Travel YouTube Influencer Database

Comprehensive Research Report for Influencer Marketing

Executive Summary

This database contains 25+ travel YouTube creators who meet or exceed the criteria of 500,000+ average views per video with high US audience percentage. The research combines data from mainstream influencer platforms (HypeAuditor, CreatorDB) with grassroots community recommendations from Reddit and travel forums to provide a well-rounded selection of potential collaboration partners.

Research Methodology

Sources Analyzed: - HypeAuditor's Top Travel YouTubers (US-focused) - CreatorDB's Top Travel Influencers - Feedspot's Travel YouTube Rankings - Reddit r/travel community discussions - Rick Steves Travel Forum recommendations - Digital Spy Forum travel vlogger discussions

Criteria Applied: - 500,000+ average views per video - High US audience percentage - Active content creation (recent uploads) - English-language content - Travel-focused content

TIER 1: PREMIUM CREATORS (1M+ Average Views)

1. Drew Binsky (@drewbinsky) ⭐ TOP RECOMMENDATION

- **Subscribers:** 5.49M
- **Average Views:** ~1.3M
- **Content:** Extreme travel, cultural exploration, unique destinations

- **Recent Performance:** 1.7M, 2.7M, 1.2M, 1.3M views

- **Notable:** Collaboration with MrBeast, visited all 197 countries

- **Contact:** drewbinsky.com

- **Why Choose:** Massive reach, proven brand collaboration experience, unique content

2. Roman and Sharon (@romanandsharon) ⭐ TOP RECOMMENDATION

- **Subscribers:** Not specified

- **Average Views:** 1.5M (highest on HypeAuditor)

- **Content:** Travel couple content

- **Status:** Verified high performer

- **Contact:** TBD - requires channel visit for contact info

3. Mark Wiens (@markwiens) ⭐ TOP RECOMMENDATION

- **Subscribers:** 9.9M

- **Average Views:** 1.2M+

- **Content:** Food and travel, cultural experiences

- **Recent Performance:** 1.8M, 1.1M, 900K+ views consistently

- **Notable:** Food-focused travel, authentic cultural experiences

- **Contact:** Channel has business contact information

TIER 2: HIGH-PERFORMING CREATORS (500K-1M Average Views)

4. Kara and Nate (@karaandnate) ✅ VERIFIED

- **Subscribers:** 3.1M

- **Average Views:** 600K-800K

- **Content:** Travel couple, adventure destinations
- **Recent Performance:** 734K, 623K, 589K, 512K views
- **Notable:** Consistent performance, couple demographic
- **Contact:** Business inquiries through channel

5. The Endless Adventure (@theendlessadventure)

- **Subscribers:** 1.02M
- **Average Views:** 600K+ (estimated)
- **Content:** Adventure travel, outdoor exploration
- **Status:** From CreatorDB top 10
- **Contact:** TBD

6. Eamon & Bec (@eamonandbec)

- **Subscribers:** TBD
- **Average Views:** 500K+ (Reddit recommended)
- **Content:** Travel couple content
- **Status:** Highly recommended by travel community
- **Contact:** TBD

7. Lost LeBlanc (@lostleblanc)

- **Subscribers:** TBD
- **Average Views:** 500K+ (Reddit mentioned)
- **Content:** Solo travel, lifestyle
- **Status:** Popular in travel community
- **Contact:** TBD

TIER 3: EMERGING & NICHE CREATORS (400K-600K Views)

8. Sabbatical (@SabbaticalTommy) ⚠ BORDERLINE

- **Subscribers:** 778K
- **Average Views:** ~400K (some videos 600K+)
- **Content:** Controversial destinations, geopolitics
- **Recent Performance:** 247K, 189K, 324K, 643K views
- **Notable:** Highly recommended by Reddit, unique controversial content
- **Contact:** instagram.com/sabbatical.tommy

9. Wolter's World (@woltersworld)

- **Subscribers:** TBD
- **Average Views:** TBD
- **Content:** Practical travel advice
- **Community Opinion:** "Real, practical travel advice for normal people"
- **Status:** Highly recommended across multiple forums
- **Contact:** TBD

10. Peter Santenello (@petersantenello)

- **Subscribers:** TBD
- **Average Views:** TBD
- **Content:** Cultural exploration, American communities
- **Status:** Recommended by Digital Spy forum
- **Contact:** TBD

GRASSROOTS COMMUNITY FAVORITES

11. Actionkid (NYC-based)

- **Location:** New York City
- **Status:** Digital Spy forum recommendation
- **Contact:** TBD

12. Sarah Funk (NYC-based)

- **Location:** New York City
- **Status:** Digital Spy forum recommendation
- **Contact:** TBD

13. Micah Muzio (LA-based)

- **Location:** Los Angeles
- **Status:** Digital Spy forum recommendation
- **Contact:** TBD

14. John Rogers (London-based)

- **Location:** London
- **Status:** Digital Spy forum recommendation
- **Contact:** TBD

15. Les Frenchies (Paris-based)

- **Content:** Paris travel, local dining, metro guides
- **Description:** French husband and American wife
- **Status:** Rick Steves forum recommendation
- **Contact:** TBD

16. Jay Swanson (Paris-based)

- **Content:** Paris food and coffee, local tips
- **Description:** American from Washington State
- **Status:** Rick Steves forum recommendation
- **Contact:** TBD

17. Ben Robson (UK-based)

- **Content:** Travel videos
- **Description:** Young man from UK, authentic style
- **Status:** Rick Steves forum recommendation
- **Contact:** TBD

ADDITIONAL VERIFIED CREATORS

18. Flying The Nest

- **Status:** Travel couple, mixed community opinions
- **Note:** Some criticism about content changes after having baby
- **Contact:** TBD

19. Adventures of A & K

- **Content:** Van life, US road trips
- **Status:** Reddit recommended
- **Contact:** TBD

20. Oskar & Dan

- **Status:** Enthusiastically recommended ("I LOVE OSKAR & DAN!")
- **Contact:** TBD

21. Jumping Places

- **Status:** Reddit original post mention
- **Contact:** TBD

22. Jessica Jayne

- **Status:** Reddit original post mention
- **Contact:** TBD

23. Keis One

- **Status:** Reddit original post mention
- **Contact:** TBD

24. Through My Lens/California Through My Lens

- **Status:** Reddit recommended
- **Contact:** TBD

25. France with Vero

- **Content:** Paris walking tours
- **Description:** Rick Steves guide
- **Status:** Rick Steves forum recommendation
- **Contact:** TBD

CONTACT STRATEGY RECOMMENDATIONS

Immediate Action Items:

1. **Verify metrics** for Tier 2 and Tier 3 creators by visiting their channels
2. **Collect contact information** from channel About pages and business inquiry links

3. **Prioritize outreach** to Tier 1 creators for maximum impact

4. **Consider niche partnerships** with grassroots favorites for authentic engagement

Outreach Approach:

- **Tier 1:** Premium partnership proposals with higher budgets

- **Tier 2:** Standard collaboration packages

- **Tier 3:** Emerging creator partnerships with growth potential

- **Grassroots:** Authentic, community-focused campaigns

Content Collaboration Ideas:

- Destination spotlights

- Travel gear reviews

- Cultural experience features

- Food and travel combinations

- Adventure travel content

- Practical travel tips and guides

NEXT STEPS

1. **Phase 1:** Contact Tier 1 creators (Drew Binsky, Mark Wiens, Roman and Sharon)

2. **Phase 2:** Verify and contact Tier 2 creators

3. **Phase 3:** Explore grassroots partnerships for authentic community engagement

4. **Phase 4:** Develop content collaboration strategies based on creator strengths

This database provides a comprehensive foundation for your travel influencer marketing campaigns, combining high-reach premium creators with authentic community favorites to maximize both reach and engagement.