

# KARL WATSON

## TRAVEL DOCUMENTARIES



### ABOUT ME

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  
VIEWS: 2.2 MILLION



**VIETNAM**  
DURATION: 50 MINS  
VIEWS: 1.5 MILLION



**PAKISTAN**  
DURATION: 44 MINS  
VIEWS: 1.1 MILLION



**VIETNAM**  
DURATION: 54 MINS  
VIEWS: 1.1 MILLION



**EGYPT**  
DURATION: 1HR 09  
VIEWS: 2.1 MILLION



**SWITZERLAND**  
DURATION: 1HR 10  
VIEWS: 1.3 MILLION



**BOTSWANA & ZAMBIA**  
DURATION: 49 MINS  
VIEWS: 1.1 MILLION



**MOROCCO**  
DURATION: 1HR 07  
VIEWS: 1 MILLION



**295K**  
SUBSCRIBERS

**24M**  
VIEWS

### DEMOGRAPHICS



UNITED STATES	18-24
UNITED KINGDOM	25-34
CANADA	35-44
AUSTRALIA	45-54
GERMANY	54-64



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
@KARLWATSONDOCS

# AUDIENCE TAKEAWAYS

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



 **Ryan Banks** · 37 minutes ago  
When I watch your documentaries I can fully see myself in your shoes and this is the sort of content and storyline that keeps me excited to go and travel!

REPLY 1 reply ^  1     


# IMMEDIATE AND SUSTAINED REACH









# EVERGREEN CONTENT

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




 **Dani Ruhno** · 19 minutes ago  
You manage to capture that epic backpacking sensation that cant really be described in words! It just feels like were there with you. An amazing balance between a very professional informative documentary and like homevideo style.  
I love it Karl, keep it up!!

REPLY 1 reply v  1     

# DEMONSTRATED CONVERSION TO SALES

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



 **The Gaian Quest (Authentic Travel Videos)** · 4 hours ago  
Incredible film as always Karl! The consistency in your content is unreal, always love the vibe and film work. Its the perfect mix of down to earth and realistic travel experience, as well as high quality videography and editing. Always appreciate the content and inspiration brother!  
Cheers