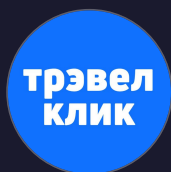


PROMTPRESS PUBLIC REPORT

Channel audit

Travel Click: hot tours and tickets



@trvlclick

Hot tours and air tickets in Telegram daily. Our site <https://trvl.click>

SUBSCRIBERS

186 774

-299 per month

ERR (% WHO SEE POSTS)

4.0%

per day **3.1%**

REACH/POST

7.4K

ad reach **5.9K**/24h

— CONTENTS · 2026

What's inside the report

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Top-5 posts · worst 3 · insights

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Niche neighbors · your place

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6 months · monthly

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Rank in Travel category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 186 774 —	 SUBS REACH 3.97% avg % subs see post	 VIEWS/POST 7.4K median 7.5K · 29 days	 POSTS/DAY 7.4 ~52 per week
 7D TREND -4.5% vs previous week	 REACTIONS/POST 5.1 only 1,100 reactions, 2,759 reposts, 96 comments	 POST LENGTH 243 chars median 216 · 29 days	 POSTS ANALYZED 217 29 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH -299 last month	 CITATION RATE 47 citation index · 167 channels mentioned ever	 CHANNEL AGE 7 years 6 months created Dec 25, 2018

AI EDITOR SUMMARY

Channel «Travel Click: hot tours and tickets» – 186 774 subs. Each post averages 7.4K people (4% subs), reach is low – consider growing audience. Publishes 52 posts per week (~7/day) – active posting. For week Jun 15–21 reach stable (-4.5% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 217 posts over 29 days.
- 02 Dominant format — Photo (141/217 posts).
- 03 Avg post length — 243 chars (median 216).
- 04 Peak audience activity — Monday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (10.2K avg for top vs 5.9K for worst) — among 217 posts over 29 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 15:41 PHOTO Moscow to Kenya Flight with layover in Bahrain, luggage Oct 22 - Nov 1 51200₽ https://trvl.click/x/eQkXo Oct 1 - Oct 11...	VIEWS 10 920 REPOSTS 20	REACTIONS 5 ER 5.8%
Nº2 02.06 · 10:34 PHOTO  10% discount on hotels when booking 5+ nights Book:  June 02-03, 2026 (11:59 PM MSK) Travel:  Any dates Terms: - For hotels and...	VIEWS 10 870 REPOSTS 8	REACTIONS 3 ER 5.8%
Nº3 10.06 · 05:40 TEXT Flight deals from Saint Petersburg to Murmansk and Tyumen. Saint Petersburg ▫ Murmansk June 12 — 5,070₽ ▫ Tyumen June 14 — 6,315₽ We are...	VIEWS 8 924 REPOSTS —	REACTIONS 1 ER 4.8%

Nº4 11.06 • 16:55 PHOTO Affordable flights from Kazan, Moscow, and Saint Petersburg to international destinations. Kazan ▪ Bokhtar — June 28 for 9,501₽ (baggage...	VIEWS 8 871 REPOSTS 7 REACTIONS 6 ER 4.7%
Nº5 22.06 • 08:38 TEXT ! From 11:00 June 22 to September 1, 2026, booking and accommodation are suspended in the Republic of Crimea...	VIEWS 8 838 REPOSTS 184 REACTIONS 56 ER 4.7%

| WORST 3

↓ 28.06 • 10:35 PHOTO Flight deals from Kazan and Moscow to popular destinations for July! Baggage included. Kazan • Tashkent — July 1 for 13,822₽ Moscow •...	VIEWS 6 011 REPOSTS 2 REACTIONS 3 ER 3.2%
↓ 28.06 • 11:26 PHOTO Moscow to Kamchatka roundtrip direct flights, luggage Aug 9 - Aug 17 36400₽ https://trvl.click/x/xyFvT Jul 10 - Jul 25...	VIEWS 5 943 REPOSTS 22 REACTIONS 3 ER 3.2%
↓ 28.06 • 11:08 PHOTO Moscow to Bangkok with layover, luggage Jul 21 - 23500₽ http://tu0.ru/0n4cF Moscow to Phuket with layover, luggage Sep 14 -...	VIEWS 5 873 REPOSTS 10 REACTIONS 1 ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

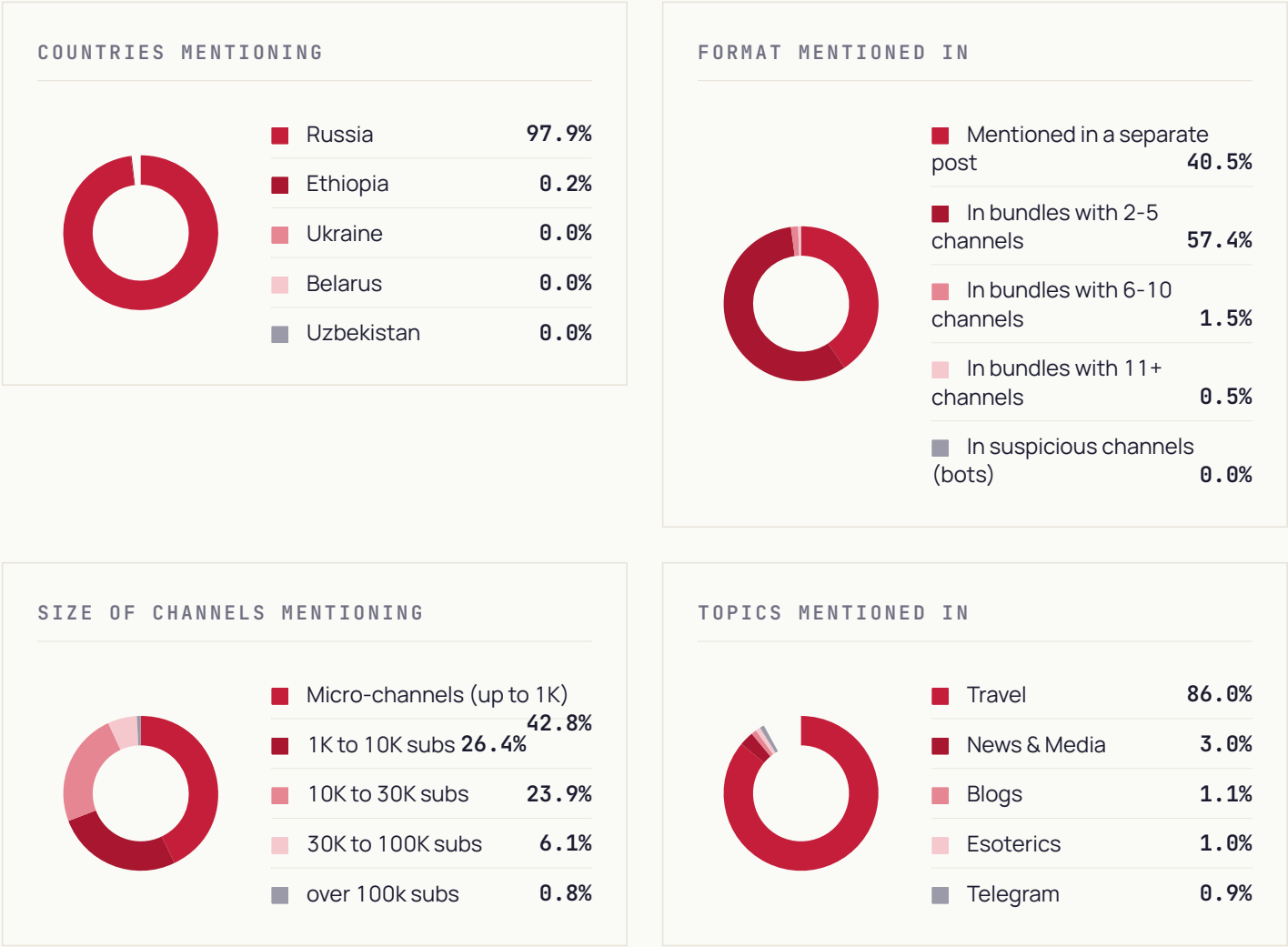
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

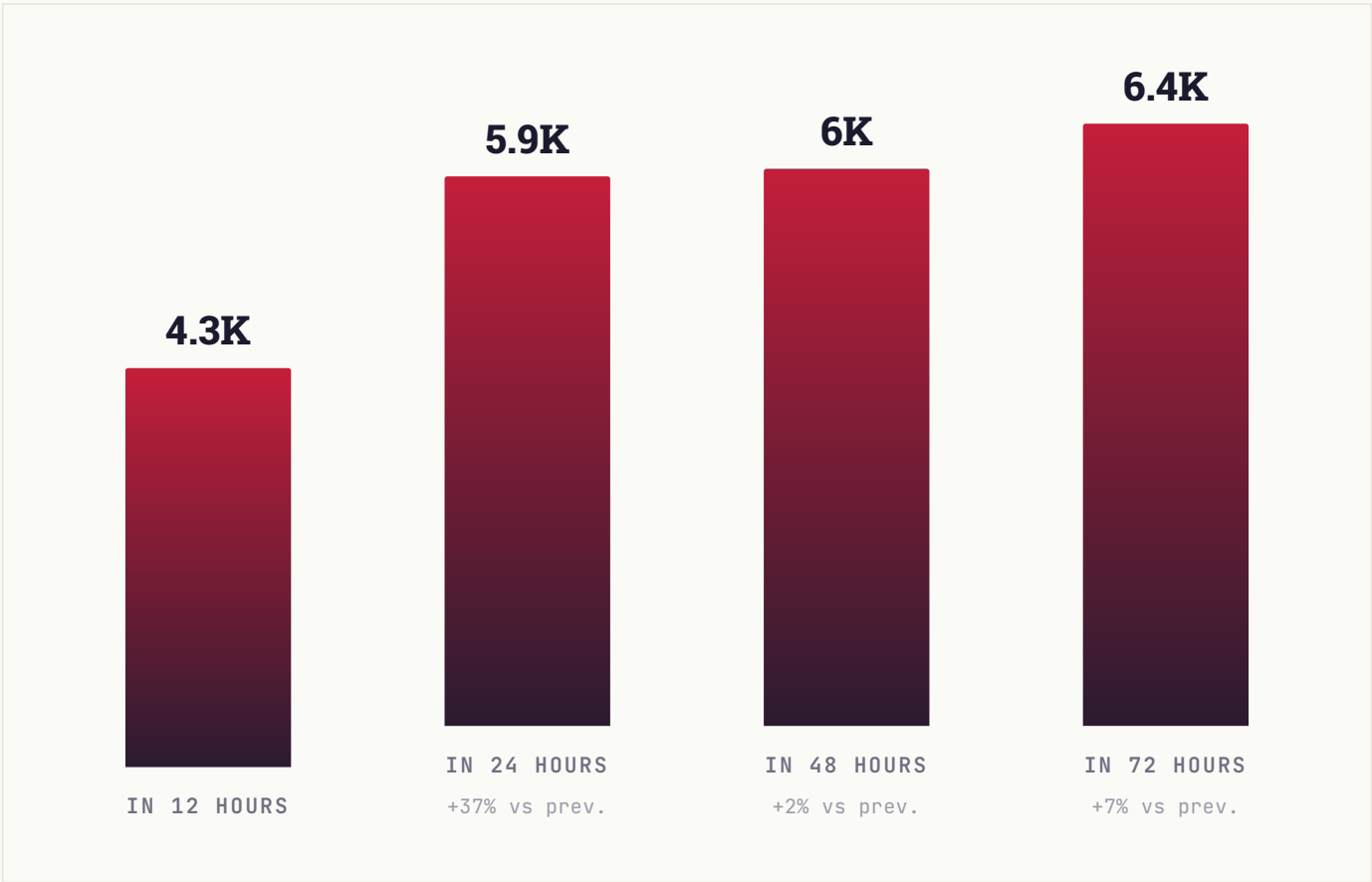
Citation index **47** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **167** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives 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. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
AW Amazing World and Travel	1.2M
A« Airline «Pobeda»	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
Mon Moscow Girl	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
TK Travel Click: hot tours and tickets YOU	186.8K

COMPARATIVE CONCLUSION

Channel in top half of niche (#37 of 97). Niche leader — Moscow - Where to Go | Events (1.2M), median subs 158.9K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels mentioning yours. Over the last **6 months** such mentions were **29**, they brought **5 513** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	72
December 2025	8	6	247
November 2025	3	3	870
October 2025	10	8	3 091
September 2025	7	5	1 187
August 2025	1	1	46

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
29	6	5 513

— SECTION 08 · NICHE COMPARISON

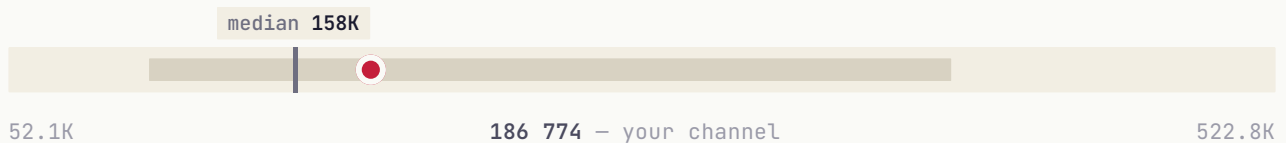
Where channel ranks in its league

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

#37 /100 RANK IN NICHE
Channel in top half of ranking

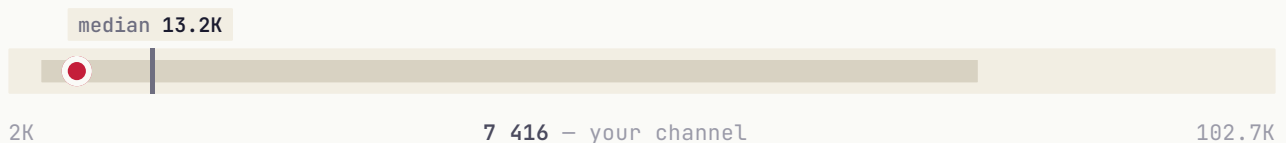
SUBSCRIBERS

better than 54% of niche



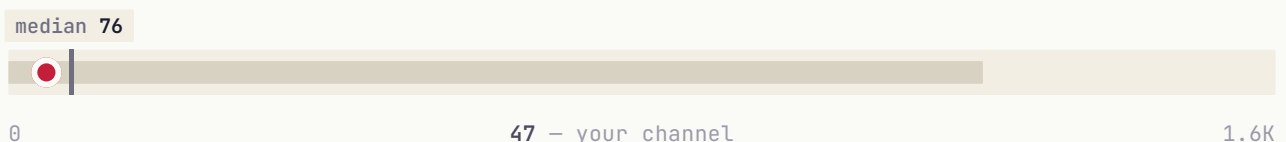
AVG REACH / POST

worse than median by 44%



CITATION INDEX

38% below median



— SECTION 09 · STRATEGY

What to do right now

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

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

Audience most active on this day at 18:00 MSK.

EFFECT

**Best window
for important
post****02****Increase video post share**

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

EFFECT

**Video retains
audience
better****03****ER below niche benchmark — rethink formats**

Current ER 3.97% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+3.5pp ER**04****System 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****05****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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
