



TASTEMADE TRAVEL

A scenic landscape featuring a person standing on a large rock in the foreground, with a vast mountain range in the background under a hazy sky. The scene is bathed in warm, golden light, suggesting sunrise or sunset. The foreground shows green grass and several large, dark rock formations. The middle ground is dominated by a dense forest of evergreen trees, and the background consists of rolling mountain peaks that fade into a soft, hazy atmosphere.

Landscape

TRAVEL INDUSTRY

69% of global respondents plan to travel in the next 6 months

2020 Total Social Content Generated - Travel Competitors & Tastemade Travel

Views	Engagements	Video Uploads
3.7B+	240M+	8.6K

In 2020, Travel content on social, by Tastemade Travel & its competitors, generated **10% more views & 23% more engagements** than in 2019.

Travel Industry Projected US Ad Spend 2021

Video	Digital (up 15% from 2020)
\$740M	\$3.74B

Digital Ad Spending Growth in the US, by Industry, 2017-2021

in % change

	2017	2018	2019	2020	2021
Travel	26.3%	29.1%	17.1%	-41.0%	15.5%

Note: Includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices. And includes all the various formats of advertising on those platforms; includes ads served in Google's News Feed, Ads and Twitter's Promoted Tweets. Source: eMarketer, August 2020

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www.emarketer.com

Digital Ad Spending in the US, by Industry, 2017-2021

in \$ billions

	2017	2018	2019	2020	2021
Travel	\$3.64	\$4.69	\$5.50	\$3.94	\$3.74

Note: Includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices. And includes all the various formats of advertising on those platforms; includes ads served in Google's News Feed, Ads and Twitter's Promoted Tweets. Source: eMarketer, August 2020

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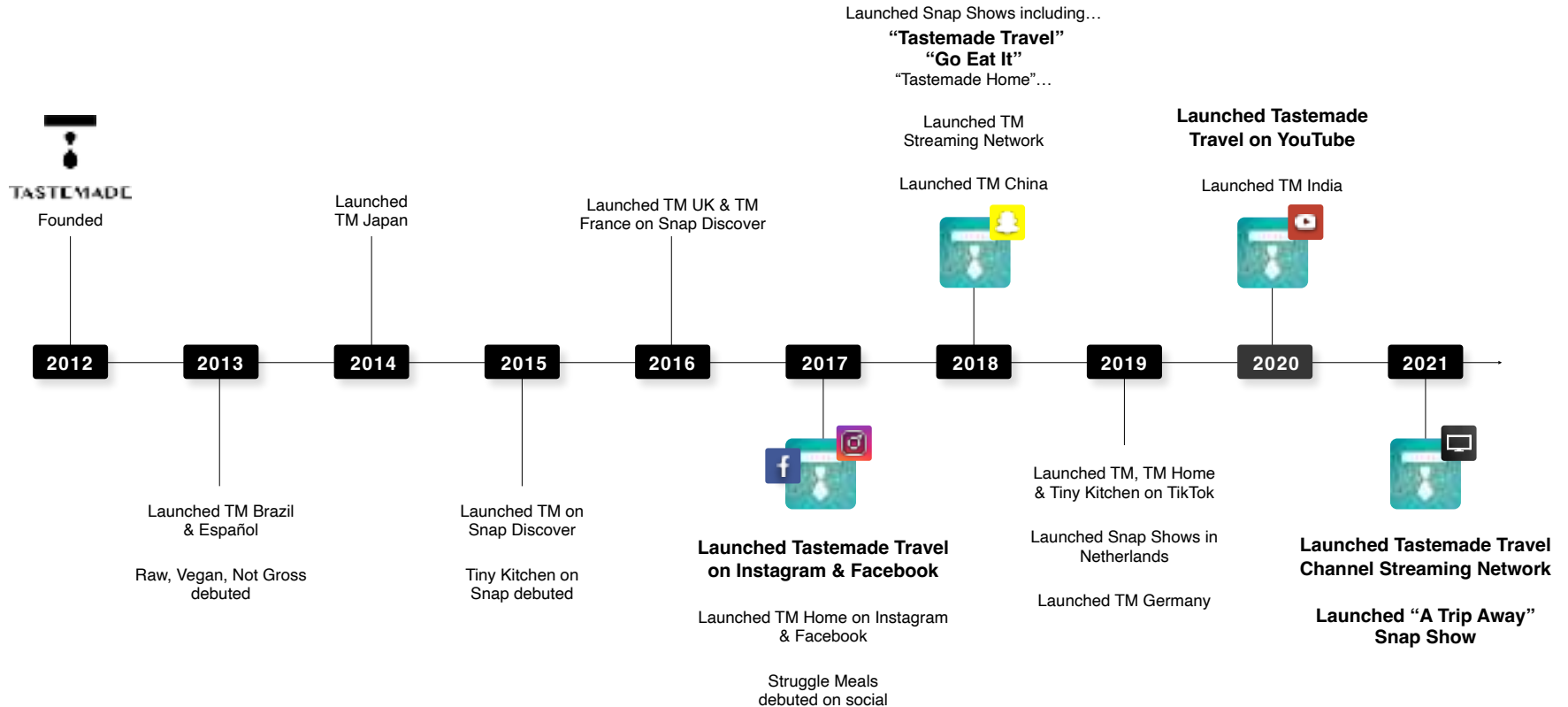
www.emarketer.com

An aerial photograph of a beach with people swimming and surfing. The water is a mix of green and white, indicating waves and surfers. The beach is sandy and has several people scattered across it. The overall scene is a busy beach day.

Overview

TASTEMADE

Overview



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Total Followers

5.6M

Average Minutes
Watched Per Monthly

30M

Total Streaming Network
Hours Watched YTD

21.2M

Average
Monthly Reach

128M

TASTEMADE TRAVEL

YoY Increase in
Engagement

67%

Increase Since
2019

290%





Social Channels

TASTEMADE TRAVEL

Tastemade Travel is the voice of an enthusiastic & informed generation of travelers.

- ✓ Award-Winning Video Content
- ✓ Inspirational & Solution-Oriented Ideas
- ✓ Empowering
- ✓ Unique & Locally-Driven Experiences
- ✓ Curious & Bold
- ✓ Ideas That Instill Confidence
- ✓ Welcoming Every Culture & Level Of Experience



Content Pillars



Solo Female Travel



24X
more views/video
than our general TM
Travel content



**Inclusive &
Representative
Voices & Faces**



43X
more views/video
than our general TM
Travel content



**First Aid, Safety
& Self Defense**



100K+
views



Eco-Consciousness



2X
higher engagement rate



**Socially-Minded,
Purpose-Driven**



10X
more views/video
than our general TM
Travel content



Affordability



1.7X
more views/video
than our general TM
Travel content



**How Food
Connects Cultures**



24X
more views/video
than our general TM
Travel content

Best Performing Content



Spotlights

From mouth-watering street foods to treehouse hotels, we spotlight places and experiences you need to see.



Hosted Spotlights

We take "Spotlights" one step further by having a host with authentic authority guide you through the experience.



Who Am I?

This interactive IG story format gives the audience 5 facts about a mystery location and then prompts the viewer to guess the location.



Talk Like A Local

In this in-studio, hosted format, you learn everything from the local lingo to tourist traps to avoid.
Ex: What You Can & Can't Sav to A Brit



Travel Hacks

In this hands-only format, we show you how to save money, time and hassle when you travel.
Ex: Trendy Female Travel Gear



Would You Rather

This interactive IG story format compares various travel destinations, cultural dishes, and adventures for the audience to pick which they would rather experience.

Formats



What I Wear In

We blend culture and fashion in this lifestyle format, showcasing what individuals around the world wear in a typical week.



Step Into

This “vlog-like” format featuring various unique places, from a luxury village inn to a rooftop restaurant with authentic dishes from the heart of Mexico City.
Ex: Step Into Luxury Village Inn



Wellness Wednesdays

This interactive IG story format lets the audience pick from various wellness activities all centered around a travel theme like “Get Outdoors.”
Ex: Wellness Wednesdays



A Bite of the Town

Let us take you on a culinary-guided tour of a local neighborhood. You’ll get to see mouth-watering dishes representative of the culture.
Ex: Bite of the Town: Artesia, California



What to Pack For

In this new hands-only format, we focus on the checklist of what to pack for all different types of trips.
Ex: What to Pack For a Sightseeing Day



A Meal In

A look at regional cuisine as seen through the table-scape of one meal.



Homes Around the World

A look at the creative and unique home designs of Tastemakers around the world.



Scenic Guides

Stunning aerial views of natural and designed wonders and landscapes.



The Fly Life

Insider tips and travelogues from the unsung heroes of travel: flight attendants.



Streaming Network

TASTEMADE TRAVEL



Launched April 2021

Tastemade Travel aims to delight, engage, & inspire viewers through real -life stories, travel, adventure & community.

Distribution



Avg. Monthly
Minutes Watched
1.5M

Coming Soon in 2021...



Content Pillars



Travelogues

From chefs to celebrities to solo travelers, this mix of award-winning and new titles celebrate the camaraderie of traveling with friends and making new friends on the road.

[Curtis Stone's Field Trip](#)

[Basic versus Baller](#)

[Into the Outback with Abbey Holmes](#)



Adventurous Travel

Titles that celebrate the more fearless and rambunctious nature of travel, where the characters are active participants in real adventures and authentic challenges.

[The Adventurists](#)

[180 Degrees South](#)

[Around the Bend](#)



Community & Culture

Documentary-style titles that showcase unique aspects of the human condition from around the world, from quirky local sub-cultures to people making a difference for their communities.

[In the Shadow Of](#)

[The Community Table](#)

[Off-Beat City](#)

[The Ex-Pat](#)

[The Pitch](#)

Best Performing Content



David Rocco's Dolce Napoli

David Rocco visits vibrant Napoli uncovering the hidden gems in the city and exploring the surrounding scenic islands of Capri, Ischia, Procida and the beautiful Sorrento peninsula.



Day of Gluttony

Two guys: Harry & Bruce. The challenge: Conquer 24 restaurants within 24 hours in food-centric cities all across North America. Watch as they eat their way across the continent, from Tex-mex in



Luke Nguyen's Street Food Asia

Luke takes the streets of Asia to embark on a culinary exploration of its food and culture, as he explores street food throughout Vietnam, Thailand, Malaysia and Indonesia.



Local Traveler in Thailand

Libby Vincek, a solo millennial traveler, is put on a mission to explore the Kingdom of Thailand, with a twist: she can only live with locals throughout her journey.



My Family and the Galapagos

Conservationist Monty Halls rates the Galapagos Islands as his favorite place in the world, and this Unesco World Heritage-listed site is the setting for this series where Monty takes his family to visit the islands.



Into the Outback with Abbey Holmes

Join Abbey as she lives her dream and ventures amongst the beauty of the Northern Territory of Australia and discovers breathtaking places, experiences and off the map adventures!



Misadventures

Josh and Mearle are two good-hearted but clueless friends who embark on an epic road trip around the South Island of New Zealand in search of eccentric locals and inspiring locations in a beat-up van.



Chuck's World

Chuck Hughes visits some of the world's most remote corners and meets people who are as passionate about food as he is, and who help him discover ingredients and dishes you've never seen before.



Vagabrothers

Travel with Marko and Alex Ayling: brothers, backpackers, and bloggers on a mission to discover the world by meeting with other young people.

Advertising Opportunities



Media

Travel advertisers can run against the full Tastemade Travel streaming network on a direct-sold or programmatic basis.



Sponsorships

Full series sponsorships or extensions of social programs are available.



Launch Sponsor

A brand partner can sponsor the Tastemade Travel streaming network in addition to a slate of launch programming.



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