

Travel worth your time and curiosity.

Firsthand destination guides for mature travelers who value comfort, culture and money well spent.



MEET MATT & MICHELLE

We turn real trips into useful travel stories.

Through long-form YouTube films, practical itineraries and destination guides, we share the places, experiences and lessons that help viewers plan their own adventures. We welcome partnerships that fit the way we travel: thoughtfully, comfortably and with a sense of discovery.

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Mature viewers. Meaningful reach.

90-DAY AUDIENCE SNAPSHOT | JUL 2 - SEP 29, 2026

83.0%

of age-reported views: age 35+

60.8%

of age-reported views: age 45+

40.5%

of views from the United States

Age profile

25-34		17%
35-44		22.2%
45-54		21.5%
55-64		23.4%
65+		15.9%

Top markets

United States	40.5%
Canada	8.4%
India	7.8%
United Kingdom	6.1%
Australia	3.3%

Gender: 65.8% male / 34.2% female / 0% user-specified
Age groups 13-17 and 18-24 each reported as 0%. Demographics are based on views.

48.9K

views

4,046

watch hours

540K

thumbnail impressions

1,119

subscribers*

Jul 2 - Sep 29, 2026. Rounded totals. *Lifetime subscribers as of Sep 30, 2026.

A growing library of travel stories

111K+

views over 365 days

10.3K

hours watched over 365 days

1.25M

thumbnail impressions over 365 days

In the last 90 days, 70.4% of watch time came from TVs, and videos averaged 5:45 per view. YouTube search generated 27.3% of video views.

Source: YouTube Studio, reviewed Sep 30, 2026. 90 days: Jul 2 - Sep 29 (48,947 views; 4,046.1 watch hours; 540,116 impressions). 365 days: Sep 30, 2025 - Sep 29, 2026 (111,096 views; 10,297.9 watch hours; 1,254,968 impressions). Percentages reflect YouTube reporting and rounding.

Stories that help people go.

SELECTED DESTINATION FILMS



Spain in 7 Days

34.5K views



Iceland

21.2K views



Guadalajara

12.9K views

Lifetime views as displayed in the Sep 30, 2026 YouTube media kit.

Ways we can work together

Destinations & tourism

Place-focused films and practical guides that bring a destination into a complete travel story.

Tours & experiences

Activities and attractions shown in the context of a real itinerary.

Short-form & social

Supporting content for YouTube Shorts, Instagram, TikTok and Facebook.

Hotels & unique stays

Firsthand property coverage with the details travelers use to plan a comfortable stay.

YouTube integrations

Relevant travel products and services introduced naturally within our content.

Photo & video licensing

Selected imagery and footage for partner marketing, with usage agreed per project.

Let's create something worth traveling for.

Tell us about your brand, destination, proposed dates and campaign goals.

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