

THE Saltlife FAMILY



MEDIA KIT | [THESALTLIFE.COM](https://thesaltlife.com)

Tropical travel content built for families, couples, and women ready to go.

THE *Saltlife* FAMILY

Hi, we're Cari and Monty, the duo behind The Salt Life Family.

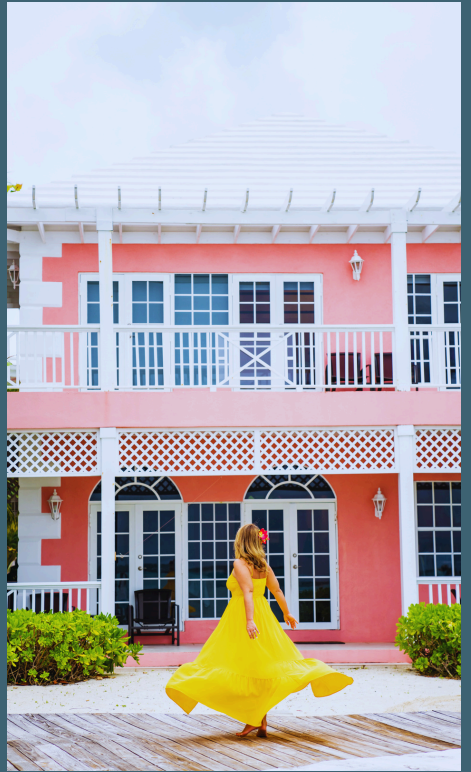
We spent years planning family vacations on a tight budget, and now that our daughters are grown, we've entered our "we worked hard for this" era. That means more couples getaways, the occasional luxury splurge, and solo trips where confidence matters as much as the ocean view.

Our audience comes to us for one thing: help choosing where to stay and how to plan an island escape that feels easy, safe, and worth the money.

What we're known for:

- Island-first recommendations, especially Caribbean and tropical destinations
- Practical planning, itineraries, what to book, what to skip
- Story-led content that feels aspirational but still useful
- Travel hacks, tips and tricks for island-hopping travelers





Social STATS

instagram



104K followers

85.5% women

14.5% men

1.2% - 18-24 years

9.6% - 25-34 years

34% - 35-44 years

35.2% - 45-54 years

16% - 55-64 years

4.0% - 65+

73.7% USA

1.7% AUSTRALIA

4.3% UK

5.3% CANADA

7.6% engagement rate

4M monthly views

318K monthly impressions

4.7K monthly saves

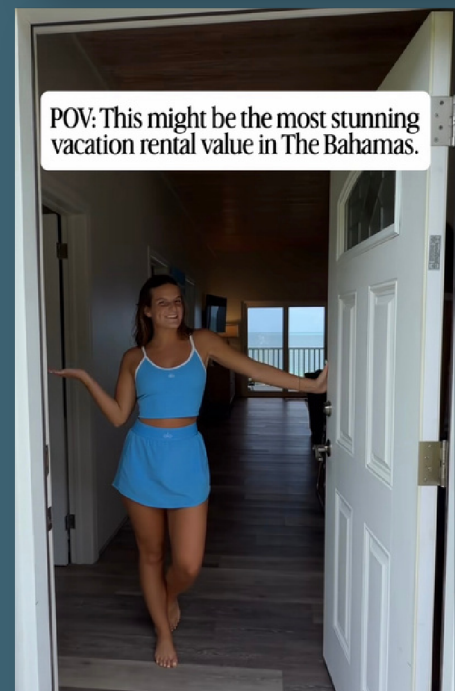
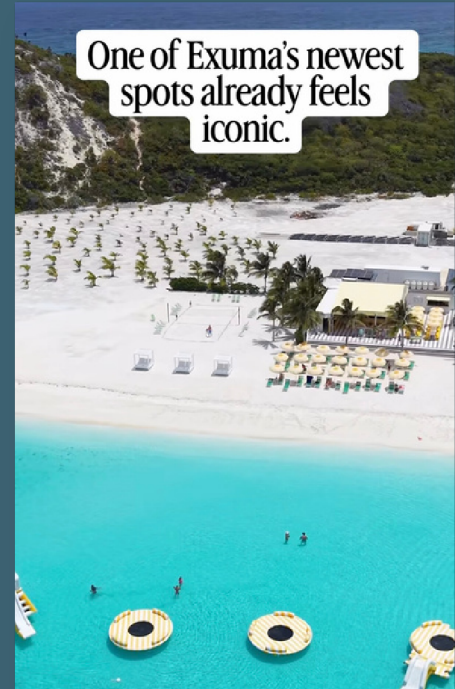
57K monthly shares

1.8K monthly reposts

TikTok



11K followers



Audience **ASKS**

Our audience is planning trips, not just scrolling.

They come to us for recommendations, itinerary help, and "tell me what's actually worth it" guidance for island escapes and Caribbean getaways.

Primary audience

- Women 35-60
- Couples planning beach escapes
- Empty nesters in their "we've earned this" era
- Solo female travelers who want safe, simple,
- gorgeous destinations

Secondary audience

- Families planning tropical breaks
- Caribbean repeat travelers
- Friends planning girls getaways

What our audience asks us for most

- Where to stay, and which room category is worth booking
- What to do in 5-7 days, with a realistic itinerary
- Local tips that save time, money, and stress
- Safety and logistics for solo & family trips

Testimonials

View profile

6:23 PM

We are going to Long Island, Bahamas in November. Your content inspired us to go. You have a post of a beautiful sandbar. Did you rent your own boat or did you go on a tour?

Message...



For you ▾



sally_baumann 9m

We have planned two tropical trips (Turks & Caicos and Jamaica) around two of your posts/itineraries. Both were a slam dunk!

Reply Hide



sally_baumann 9m



We have planned two tropical trips (Turks & Caicos and Jamaica) around two of your posts/itineraries. Both were a slam dunk!

Reply Hide

Comments



Top Comments ▾



chasingfamilyadventure I love your dress! I think I'm just going to start booking all my trips off you guys!



4m Reply Message



Reply to chasingfamilyadv...

Liked by tikipondasea and 59 others

rouwho_ This was probably one of my favorite parts of this trip! The cutest colorful happy little tiki boat @tikipondasea took us out on the crystal clear ocean while keeping our drinks full and our smiles wide to a little deserted island called Booby Cay. The staff was amazing. We got to explore the island a bit while they prepared for us the most delicious fresh caught lobster!!! I loved every part of this. Found out about it from just Instagram research!

(@thesaltlifefamily thank you so much for the rec and for answering all my questions!)

#tikipondasea #jamaica #travel
#travelgram #travelbucketlist #travelideas



leyfamily_travel_explorers commented: @thesaltlifefamily thank you! Your trip reminded us of the beauty of Jamaica and inspired us to go back! It's definitely a place we will return again in the future. 10s



Good afternoon! Would you mind sharing your grand cayman Airbnb info?

Side note- we went to Turks and Caicos in April with our 3 young kids and your recommendations were incredible!!! We loved da conch shack, did a catamaran snorkel tour, and explored Taylor bay beach, per your recommendation. It was a phenomenal trip, thank you for paving the way for us! We are Airbnb people, and had a great experience in TCI, and hope we can find a comparable Airbnb in grand cayman!

You follow each other on Instagram
You both follow travel.with.tess and 76 others

[Learn about business chats](#)

View profile

6:23 PM

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katie.dundas commented:

@katie.dundas

@thesaltlifefamily also booked Tiki Pon Da Sea thanks to your posts about it! 🍹 14m

♡ Reply



katie.dundas commented:

We're staying here for our honeymoon this summer! Can't wait 🍹 15m

Brand PARTNERSHIPS

VISITORS CENTER
Key West

PARROT KEY
HOTEL & VILLAS

MYSTIQUE
by Royallon

TURKS & CAICOS
Islands
Beautiful by Nature

UNITED STATES VIRGIN ISLANDS
st CROIX st JOHN st THOMAS

My Holbox
Tours

Travelling
FlipFlops



Sea Star Villa
EXUMA BAHAMAS



FLYING DRESS
Tours

SHARKBANZ

PAPER
conciierge



"THE POSTS CARI MADE FOR US
BOOSTED OUR ENGAGEMENT &
INTRODUCED US TO A BRAND
NEW AUDIENCE"

- BVI Tourism

"MONTY AND CARI EXCEEDED
MY EXPECTATIONS! THEIR REELS
HELPED TO INCREASE MY
VACATION RENTAL BOOKINGS"

-Margaret, Sea Star Villa Owner

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Partner OPPORTUNITIES



CORE DELIVERABLES

- Instagram Reels, Stories, carousels
- TikTok videos
- Blog posts (SEO-driven, evergreen booking traffic)
- Google and TripAdvisor reviews (when relevant)

COLLABORATION TYPES

- Paid campaigns
- Hosted stays with contracted deliverables
- UGC creation for brand channels
- Long-term ambassador partnerships



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