

HELLO, I'M SJ FROM Chasing the Donkey

Hello! My name is Sarah-Jane, but everyone calls me SJ. I am an Australian who has been living in Croatia for the last decade with my Croatian husband and two children.

I travel together with and without my family and write about the things we experience on chasingthedonkey.com - a blog that focuses on Croatia, Greece, Turkey, and the Balkans.



I'M PASSIONATE ABOUT DETAILED TRAVEL BLOGS

I always want to share more than a top 10 list. I love to write detailed guides about how to get to places, where to stay when you are there, and, of course, what we recommend and thorough travel planning tips.



CROATIA@CHASINGTHEDONKEY.COM



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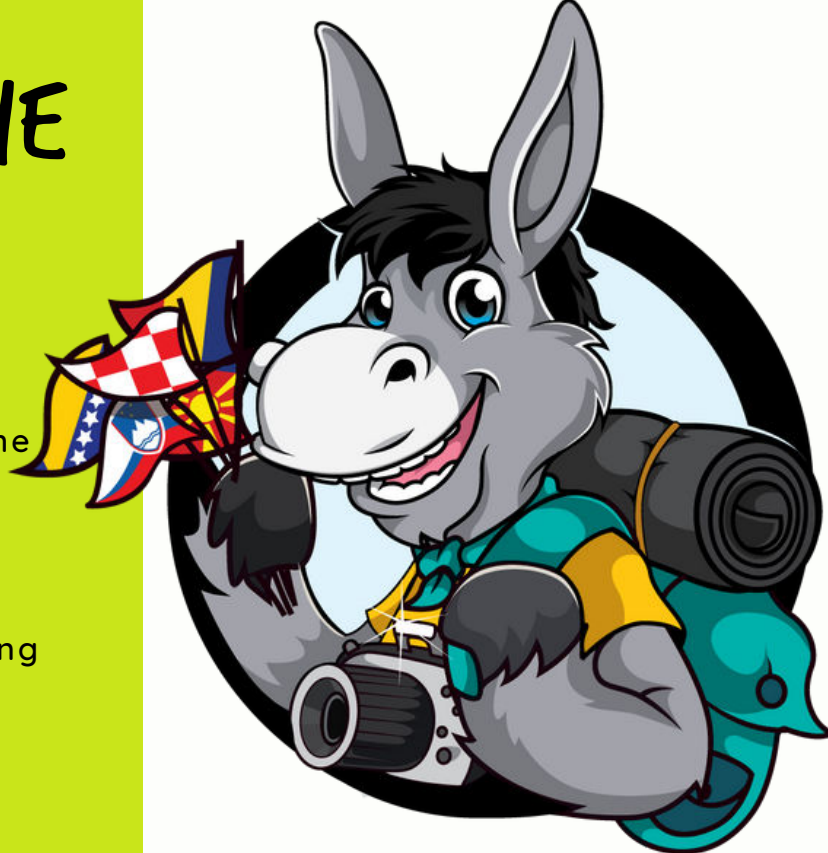
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WHO IS CHASING THE Donkey?

Chasing the Donkey is your best guide for travel to Croatia, Greece, Turkey, the Balkans, and beyond.

Started in 2013, and run by SJ Begonja, who has spent the last 25 years exploring Croatia & the rest of the Balkans - including the last ten years while living on the Dalmatian Coast of Croatia.



BALKANS TRAVEL BLOG

AUDIENCE

AN OVERVIEW

25-44 YEARS OLD

58%
FEMALE
READERS

58%
USA &
CANADA

CHASING
THE
donkey
TRAVEL THE BALKANS & BEYOND

Statistics

ALL TIME BLOG STATISTICS

23

MILLION PAGE
VIEWS

13

MILLION
UNIQUE
VISITORS

12

YEARS
BLOGGING

2022 BLOG STATISTICS

2.5 MILLION

UNIQUE VISITORS

4.1 MILLION

PAGE VIEWS

3 MILLION

SESSIONS



DEMOGRAPHICS

45% NORTH AMERICA

15% UK & IRELAND

10% EUROPEAN UNION

9% AUSTRALIA



30k

PINTEREST
FOLLOWERS



1.2m

MONTHLY
VIEWS



58k

INSTAGRAM
FOLLOWERS



28k

FACEBOOK
FOLLOWERS

What I Write About

POPULAR BLOG POST TYPES

Because I have been blogging for 12 years, Chasing the Donkey has several kinds of popular blog post types. Themes that I write about often are:



FAMILY TRAVEL TIPS

I often travel with my husband and two sons (aged 5 and 10), though not always. But, no matter if I do or don't I try to give parents information that is helpful if they plan to travel to a destination as a family.



TRANSPORT GUIDES

I enjoy writing detailed transport guides that help people decide how to get from place A to place B. I cover all types of transport options from buses, trains, self-drive options, taxis & private transfers.



DESTINATION GUIDES

In depth guides that talk about not only the top 10 things to do - but also cover specific details on history, transport, accommodation and more!

SJ Begonja

READY TO LET ME HELP TRAVELERS FALL IN LOVE WITH CROATIA, GREECE, TURKEY & BEYOND?

LET'S CHAT. I AM SARAH-JANE. AN ADVENTUROUS AUSTRALIAN BEHIND THE 'CHASING THE DONKEY' TRAVEL BLOG.

WITH AN INCREDIBLE 23 MILLION PAGE VIEWS, MY ENGAGING TRAVEL GUIDES HAVE CAPTURED READERS' HEARTS WORLDWIDE. I STARTED MY BLOG TO DOCUMENT MY NEW LIFE IN CROATIA. IT QUICKLY GREW BEYOND PERSONAL STORYTELLING AND BECAME A GO-TO RESOURCE FOR TRAVELERS SEEKING INSIDER TIPS AND RECOMMENDATIONS.

MY ULTIMATE GOAL IS TO MAKE THE BLOG THE ULTIMATE BALKAN TRAVEL RESOURCE. FROM TRANSPORT INFORMATION TO ACCOMMODATION IDEAS AND FAMILY-FRIENDLY ACTIVITIES,

MY GOAL IS TO PROVIDE A ONE-STOP SHOP FOR TRAVELERS SEEKING TO UNCOVER THE HIDDEN GEMS OF THIS STUNNING REGION.



Let's_chat!

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