



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Persona’s name

Short summary of the persona

Indian record label T-Series is the most-subscribed channel, with over 251 million subscribers as of October 2023

There's something about speaking directly to an audience, looking them in the eyes, and taking them along with you on your travels that gets wanderlusters hooked

YouTube channel and watch them take on the world. With the ability to live vicariously through these YouTube personalities at the touch of a play button, the joy and magic of world travel becomes widespread

We took the best travel channels on YouTube and narrowed it down to this list of top travel YouTubers to follow in 2022.

These two Australians have lived out their dream of sailing the oceans of the world with absolutely no previous sailing experience.

bizarre and extreme sides of travel. Mike Corey is your man, Mike is always on the hunt for weird and unheard-of world travel experiences that spark that sense of adventure in his viewers

Caillin O'Neil is a Canadian solo travel bloggerwho createstravel videos detailing the good and bad sides of travel

Christian LeBlanc is a travel vlogger whose passion for seeing the world translates into everything he does. From the way he talks about landing somewhere new to the quality and efforts he puts into his videos

Kristen and Siya are pros at globetrotting and post tons of helpful content on their YouTube channel for adventurers to learn and grow from

This adventure couple has traveled to over 100 countries on every continent and lives by the motto "adventure is for everyone." They have been married for twenty years and were looking for something more out of life when they decided to create The Planet D

After studying abroad in Prague in 2012, Drew caught the travel bug and hasn't slowed down since. He taught English in Korea and upon leaving in 2015, he used his travel blog and social media to propel him around the world

The Gee family describes themselves as "just your 'average' family working from all around the world as Family Travel Journalists



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?