

Welcome to the Roadtrippers Affiliate Program!

Roadtrippers



Last Updated: October 2023

What's Inside this Resource Kit

This Roadtrippers affiliate resource kit includes:

- About Roadtrippers
- The benefits of a [Roadtrippers Membership](#)
- Roadtrippers Affiliate program details
- Roadtrippers Branding & Creative Assets
- How to sell Roadtrippers successfully

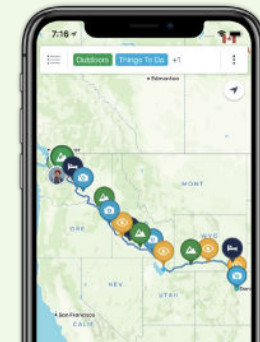
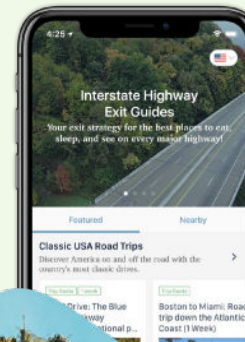
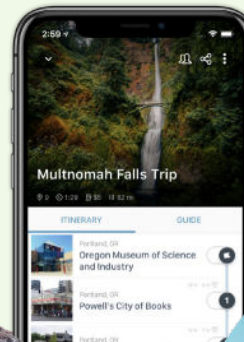
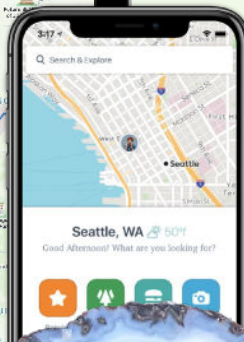
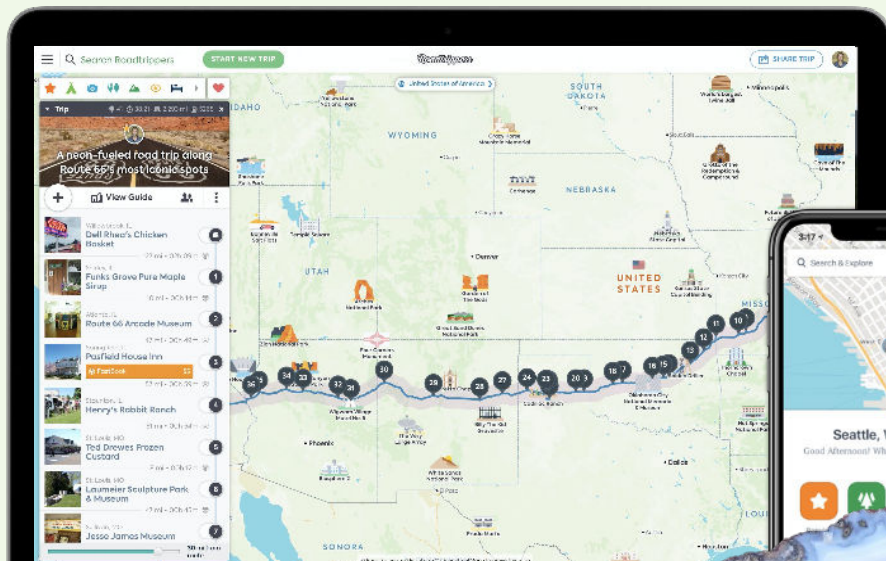


About Roadtrippers



Helping travelers discover new places and experiences

Whether you prefer to plan in advance at home or make it up as you go while on the road, our award-winning app has the most sought-after features to create the roadtrips big and small.



We enable travelers at every step in their planning journey

INSPIRATION

Where to?

Explore thousands of weird, offbeat, unexpected, and wonderful places you can't find anywhere else

TRIP PLANNING

Build your route

Tell us what you're into and Roadtrippers will help you find the best stops along the way

ON THE ROAD

Hit the road

Navigate with turn-by-turn directions between all the amazing places on your trip

POST TRIP

Relive the memories

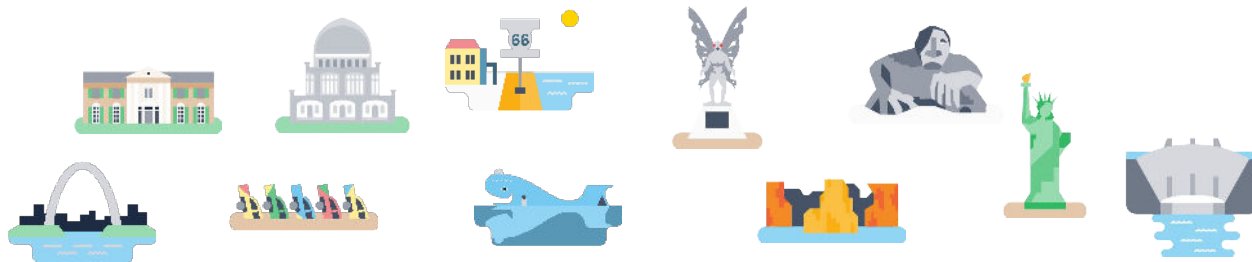
All your past trips are saved in one place, easily accessible to retake or simply remember



Extraordinary Places

Of the millions of places on Roadtrippers, how does someone know what the REALLY great ones are? Introducing **Extraordinary Places**!

An Extraordinary Place is any place that we, as road trip experts, have been to and feel like everyone in the world needs make a detour to visit. There are hundreds of Extraordinary Places hidden all over the map.



P.S. How many of the above can you name?



#1 Trip Planning App

Where millions of travelers escape the ordinary.

42 billion

trip miles



38 million

trips planned



7 million

points of interest

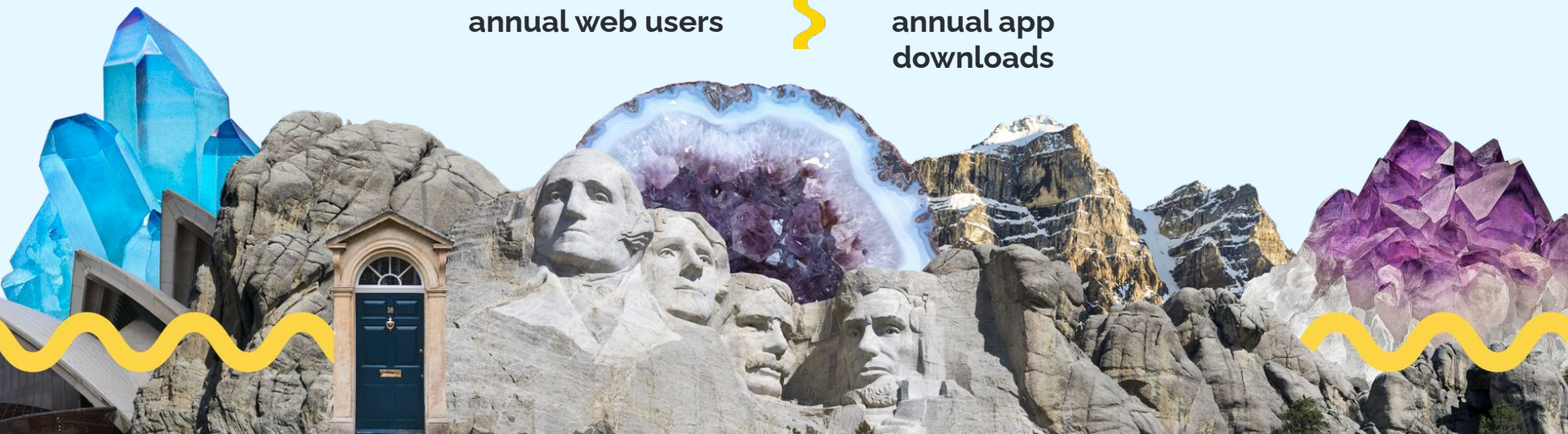
10+ million

annual web users



900k+

annual app
downloads



Inspiration

- With millions of places in our database, you are guaranteed to find something worth a trip.
 - Explore thousands of weird, offbeat, unexpected, and wonderful places you can't find anywhere else.
 - Select from our list of categories—like “Outdoors & Recreation” or “Camping & RV”—to find exactly the places you're interested in.
 - Read reviews and see photos from your fellow roadtrippers.
 - Find helpful information about places, including opening hours, accessibility, WiFi availability, and whether your furry friends are welcome.
- Read stories written by travel journalists and experts out on the road to get inspiration for your next trip.
- Copy our curated trip guides to your account and adjust them to fit your plans.
- Save your favorite places so you can add them to a trip later, or share them immediately with your friends and followers.
- Not sure where to start? Our list of Extraordinary Places contains thousands of must-see spots handpicked by our team.

Trip Planning

- Once you determine where your trip starts and ends, tell us what you're into and Roadtrippers will help you find the best stops along the way.
- We're always working on new features to make the trip building process simple. Here are just a few that are already in place:
 - Add a place to your trip with one click.
 - Rearrange your stops in any order and our system automatically optimizes your route.
 - Turn your one-way trip into a round trip with one click.
 - Choose to avoid highways and get off the beaten path.
 - Copy your trip and try out a different route by adding or removing stops.
- See how long each leg of your trip is and how much gas you'll use based on your vehicle.
- Book hotels with just a few clicks.

On the Road

- Need some inspiration while you're out on the road? The Roadtrippers app immediately shows you the best places nearby.
- Your trips are automatically synced between your computer and phone or tablet so you can hit the road without any added steps.
- Navigate with turn-by-turn directions between all the amazing places on your trip.
- Print your route and all the details for each stop to use off the grid.

Post Trip

- Add personal notes and dates to each stop to keep all your travel details in one place.
- Add pictures and commentary to any trip to make your own in-depth travel guide.
- Easily share your past and future trips with friends and family.
- All your past trips are saved in one place, easily accessible to retake or simply remember.

Why do you need a Roadtrippers Membership?



Roadtrippers Member Features



Plan longer trips

Add up to 150 stops to your epic road trips



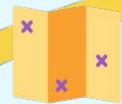
Go ad free

Plan your trip without interruption.



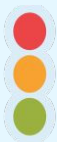
Collaboration

Build incredible journeys with a little help from your friends



Map styling

Go lighter or darker depending on time of day



Live traffic

Check traffic conditions while on the road



Offline maps

Explore even when off the grid



Amazing deals

High-value discounts from our travel partners



RV & Camping

Access to exclusive RV and camping features

There's a membership option for every traveler and budget

★ BASIC

Scenic routes
are encouraged.

- ✓ 3 saved trips
- ✓ 20 stops per trip
- ✓ Custom map styles

★ PRO

Extraordinary
adventures start here.

- ✓ 5 saved trips
- ✓ 50 stops per trip
- ✓ Trip collaboration
- ✓ No ads

★ PREMIUM

Get the most out
of your road trips.

BEST VALUE

- ✓ Unlimited trips
- ✓ 150 stops per trip
- ✓ RV-friendly tools
- ✓ Member deals
- + And more

Features:	FREE	★ BASIC	★ PRO	👑 PREMIUM
Saved trips	1	3	5	Unlimited
Stops per trip	3	20	50	150+
Custom map styles	—	✓	✓	✓
Trip export	—	✓	✓	✓
Ad free	—	—	✓	✓
Trip collaboration	—	—	✓	✓
Navigation	—	—	✓	✓
RV GPS	—	—	—	✓
Overnight RV parking	—	—	—	✓
Member deals	—	—	—	✓
Live traffic	—	—	—	✓
Offline maps	—	—	—	✓
Membership price	\$0/yr	\$35.99/yr	\$49.99/yr	\$59.99/yr
	SIGN UP	TRY IT FREE	TRY IT FREE	TRY IT FREE

Roadtrippers Affiliate Program Details



Affiliate Program Details

- We currently have 2 tiers
 - Earn \$8 on all referral purchases
 - Earn \$10 on all referrals after 1000 purchases
- We use a 30-day tracking cookie and a qualifying discount code.
- You get a \$5 off a Roadtrippers membership promo code to share with your audience.
 - To receive a custom promo code, please [email our team](#).
- You can track your performance in your refer.roadtrippers.com dashboard at any time.



Roadtrippers Branding & Creative





Branding & Creative



[Link to full assets folder](#)

If you require our logo(s) or creative in different specifications, please contact Kelly Kollmeier at kelly@roadtrippers.com

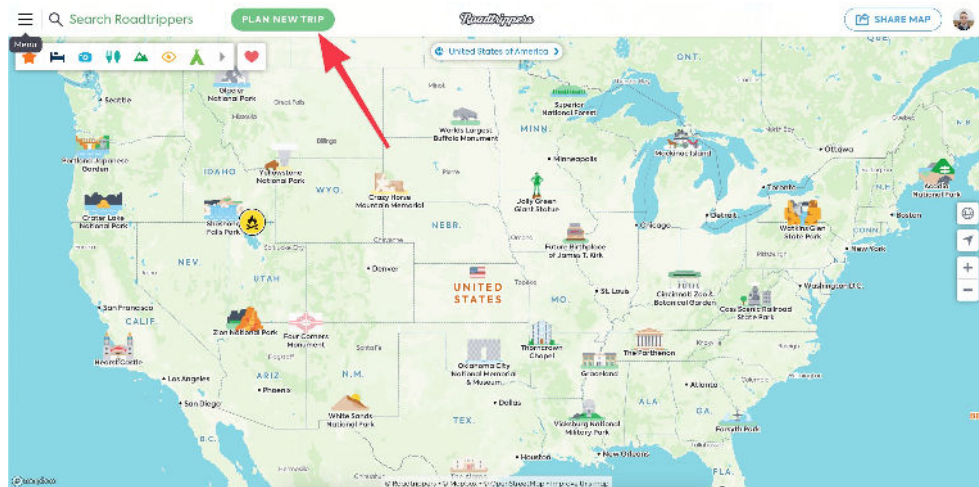
How to share Roadtrippers successfully



Create new trips for your audience

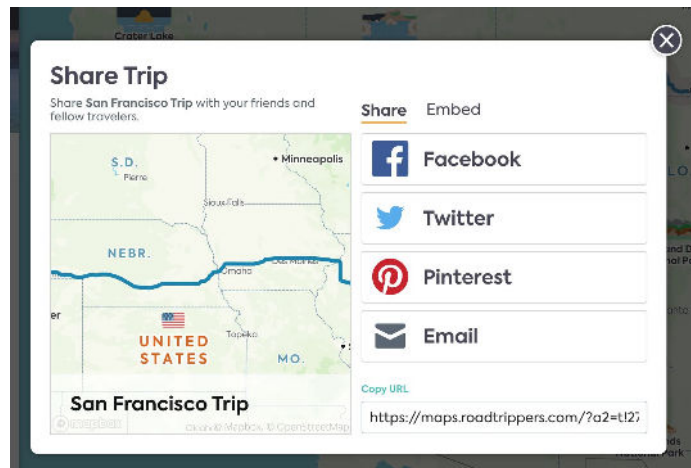
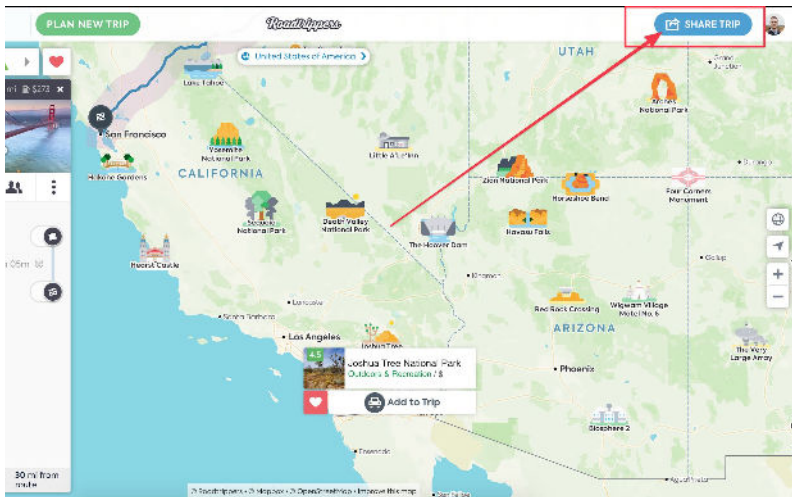
1. Feel free to hop into our intuitive desktop experience and try planning a trip for yourself.
2. For more detailed information about planning trips, visit this support doc with more screenshots & details:

<https://support.roadtrippers.com/hc/en-us/articles/200632079-Planning-a-Trip>



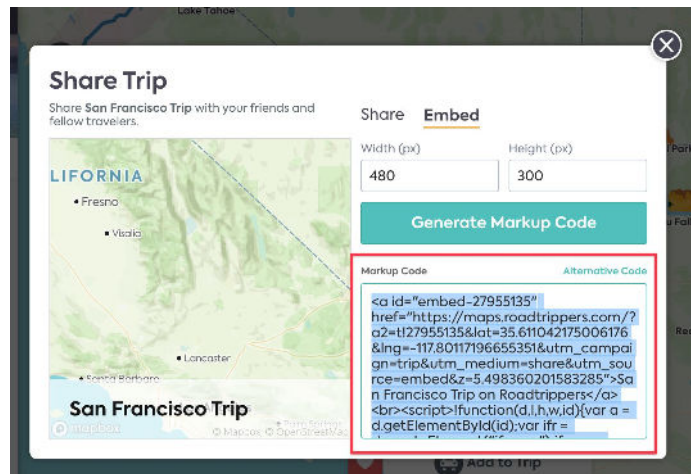
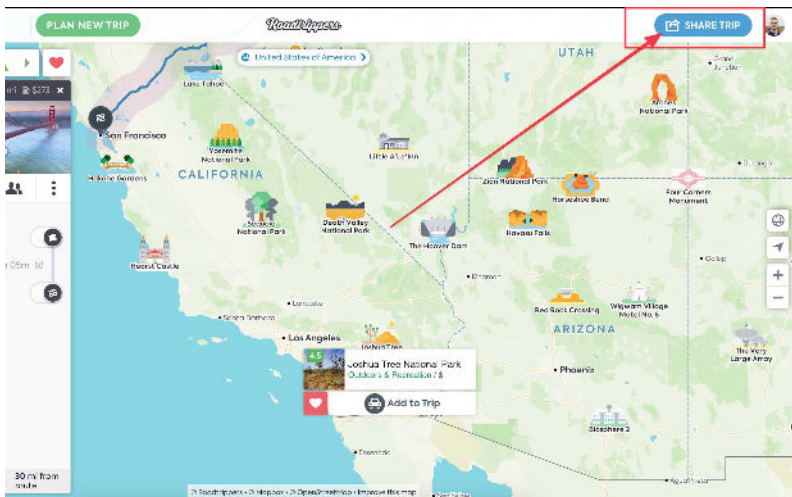
Share trips on social with affiliate links

1. Create a road trip and click “Share Trip” on desktop
2. Click “Embed” to get your code, and drop the code into an embed block on your website/blog.
3. Add your affiliate parameter to the link before sharing.



Embed Trip Maps in your website/blog content

1. Create a road trip and click “Share Trip” on desktop
2. Click “Embed” to get your code, and drop the code into an embed block on your website/blog.
3. Add your affiliate parameter to the Roadtrippers maps link for tracking.



Roadtrippers Membership In-Depth Review

1. We've found one of the best ways to promote Roadtrippers is actually through an in-depth, honest review of the platform. This tactic is simply sharing a well-informed review of the app or the way you travel using the app.
2. Things to Highlight:
 - a. Extraordinary Places - did you visit any Extraordinary Places thanks to our recommendations? Or did you add some new ones to your bucket list?
 - b. Did we make it easy to plan your road trip?
 - c. Did we help you find the coolest stops along your route?
 - d. Did we make it easy to filter to find certain types of spots? I.e. campgrounds, hotels, etc.
 - e. Did you use the RV specific navigation feature or locate an Overnight RV Parking stop?

Social Media Links

- [Facebook: @roadtrippers](#)
- [Instagram: @roadtrippers](#)
- [Twitter: @roadtrippers](#)

Contacts

Kelly Kollmeier | Production Manager,
Partnerships and Advertising
kelly@roadtrippers.com

