

HAUTE TRAVELING

MEDIA GROUP



TRAVEL & INSPIRE

2025

WHAT WE DO

We are committed to travel as part of our luxury lifestyle. We aim to help high net-worth individuals bring their jet-setting Fantasies to life and strive to give our hospitality clients a unique opportunity to amplify their reach.

As one of the trusted luxury travel-lifestyle-focused PR companies, we have our sights set on the future and how we can impact the industry positively, meaningfully, and sustainably. As we help shape the next generation of enthusiastic globetrotters, we're strategizing fresh concepts to bring them one step closer to achieving their goals of seeing the world.

WHY WE DO IT

A sense of wanderlust. A desire to see more. We started our own Instagram Pages as a way to share our passion for traveling with the world. As our pages grew and we began to travel to many of the most luxurious hotels/resorts in the world, we quickly realized the disconnect between the destination and the online media that represented it.

The journey began to create digital media that inspired high-net-worth individuals and entrepreneurs to visit these destinations. Simultaneously our goal began to help the luxury hospitality industry better understand the importance of digital and social media and assist them in creating it.

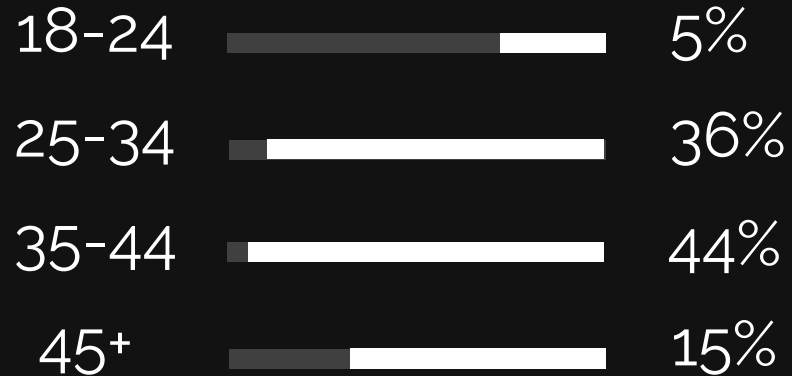
WHO WE ARE

A team of PR professionals whom all share the same the passion for travel and the desire for wanderlust. By harnessing ideas that appeal to discerning travelers, we create maximum reach across multiple media channels and help our clients succeed by reaching the broadest base of engaged consume possible.



HAUTE TRAVELING MEDIA GROUP STATISTICS COMBINED

AGE



OUR AUDIENCE

GENDER



FOLLOWER DEMOGRAPHIC



124 INSTAGRAM PAGES

113 MILLION

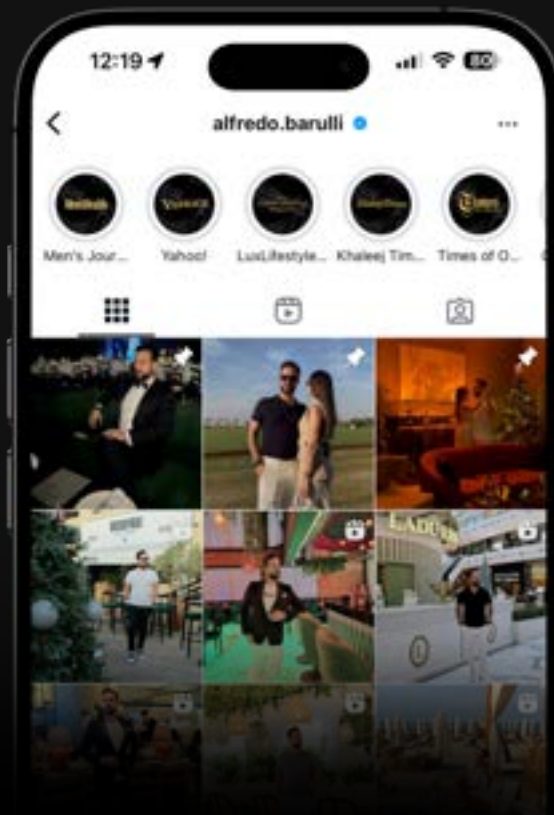
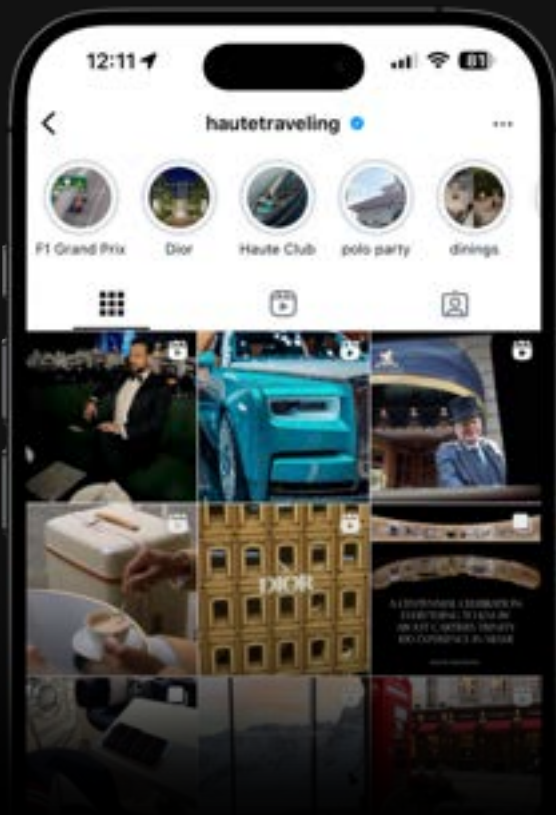
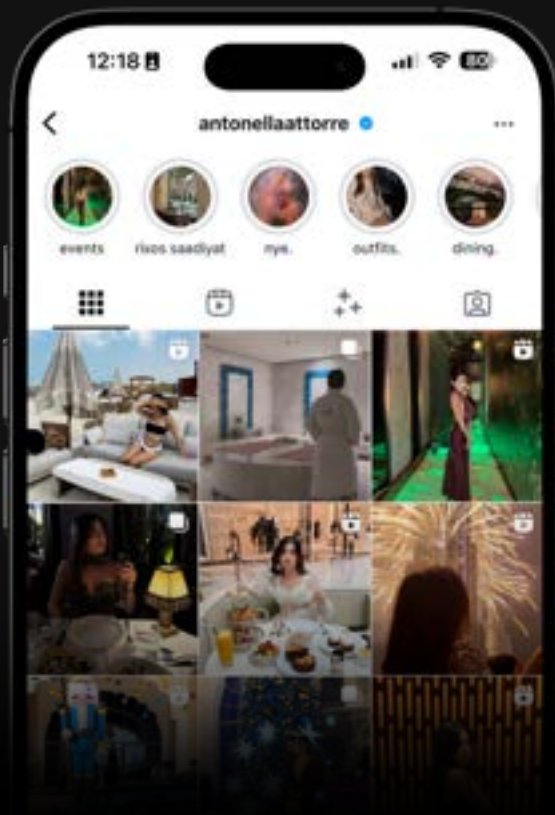
FOLLOWERS COMBINED

1 BILLION

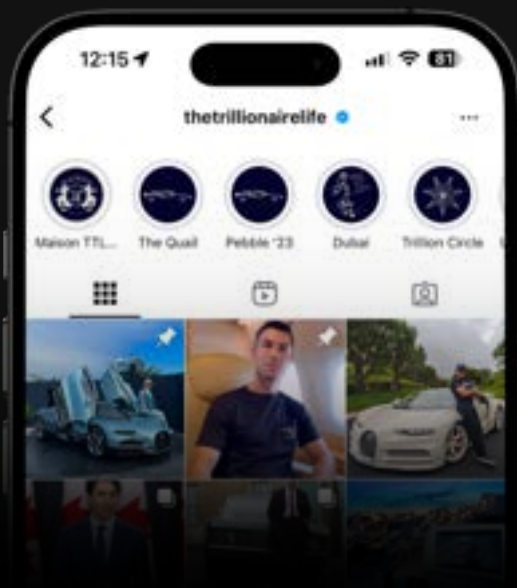
VIEWS/IMPRESSIONS

113M+ FOLLOWERS

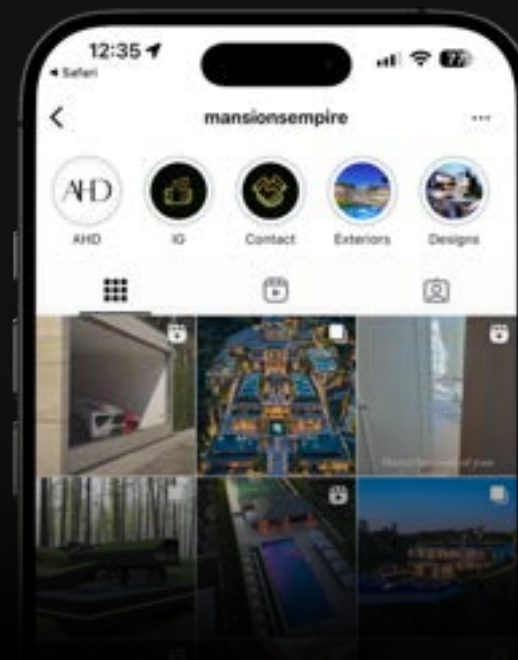
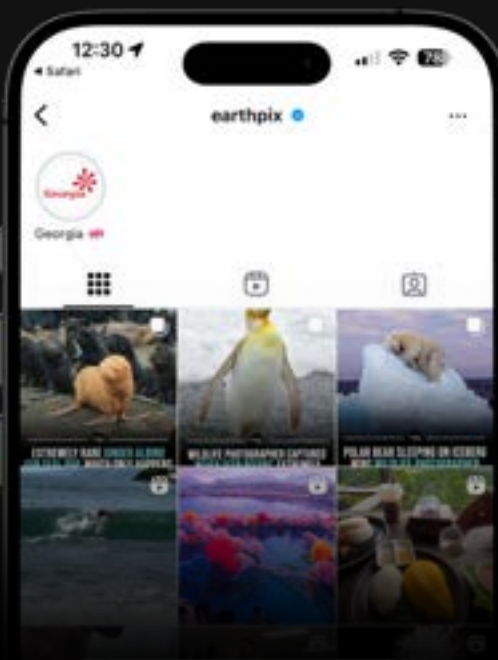
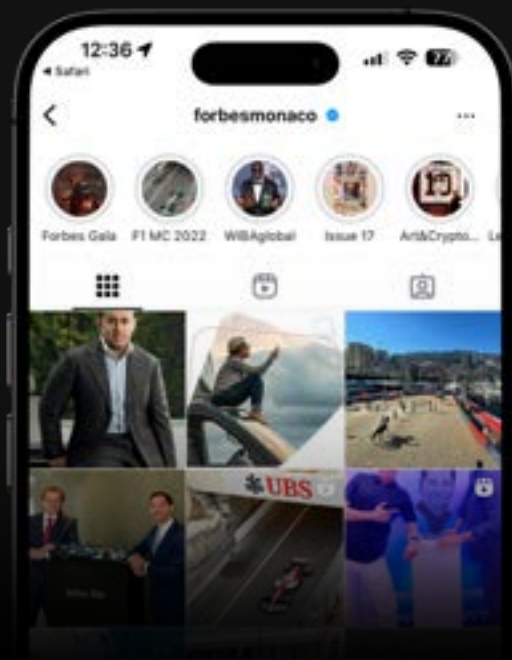
*DATA AS OF JANUARY 2025



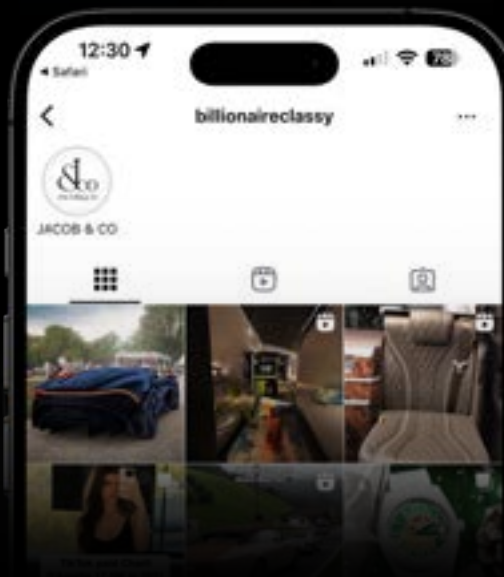
SOME OF OUR WORLD RENOWNED ACCOUNTS



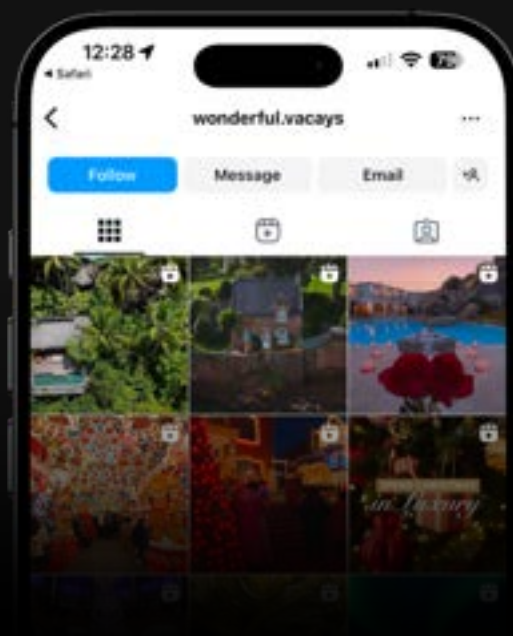
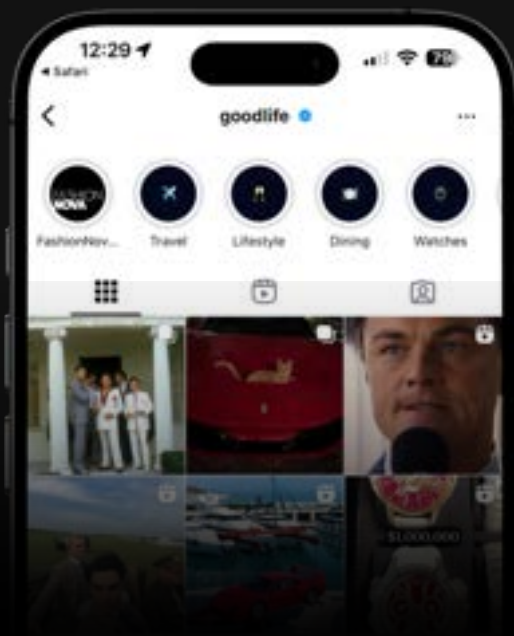
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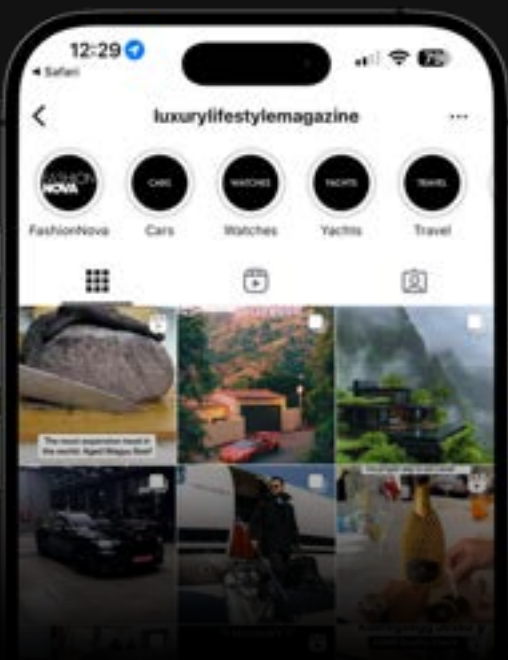
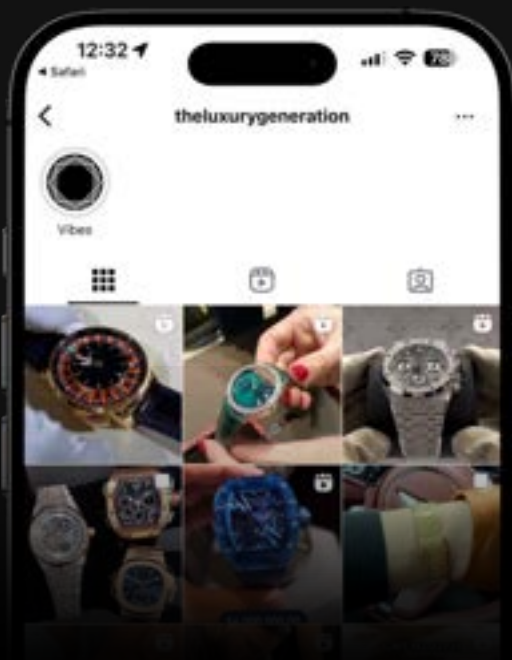
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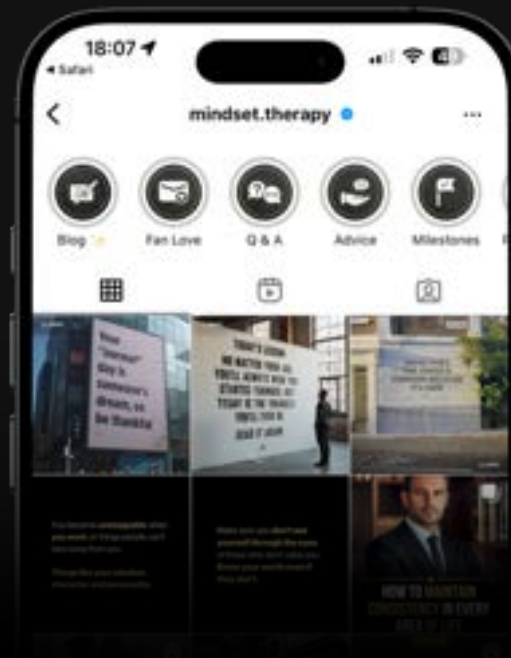
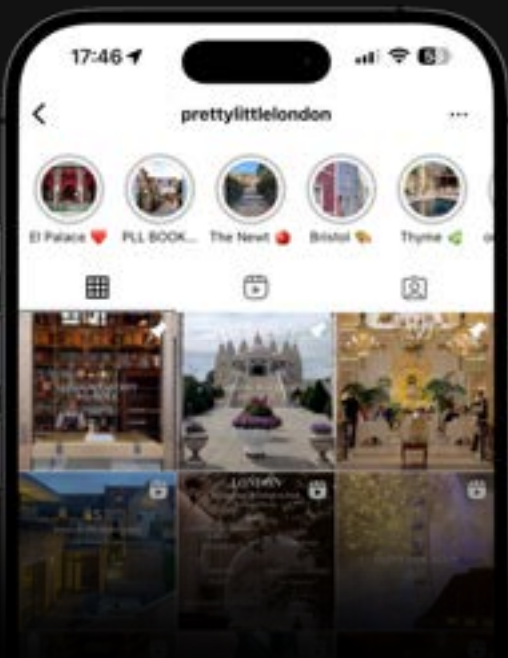
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WHY WORK WITH US?



92% of consumers say they trust earned media, such as social media, word of mouth, recommendation from friends and family, above all forms of advertising. (Webbed Feet)



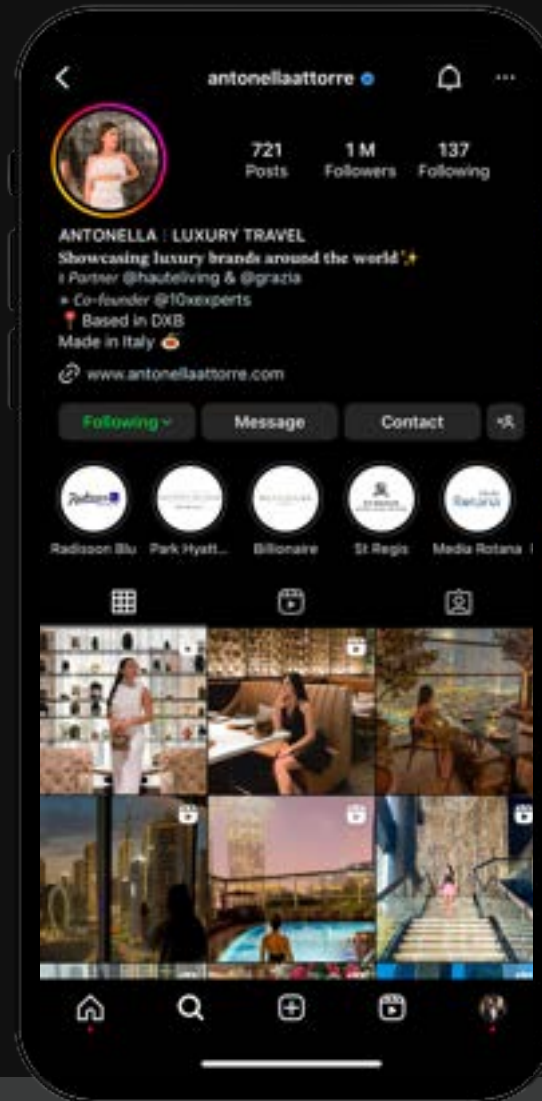
52% of travelers were so influenced by social media that they changed their original travel plans (Sprout Social)



82% of consumers trust a company more if they are involved with social media (Forbes)



50% of travel companies have said that direct bookings have been generated from social media (Tnooz)



Social media users on Instagram interact with brands 58 times more than they do on Facebook and 120 times more than on Twitter. (Curalate)



45% of leisure travelers booked instantly after watching a video of the travel activity (Google)



93% of luxury brands are now on Instagram. (L2)



Visual Commerce = Conversion

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