

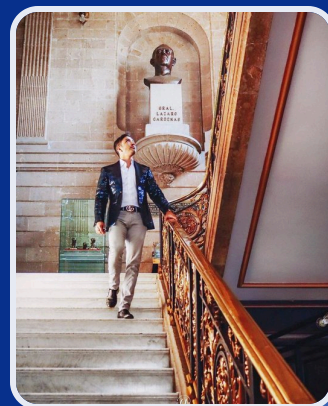


MEDIA KIT · 2026

# That Traveler Guy™

@that\_traveler\_guy ✓ Verified public figure

Trilingual, MBA-trained creator making photo and short-video content for hotels, destinations and travel brands, on a mission to join the **few people in the world who have visited all 193 UN member states**.



103

Countries & territories visited

26.4K

Instagram followers

42.7K

Views on top post: 1.6× the follower base

EN·ES·FR

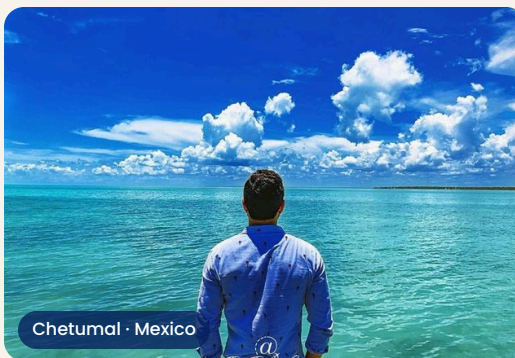
Content created in three languages

## 01 Through my lens

Personal travel photography



Peleş Castle · Romania



Chetumal · Mexico



Forbidden City · Beijing

## 02 Why brands work with me

### A marketer behind the camera

A background in sales efficiency and marketing, plus an MBA: I start from your audience, message and offer, then shoot to the brief.

### One shoot, three markets

Content in English, Mexican Spanish and French, so a single production can reach the US, Latin America and French-speaking audiences.

### Brands come back

Panasonic returned for collaborations across four different products. Seven brands to date, from tech to tourism.

## 03 Credentials

- ✓ Instagram verified public figure
- ✓ Member, Travelers' Century Club
- ✓ MBA, Global Business Management
- ✓ Harvard Business School  
Certification in Business Innovation
- ✓ Volunteer business mentor, MicroMentor.org
- ✓ Trademarked brand, That Traveler Guy™

## 04 Audience

Women 69%

Men 31%

1 in 3

views come from non-followers, so content reaches well beyond the follower base.

## 05 Content pillars

### 01 Culture

Landmarks, heritage and local traditions

### 02 Food & drink

Chef's tables, mixology and regional cuisine

### 03 Adventure

Remote islands, caves, geysers and bungee jumps

### 04 Style & tech

Gear, fashion and tools for the modern traveler

## 06 Top-performing content

Views per post across five continents

42.7K

**Basílica de Guadalupe**  
CDMX · Culture

23.5K

**Comino Island**  
Malta · Beaches

19.8K

**Illyrian Castle**  
Kosovo · Hidden gem

18.2K

**Havana cigar culture**  
Cuba · Local life

17.2K

**192 m Sky Tower jump**  
New Zealand · Thrill

15K

**First Mexican omakase**  
CDMX · Food

14.9K

**Red Mosque, Colombo**  
Sri Lanka · Asia

10.7K

**High-altitude geysers**  
Bolivia · Nature

## 07 Brand collaborations



**Panasonic**  
Electronics  
4 PRODUCTS



**Yesoul**  
Connected fitness



**Level**  
Smart-home tech



**Ampere**  
Smart eyewear



**Bean Box**  
Specialty coffee



**TC Craft Tequila**  
Craft spirits



**AMDETUR**  
Tourism association

**Your brand next**  
Let's plan your project

## 08 Ways to work together

Packages tailored to your brief · full rate card on request

**MOST REQUESTED**

### Content for your channels

UGC you publish: website, social, email, ads

- ✓ Vertical videos with multiple hooks to test
- ✓ Edited photo sets
- ✓ Packages from a single video to a full campaign

### Hotels & destinations

On location, from a 2-night stay to a 5-day feature

- ✓ Arrival, room, dining and experience stories
- ✓ Photos for your website, OTAs and social
- ✓ Plus a feature on my Instagram

### On my Instagram

Paid partnerships, clearly disclosed

- ✓ Collab Reels and carousels
- ✓ Story sets with link stickers
- ✓ Link in bio and affiliate links

Add-ons: paid-ads usage rights

Partnership ads from my account

Spanish (MX) & French versions

Raw footage

Category exclusivity

### EVERY PROJECT INCLUDES

Concept and shot list approved before filming, two rounds of consolidated edits, and delivery 7–10 business days after the shoot.

1

**Brief**  
Send your goal and dates

2

**Proposal**  
Tailored quote within 24 h

3

**Confirm**  
Deposit locks your dates

4

**Create**  
Shoot, edit, deliver

# Let's create something worth the trip.

Rates on request · reply within 24 hours · page 02 / 02

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