

**Before you take that vacation,
you'll need to survive it!**



www.grrrltraveler.com



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GRRRLTRAVELER

Find your GRRR in Solo Travel

YouTube videos each week!

SUBSCRIBE



Between a curious and quirky American girl next door, solo-female adventurer and filmmaker, Christine Kaaloa takes audiences *inside* solo travel, food and culture, one destination at a time. We also encourage responsible and anti-animal cruelty tourism.

Career Experience Christine has a **15 year+ broadcast television career**. A **Field Producer and Camera Operator**, she's filmed hit reality TV shows to online food /lifestyle shows for **MTV, Food Network, CBS, Nat Geo, HGTV, BET, and more**. She is also a **SAG-AFTRA commercial and television actress**.

Solo Travel Blog Birth 2008. GRRRLTRAVELER grew from a travel guide for expats in Korea and expanded as a travel resource helping travelers plan safe, unique and culturally-inspired trips.

Our YouTube & Facebook Videos inspire travelers to take the plunge into destinations by sharing experiential adventures of food, hotel, transportation and culture. We were invited by Facebook to participate in its **Creator Program** when it was still in beta.

GRRR audiences & niche are readers & viewers interested in (solo) travel. They are travel bugs, foodies, and intrepid adventurers, seeking travel advice and recommendations to facilitate a meaningful and brag-worthy vacation.

Digital Campaigns Mazda USA, SanDisk Europe/USA, Clever Travel Companion, SteriPEN, C-Trip.

Destination Campaigns: Qinghai Tourism, Jilin Tourism, Department of Tourism Taoyuan City Government, Emilia Romagna Tourism, Himalayan Travel Mart- Nepal Tourism (voted Best Vlogger Award 2018), Digital Asia Innovation & Thailand Tourism, Meteora Tourism, See our [Press page](#)

Featured in:

Daily **Mail**



Frommer's®



**Flight
Network**

THE KOREA TIMES





SOCIAL FOLLOWERS

Total number of people who are following us on social media platforms.

140,000+

100,000+

23,800+

9,000+

113K mo views
5845 monthly engaged



YOUTUBE

FACEBOOK

INSTAGRAM

TWITTER

PINTEREST

@grrrltraveler

@GRRRL.TRAVELER
@ckaaloa (acting)

@grrrltraveler
@grrrleatsworld

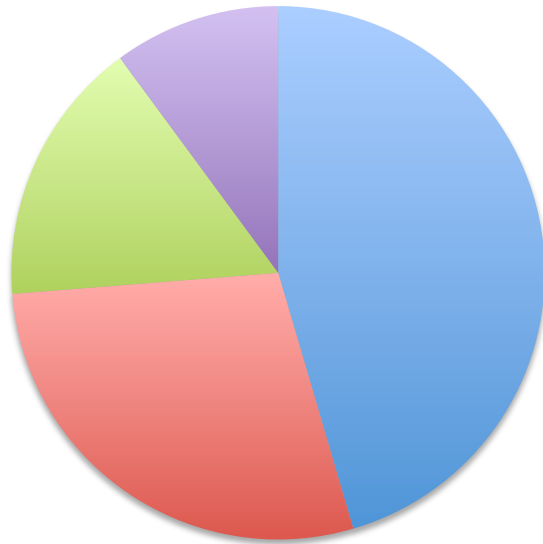
@grrrltraveler

@grrrltraveler



273,600+ TOTAL

DEMOGRAPHICS



United States 23%

South Korea 14%

India 8%

Singapore 5%

Our solo travel blog attracts audiences in trip planning mode, who are searching for resources to actively plan and book a trip.

Unique Visitors/Month – 60,000+

Sessions – 67,000+

Monthly Page Views--- 80,000+

Newsletter Subscribers

Travel – 1,000+

Creator – 100+

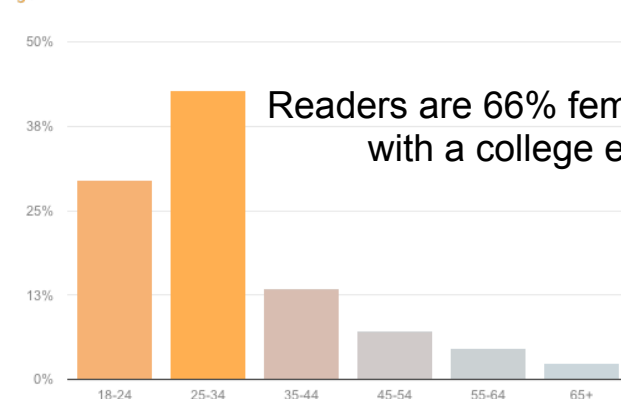
Domain Authority - 51

Page Authority – 46

We promote via:

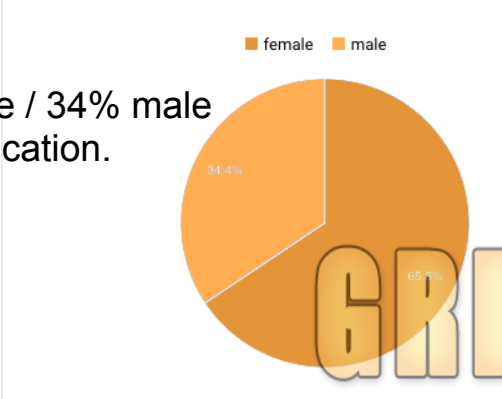
Social media, email newsletters, travel blogging community, *Triberr*, *Bloglovin*, *Pinterest*, *Flipboard*

Age 61.35% of total sessions



Readers are 66% female / 34% male with a college education.

Gender 64.20

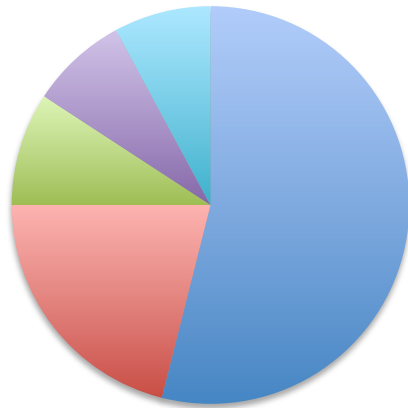


An authority of solo female travel, Christine has published four destination e-books for sale.

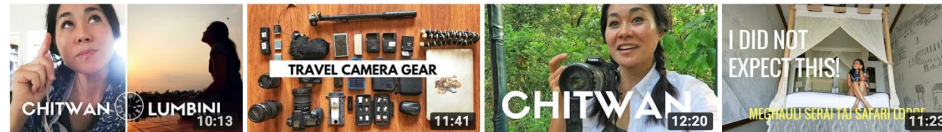
GRRRLTRAVELER

YOUTUBE

DEMOGRAPHICS



- United States 36%
- India 9%
- United Kingdom 8%
- Canada 5%
- Australia 3%



NEPAL HIGH : Chitwan to Lumbini Nepal | LUMBINI...

14K views • 4 months ago • 99%

BEST TRAVEL CAMERA GEAR | Travel Vlogging...

4.2K views • 4 months ago • 98%

HOLY UNBELIEVABLE! Chitwan National Park...

51K views • 4 months ago • 99%

I DID NOT EXPECT THIS! Meghauli Serai~ Taj Safari...

46K views • 5 months ago • 99%



Nepal ROADSIDE FOOD & my GOOD-BAD-UGLY ROADTRI...

17K views • 5 months ago • 97%

Panauti: The Unbreakable Ancient City in Nepal |...

16K views • 5 months ago • 99%

Wonderful PANAUTI HOMESTAY with local...

18K views • 6 months ago • 99%

MOUTHGASMIC Nepali STREET SNACKS to GORGE...

81K views • 6 months ago • 97%



SECRET Nepali Street Food Tour | DEEP into...

57K views • 6 months ago • 98%

BACKSTREET Nepali STREET FOOD TOUR | BEST...

96K views • 6 months ago • 96%

NEPALI STREET FOOD TOUR | Deep Fried NEPALI...

430K views • 7 months ago • 92%

BHAKTAPUR TRAVEL GUIDE | Nepal Vlog

35K views • 7 months ago • 99%

Our YouTube channel is viewed in over 189 countries. It attracts viewing audiences looking for experiential insight, entertainment and trip planning ideas. Updated: November 2019

Audiences:

54% male; 46% female

Ages:

25-34 (37%)

18-24 (23%)

35-44 (17%)

YouTube Channel:

3.9M monthly impressions

19,000,000+ views

455K monthly views/ 338K unique views 75,000+ saved shares of our videos to audience YouTube playlists.

Video Professional:

A 15+year professional field producer and camera operator for broadcast and corporate projects I charge by day rate or package rates.

I create evergreen video content and take into account the entire process - , from marketing strategy, filming, video editor hire, graphics, talent hosting, scripting and audience engagement.

DEMOGRAPHICS

The Multitasking Social Blaster

In 2018, we were invited into the **Facebook Video Creators program**. We love **the social sharing power of Facebook** and consider this powerful. Our audiences seek conversation, entertainment, inspiration and trip planning ideas.

We publish weekly travel videos, blog articles, Instagram photography and voting polls.

Demographics:

65% Female, 34% Male

Top Countries:

United States *Philippines*
United Kingdom
Malaysia *Australia*

Top Cities:

New York
Los Angeles
Houston, TX
Chicago, IL

Audience Age:

25-34
35-44
45-54

The Inspiring Travel Muse

Our audiences are dreamers and travelers aspiring to travel and to experience real-time online connections.

We share travel photography but as video creators our favorite tool is Instagram Stories which allows us to share and promote travel/life stories, while also building excitement when traveling.

Demographics:

54% female / 46% Male

Countries:

USA **UK** *Australia* *Canada*

States:

California *New York* *Hawaii*
Florida

Cities:

New York
London
Singapore
Los Angeles

Audience Age:

25-34
18-24
35-44



NEPAL
TOURISM
BOARD



MOTOR
VALLEY



Campaigns & Destination Sponsors

We surround ourselves with good folks



SanDisk®



MAZDA



Destination Campaigns

As expert digital storytellers and multi-platform authors, we create powerful daily content to engage and sell your destination to our travelers. While working on your campaign, our Producer is unable to take employment elsewhere. Most FAM/media schedules are full work day itineraries with delivery expectations. We have different packages and add-on items

All lodging, travel/transportation and meals must be included. We charge a travel day rate of \$200/day.

Internet access must be provided for international destinations requesting social promotion .

Mazda #CXArcticDrive Campaign



Package Types:

Social Media Package
Video Creator Package
Blog Article Package
Customized Package

What we do:

- Ad banners and links
- Social Media promotion
 - Written articles
 - Brand Integrated Videos
- Video for social media promotion
- Written report of campaign engagement for paid campaigns

Extras:

- Footage/Photo licensing for commercial use
- Photographer, extra camera person and/or editor for large deliveries
- Rush deadlines

SanDisk SpeeduptheFlow Campaign



Ctrip & Jilin tourism board campaign



Influence: *What my audiences say... (Dated: YouTube subs: 60K and under under)*

*"Ps Your video of **the jungle rafts on the River Kwai** made us want to go there. So thanks to you, on NYE our 7 yo will be jumping in the river. =D "* – Tracy A. (River Kwai Jungle Rafts)

*"Christine, I just book a flight to **Athens** February end for my 19 year old daughter. I saw your video and that triggered my decision to surprise her😊 thank you so much for your youtube videos."* - Jenny VRV (Athens Tourism Campaign)

*"Your **Athens** apartment video has made me add athens to my trip itinerary! 😊"* – Jasmine E. (Athens Tourism Campaign)

*"This is an **amazing hotel**. I want to book it- I can't find it online."* - Lara O. (Jilin Tourism & Ctrip)

** Note: Traveler later tagged us on IG photo from the hotel*

"omg, this is so pretty!! We must go!! "- Teo JF ..." hahhaaa beijing got flight to jilin" – Pang Y (Jilin Tourism & Ctrip Campaign)

*"I'm pretty much sold on this, probably the only **backpack review** I've really liked..."* - Justin F (Eagle Creek)

"I just bought this bag from this video. But I got their newly upgraded version with the extra backpack straps". - Jessica F.(Eagle Creek)

*"I came back from Taipei last week- thanks for the recommendations Christine as well as the food tour which I did with **Taipei Eats** because of your recommendation.😊 I overindulged unapologetically, had a great time in Taipei and hope to be back soon..."* - Paroma D (Taipei Eats)

*"@grrrltraveler Your video last year inspired me to come here (**Bako National Park, Borneo**)"* - BeardedTraveler

** Note: Traveler tagged us on his IG photo from his park adventure*

*"We are now in **Kolkata** actually staying at **the Broadway Hotel**. We literally keep going back to watch your videos. Hahah. You have really helped us out via your videos so far, especially getting a SIM here so thank you so much."* Luke Martin, Foodie YouTuber (**Broadway Hotel, Kolkata Food Walk**)

"I love this place and the people here. Thanks to @grrrltraveler and her reiew on this lovely hotel, my experience in Turkey has definitely boon good becaue of this place!". -Niika K (**Sirkeci Mansion**)

** Note: Traveler tagged us on IG photo from the hotel*

"Thanks for all your videos on Thailand. We are going there soon for a month vacation and your videos have really helped plan our trip!"- Lyne G

Influence: Just a brief sample of what my audiences say...

