



Breaking the mould of travel vlogs, I create long-form, high quality, TV style documentaries for the online world.

These fun, honest and entertaining films allow the viewer to experience the physical and emotional journey alongside me.

I've worked as a professional video editor since 2007, have built my YouTube channel up since 2013 and have worked with several travel brands and tourism boards around the world.

## MOST WATCHED FILMS



PHILIPPINES

DURATION: 1HR 03 2.2 MILLION VIEWS:



VIETNAM

DURATION: 50 MINS VIEWS: 1.5 MILLION



/IETNAM

PAKISTAN

DURATION: 44 MINS 1.1 MILLION VIEWS:



VIETNAM

DURATION: 54 MINS 1.1 MILLION



### EGYPT

DURATION: 1HR 09 2.1 MILLION VIEWS:



### SWITZERLAND

DURATION: 1HR 10 VIEWS: 1.3 MILLION



### BOTSWANA & ZAMBIA

DURATION: 49 MINS 1.1 MILLION



### MOROCCO

DURATION: 1HR 07



## DEMOGRAPHICS

MALE

UNITED STATES UNITED KINGDOM CANADA AUSTRALIA 45-54 GERMANY

















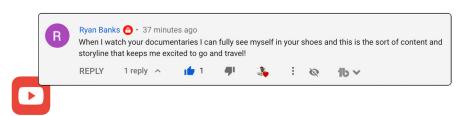
KARLWATSONDOCS@GMAIL.COM





## **AUDIENCE TAKEAWAYS**

- Immersive film of complete travel experience
- Activities
- Transport
- Accommodation
- Budgets
- Culture & scenery
- Cuisine
- New friendships with fellow travellers



# IMMEDIATE AND SUSTAINED REACH



144K
AVERAGE
VIEW COUNT
IN FIRST
60 DAYS

267K

AVERAGE
VIEW COUNT
IN FIRST
6 MONTHS

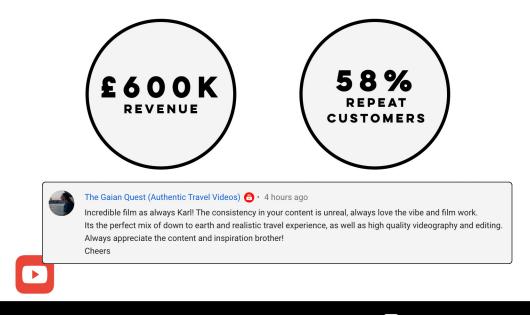
## **EVERGREEN CONTENT**

- 8 videos with over 1 million views
- 15 films released from 2016-2019 still receive
   1k 5k views every month in 2024



# **DEMONSTRATED CONVERSION TO SALES**

- Karl Watson Tours (in partnership with Intrepid Travel)
- 2021-24





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