



jene@ThatsLaPlagne.com
thatslaplagne.com
[@thatslaplagne](https://www.instagram.com/thatslaplagne)

Jen

THAT'S LA PLAGNE

FRENCH ALPS | FAMILY SKIING | ADVENTURE TRAVEL

About me

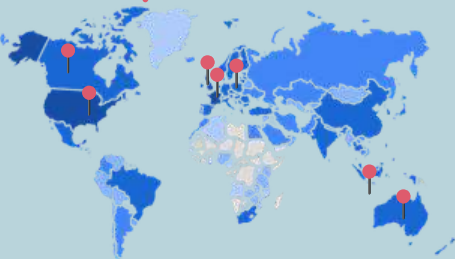
Trusted by English-speaking mums 35 - 44 planning family ski holidays.

That's La Plagne is a family ski and adventure travel platform created by Jen, a UK mum living year-round in the French Alps.

She shares honest advice, practical guides and real-life experiences to help parents plan memorable family holidays and outdoor adventures with children: in winter and beyond.

Website

AVERAGE MONTHLY PERFORMANCE



45% UK
16% USA
12% France
13% EU, AUS, Canada, Singapore

25K

Sessions

61%

GA4 engagement rate

1k+

Email List

Domain Authority: 27

Socials
@ThatsLaPlagne

25.3 MILLION
Monthly Views

851.6K
Monthly Story Views
Av. 3k per story
7.1%

Engagement Rate



33K
FOLLOWERS

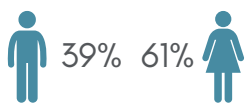


11K
FOLLOWERS
+ 8K PRIVATE
GROUP MEMBERS

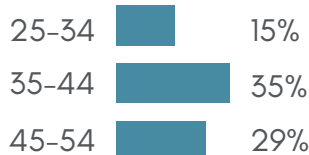
AT A GLANCE

Average monthly **Instagram** performance
(Winter 2025/26 ski season)

AUDIENCE



AGES



COUNTRIES

1. UK 42%
2. USA 18%
3. France 6%

PREVIOUSLY ON



The Telegraph

