

SLIMVLIEGEN

TRAVEL • AVIATION • INSPIRATION

MEDIA KIT

Travel & aviation partnerships

Dutch travel platform & creator-led media



www.slimvliegen.nl • info@slimvliegen.nl

Marc Struik • Founder / Travel & Aviation Creator

About SlimVliegen

SlimVliegen.nl is a Dutch travel platform helping travellers make smarter choices, discover inspiring journeys and get more value from every trip.

The platform combines practical flight and travel advice with destination inspiration, distinctive round trips, transport options, tours and experiences, and our own holiday accommodation in the Algarve. Aviation is a natural part of the editorial mix, creating a strong fit with airlines, destinations and travel brands.

TRAVEL-FOCUSED AUDIENCE	Dutch-speaking travellers interested in flights, destinations, smarter booking and memorable travel experiences.
MULTI-CHANNEL CONTENT	Website articles supported by short-form social content and video across TikTok, Instagram and YouTube.
CREATOR + PUBLISHER	A personal, approachable creator voice combined with an independent travel website that gives content a longer lifespan.

Meet the founder

Marc Struik is the founder of SlimVliegen. His content is built around a long-standing interest in aviation, frequent travel and first-hand travel experience between the Netherlands and Portugal. His approach is practical and personal: useful information, real travel experiences and accessible inspiration rather than polished advertising alone.

SlimVliegen also publishes travel and aviation news and content about flights, rental cars, ferries, activities, destinations and self-planned journeys.

“Useful travel content first — brand exposure that feels natural within the journey.”

Partnership opportunities

SlimVliegen is open to editorial and creator collaborations that help travellers discover airlines, destinations, travel products and experiences in a credible, useful and visually engaging way.

PRESS / FAMILIARISATION TRIPS	First-hand coverage of an airline journey, destination, hotel, tourism product or travel experience.
FLIGHT EXPERIENCE	Editorial coverage of the complete passenger journey: airport, cabin, service, connections and arrival.
DESTINATION CONTENT	Website and social storytelling combining practical information with destination inspiration.
ROUTE & PRODUCT STORIES	Coverage around new routes, product developments, launches and relevant travel or aviation news.
SHORT-FORM VIDEO	Creator-led TikTok, Instagram Reels and YouTube Shorts designed to generate discovery and interest.
EVERGREEN EDITORIAL	Searchable articles on SlimVliegen.nl that remain available beyond the social campaign window.

Channels

Website: SlimVliegen.nl • Social: TikTok, Instagram & YouTube • Format: articles, short-form video, travel updates and personal travel content.

Current platform analytics, audience data and campaign-specific performance figures can be supplied on request. We prefer to share current figures rather than present outdated headline numbers.

Why partner with SlimVliegen?

SlimVliegen combines a focused Dutch travel audience with personal creator-led storytelling and evergreen editorial content. Partnerships can therefore extend beyond a single social post and become useful travel content that continues to inform and inspire travellers.

Contact

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Available for press trips, airline collaborations, destination partnerships, tourism campaigns and travel/aviation content.