



GOING
AWESOME
PLACES

Will Tang
Chief of Awesome



OUTDOORS EXPERIENCES

ADVENTURE

OFF THE BEATEN PATH

About Going Awesome Places

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



Millennials

Canada

USA

Australia

United Kingdom

Singapore

50/50 Male & Female

About Going Awesome Places

By the Numbers

Monthly Unique Views

102,000+

Twitter Followers

31,600+

Monthly Page Views

155,000+

Facebook Fans

13,000+

Newsletter

5,000+

Instagram Followers

27,000+

YouTube Subscribers

16,300+

Pinterest Followers

9,800+

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 (on our blog or yours)
- Social media promotion pre, during and post trip
- Professional photography
- Photography and videography for stock use
- Host giveaways
- Host Instagram takeovers

Partially Hosted Trip - DMO - 2020

Portfolio



TAHITI
TOURISME

- Example of a creative collaboration when budget is limited
- 16 day trip with DMO support on-the-ground
- 3 YouTube videos
- 1 detailed itinerary article
- 6 additional articles about French Polynesia
- Social media coverage in-destination

Top 5 search
result for “Tahiti
Itinerary”

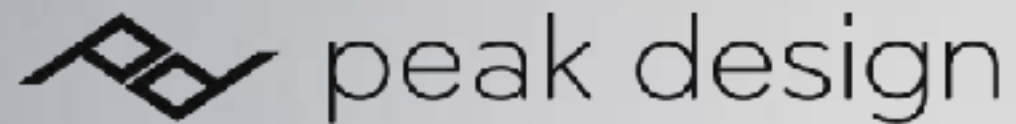
Top 5 search
result for “Bora
Bora on a
Budget”

Top search result
for “Islands of
Tahiti” on
YouTube

Top search
result for “Tahiti on
a Budget” on
YouTube

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



- 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

THE HEART OF ASIA

Live Like A Local Campaign

- 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

Inaugural host for
#TravelShare QnA

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

12
DAYS
— of —
Kanetix

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

Portfolio

Other brands I have worked with



InterContinental Hotels Group



Global Investors



TOYOTA



Hotels.com



ABOVE & BEYOND



Thank You

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

psyched@goingawesomeplaces.com

Facebook: facebook.com/goingawesomeplaces

Twitter: @goawesomeplaces

IG: goingawesomeplaces

YouTube: youtube.com/user/goingawesomeplaces

Pinterest: pinterest.com/goawesomeplaces

Catch my latest IG shares on
#GoingAwesomePlaces

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