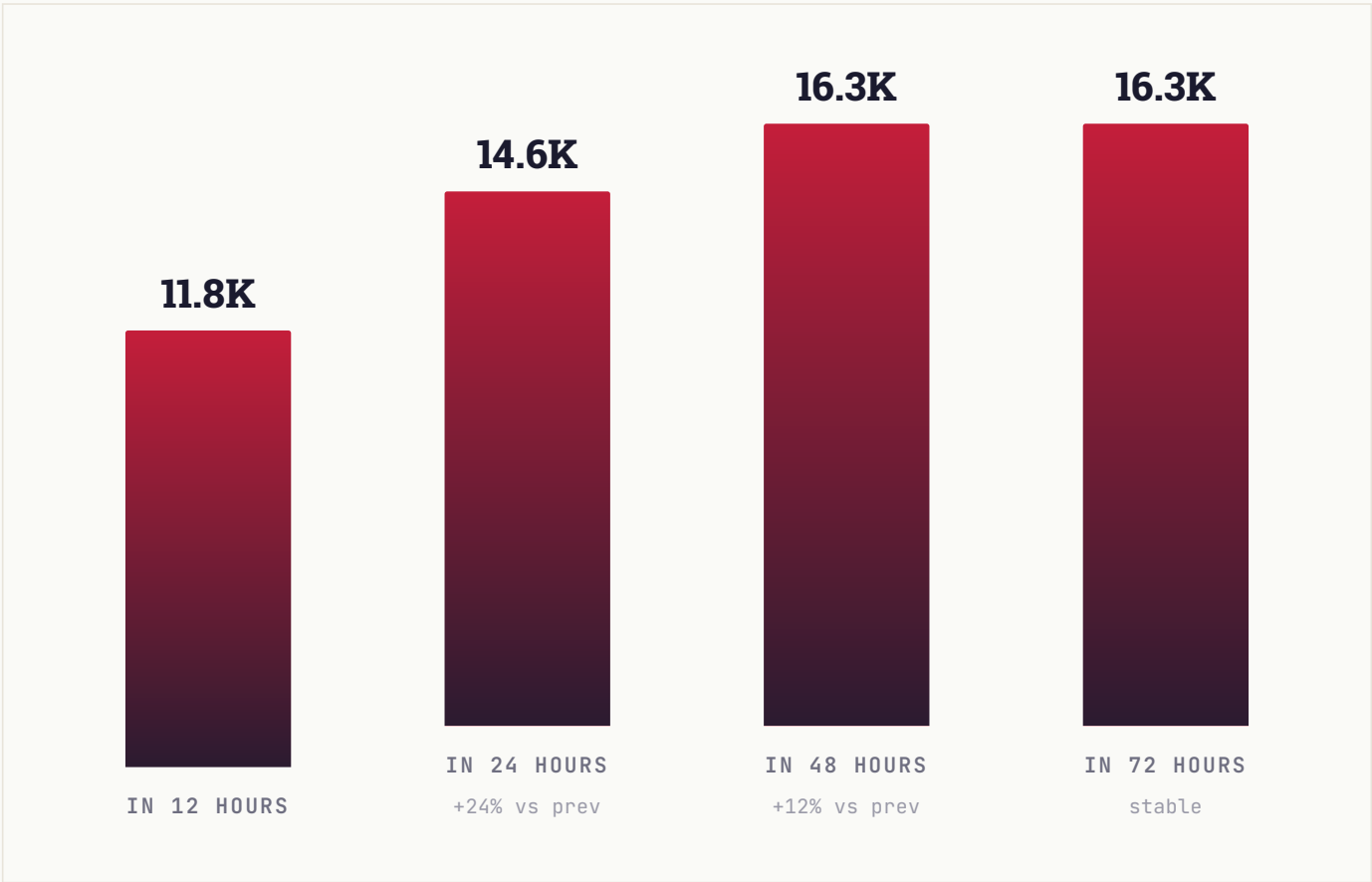
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moskvichka	506.1K
TU Tutu	501.7K
YAP Yandex Travel	499.9K
Sun Discount train	432.9K
3 333bet.cc Official ®	406K
TN Travel News YOU	117.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#73 of 97). Niche median — 158.9K subs. First growth KPI — reach the median. Leader: Moscow - where to go | Poster (1.2M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **169**, they brought **6 729** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	29	23	1 832	
Dec 2025	12	12	399	
Nov 2025	25	20	837	
Oct 2025	49	29	1 732	
September 2025	39	23	495	
August 2025	15	10	1 434	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
169	6	6 729

SECTION 07 · NICHE COMPARISON

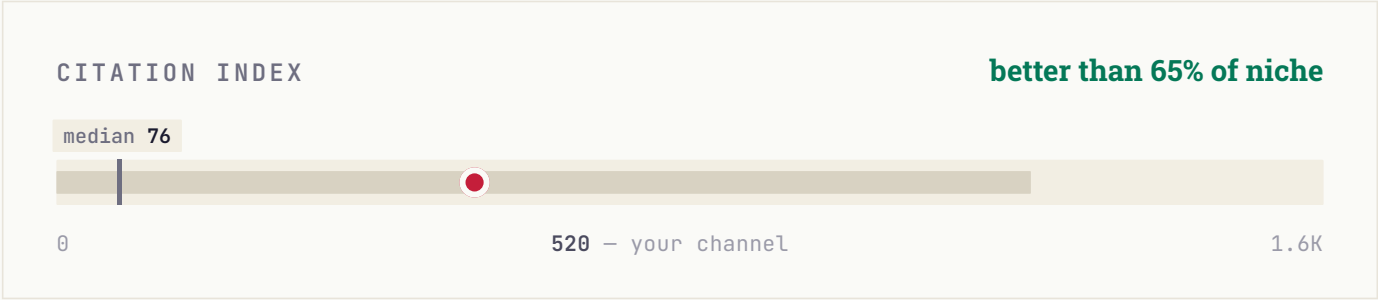
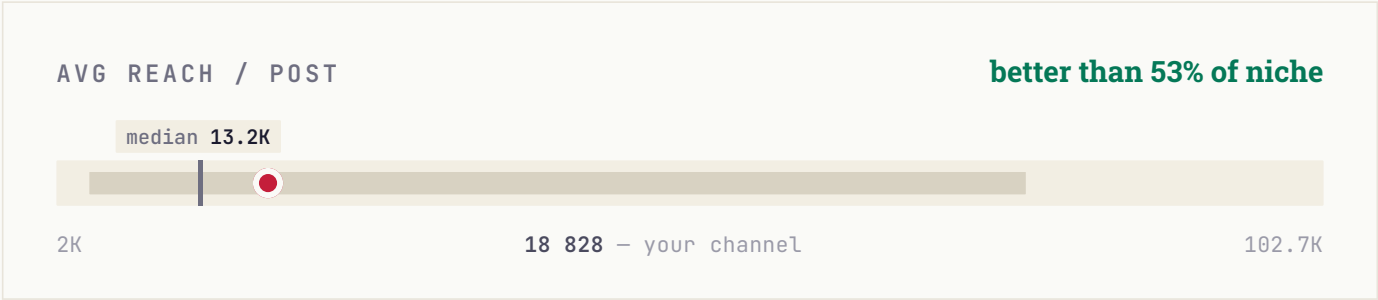
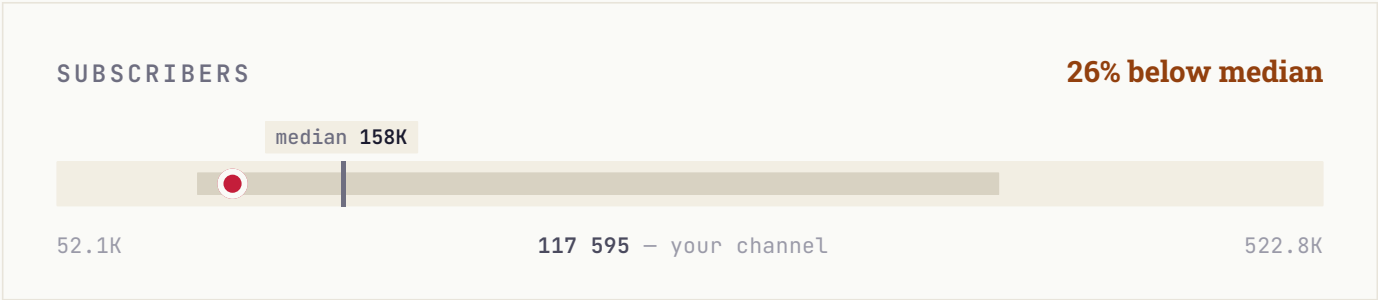
Where your channel ranks in its league

Took top-100 channels in category "Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#73/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Main post of the week — Thursday
 Audience most active on this day at 21:00 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 finds sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls and interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts quarterly with same-segment channels. 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 minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
