



Frugal Mum

BUDGET FAMILY TRAVEL BLOGGER

About me



Hi, I'm **Natalie Smith AKA Frugal Mum**. I'm a blogger focussing on **budget family travel and days out** in the UK and Europe. I started writing about all things frugal living a few years ago, but mid 2024 I decided to focus on travel as that's my passion - and the blog has really thrived. I love exploring with my husband, Jay, and our two children Lola and Finn. We homeschool, so we're very flexible, and we live on the Kent coast in South-East England.

My blog can be found at www.frugalmum.co.uk and I also create static and video content for social media too. **(30 day average website views: 70-100k.)** Based on my socials, my demographic is typically 81-97% women who are 25-54 years old, with the majority aged 35-44. My target audience is parents (mums in particular) looking for affordable family-friendly travel.

Services offered

I'm available for Press Trips and product / service promotions - with both blog and social media deliverables - and I can also write for your publication or newspaper. I'm looking to work with holiday companies and tourist boards, alongside those with travel based products and services, and family-friendly days out.

Social media

Facebook: 25.4k Instagram: 14.6k TikTok: 12.7k

Past projects

In 2023, I worked on a big pull out for the Daily Mail's 'Beat the Squeeze' campaign - How to save £3k for your summer holiday. I also fronted the HMRC's child benefit online campaign with an article and a scripted video advert. I formed an ongoing paid partnership with Eurocamp, who I continue to work with closely, and I became an 'Official Eurocamp Brand Ambassador' in 2025. As well as this, I've done multiple BBC London Radio segments on budget family travel. I've been a guest blogger on websites like Preloved, and been featured on socials by companies like Eurocamp, Quidco, BBC Kent and The Parent Bible. In 2024, we had Press Trips with brands like Eurocamp and Go Ape.



During 2025, I was featured in the Sun Newspaper several times sharing my budget holiday tips. I also did an on-site recorded segment for BBC Radio Kent and featured on the BBC News website. Across the year, I was featured by publications like the Sun Online, the Daily Star, Kent Online and the Daily Express.

I formed an ongoing paid partnership with Merlin, so we had multiple PR trips / stays at their attractions, and collaborated with day out venues like Paultons Park and Portsmouth Historic Dockyard. We had a press trip with Woolacombe Bay Holiday Parks - with more family-friendly press days out during our stay - and several Eurocamp press trips too. And, I formed new relationships with Parkdean Resorts and Away Resorts to grow the UK side of the blog for 2026.

Testimonial

'We've had the pleasure of working with Natalie since 2023, and can't recommend her enough. She consistently creates high-quality blog content that capture the essence of Eurocamp and help guide existing and potential customers through booking their ideal holiday. The videos she posts on Instagram and TikTok are informative and relatable, and our customers engage with Frugal Mum content whenever we post it. Natalie's dedication to promoting Eurocamp has helped us to drive a number of bookings.'
Amy Byn, Eurocamp PR & Social Media Manager



Statistics

Already in 2026, in around 9 weeks, I have generated approx £500,000 of affiliate sales across the blog. I've added some examples of recent affiliate stats to the right - this data is for the year to date (running from 1st January - 8th March 2026). I have included clicks, sales and conversions for Eurocamp, Parkdean Resorts and Merlin Attractions. Underneath that you'll see the data from my last few email newsletters with 1600+ subscribers. The final image shows my blog sessions and views for the same time period, and I also have 1.5k members in my Facebook group. If you'd like to work together please get in touch - I'm looking to expand even further for 2026 and look forward to hearing from you.

Media pack last updated: 09/03/26.

Get in touch

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Email: hello@frugalmum.co.uk

Phone: 07592937227

Social Media:

www.facebook.com/frugalmumuk

www.instagram.com/frugalmumuk

www.tiktok.com/@frugalmumuk



1st Jan - 8th March: Eurocamp

# of Items	# of Clicks	Sales
225	21,375	£269,252.25

1st Jan - 8th March: Parkdean Resorts

Clicks	Conversions	Conversion Items	Total order value
13,655	60	60	£36,056.65

1st Jan - 8th March: Merlin Attractions

Clicks	Conversions	Conversion Items	Total order value
13,655	666	2,058	£132,442.07

Recent Newsletter Engagement

Newsletter	Recipients	Opened	Clicked	CTOR
feb sales Regular · Sent 2026-02-20	1,617	30.24%	3.77%	12.47%
EC may half term Regular · Sent 2026-02-12	1,588	39.74%	4.22%	10.62%
merlin annual pass Regular · Sent 2026-02-03	1,546	41.85%	5.24%	12.52%

1st Jan - 8th March: Frugal Mum Blog

Sessions	Active users	Views	Event count
109K	83K	159K	510K

