



GOING
AWESOME
PLACES

Will Tang
Chief of Awesome

About Going Awesome Places

OUTDOORS
EXPERIENCES

ADVENTURE

OFF
THE
BEATEN
PATH

What am I all about?

- #1:** Authentic first-hand experiences
- #2:** Outdoor adventure and experiential travel
- #3:** Inspiring others through video and storytelling
- #4:** Empowering through detail itineraries and guides



About Going Awesome Places

Connecting with my audience

Ridiculously detailed

Itineraries and guides that you bring with you on your trip

Storytelling

Conversational, authentic, no BS

Photography

Professional, intriguing and unique

Video

In the moment and unscripted

About Going Awesome Places

By the Numbers

Monthly Unique Views

102,000+

Twitter Followers

32,000+

Monthly Page Views

155,000+

Facebook Fans

13,400+

Newsletter

5,000+

Instagram Followers

27,300+

YouTube Subscribers

14,000+

Pinterest Followers

10,000+

Millennials

Canada

USA

Australia

United Kingdom

Singapore

Japan

50/50 Male & Female

How We Help Brands

How I work with brands

More of a **partnership** than a one-time transaction

Collaborative process to **hit targets** and marketing goals

Core:

Inspire consumers to act

Connect with brands at a personal level

Moving past traditional press trips to help brands meet marketing objectives

Understanding the power of evergreen content and why SEO matters



What We Offer

Our services include:

- YouTube videos for brands and destinations
- Evergreen blog posts (personal or brand)
- Social media promotion pre, during and post trip
- Professional photography
- Photography and videography for stock use
- Host giveaways
- Host Instagram takeovers

Review - Product Brand - 2020

Portfolio



- 1 product review article
- 3 YouTube videos



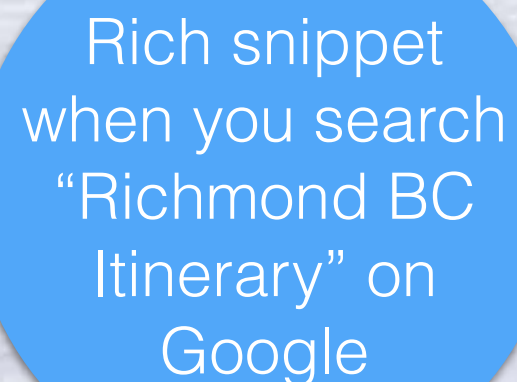
\$32,000 in sales
during lifetime as
affiliate

Individual Press Trip - DMO - 2019


Portfolio

**PACIFIC.
AUTHENTIC.
RICHMOND BC**

- 4 day individual press trip
- 2 YouTube videos
- 1 detailed itinerary article
- Social media coverage in-destination



Rich snippet
when you search
“Richmond BC
Itinerary” on
Google



Top search result
for “Richmond BC”
on YouTube

FLYING KIWI

- 14 days in New Zealand
- 1 in-depth tour review
- 2 videos on YouTube
- 1 promotional video for Flying Kiwi
- Special commission-based partnership

Dominate search terms "Flying Kiwi" on YouTube and Google

Ultimate goal: Converting sales through the affiliate program



Taiwan Live Like A Local Campaign

THE HEART OF ASIA

- 10 day individual press trip
- 5-part video series available on YouTube and Amazon
- 50+ social media posts
- 4 blog posts

Combined 24,754
video views in the
series

50,000 page
views on Taiwan
content on the
blog

Most successful
influencer on this
campaign

Affiliate Partnership - DMC - 2015

Portfolio



- Sale-based partnership
- Drive tour bookings
- Evergreen content on hiking Inca Trail

50+ sales and counting since partnership

70K+ page views on evergreen Inca Trail content

Converted \$100,000 USD + in sales

Video Host - Travel Brand - 2018

Portfolio

KANETIX.CA

- Instagram and Facebook Live
- Video interview host
- Co-hosting Kanetix TravelShare show

12
DAYS
— of —
Kanetix

Inaugural host for
#TravelShare QnA

Latest New
Year's Eve
campaign
generated 10,175
views



Individual Press Trip - DMO - 2014

Portfolio

VISIT } BUFFALO
NIAGARA

- 3 day individual press trip
- Social media coverage on Twitter, Facebook and Instagram
- 4 blog posts exclusive to each area visited
- Promotion of posts via Facebook and Twitter

3,068 views on
first day

Featured on
popular local blog
- Buffalo Rising

230K+
impressions on
Twitter

Other brands I have worked with



ABOVE & BEYOND



THE HEART OF ASIA



Thank You

Let's do some **awesome** work together!

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Facebook: facebook.com/goingawesomeplaces

Twitter: [@goawesomeplaces](https://twitter.com/goawesomeplaces)

IG: [goingawesomeplaces](https://www.instagram.com/goingawesomeplaces)

YouTube: youtube.com/user/goingawesomeplaces

Pinterest: pinterest.com/goawesomeplaces

Catch my latest IG shares on
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