



Let's adventure together!

Hi there! We're Gwyn (she/her) and Ami (she/her). Based in the Pacific Northwest, we inspire others to travel, get outside, and have fun! On social media and our blog we share travel itineraries, epic hikes, outdoor recreation and gear, and life as an LGBTQ+ couple. When we're not traveling (often in our truck camper) we call Spokane, Washington home.





Our partnership philosophy + expertise

Promoting travel and adventure through storytelling and education

We specialize in storytelling-driven social media content, blogging, and professional photography related to **USA travel, outdoor adventures (hiking, backpacking), and lifestyle**. We work with brands to help tell their unique stories and build authentic engagement with our audience, and we bring an ethic of professionalism, transparency, and fun to all of our partnerships! Our core values include **leave no trace, sustainability, and LGBTQ+ representation**.

Recent campaigns

See below for examples of three recent campaigns we participated in, and [click here](#) to access our portfolio for additional examples of our clients and work.



Since 2023 we have served as REI Co-op ambassadors. We work with REI on monthly campaigns to build brand awareness and drive sales.



In 2025 we worked with Destination Canada to promote winter cultural and outdoor recreation-focused travel to Edmonton and Jasper, Alberta.



In 2025 we worked with Visit Vancouver Washington to promote spring travel, and capture photography assets for their marketing.



Account Insights

Our primary platforms are Instagram and TikTok. We are also active on our blog, Facebook, and youTube Shorts. Below you can find our account insights by platform.

Instagram

Past 90 day stats

Views: 6.1 million

Followers: 124,000

Interactions: 500,000

Saves, shares, reposts: 250,000

TikTok

Past 60 day stats

Views: 1.2 million

Followers: 23,500

Shares: 17,000

Facebook

Past 90 day stats

Views: 3.9 million

Followers: 64,000

Blog

Past 30 day stats

Visitors: 5,600

Page views: 8,000



Audience Insights

Audience demographics are for Instagram, but are similar across platforms.

Audience interests

- USA adventure travel
- Hiking and backpacking
- Truck camper, RV, campervan
- National Parks
- Road trips
- Itineraries + weekend getaways
- Outdoor recreation and gear
- LGBTQ+

Audience Demographics

Age groups

18-24	3%
25-34	22%
35-44	30%
45-54	21%
55-64	15%
65+	10%

Top countries

United States	87%
Canada	3%

Top cities

Seattle, WA	4.9%
Portland, OR	2.0%
Los Angeles, CA	1.7%
San Diego, CA	0.9%
San Jose, CA	0.8%

Case Studies

HydroLid

Product marketing case study

During Black Friday our [creator-led ad](#) for outdoor brand HydroLid generated:

- 3,761 clicks at \$0.90 CPC
- 179 purchases at \$18.87 CPP

Our ad delivered an exceptional 3.49× ROAS, showing our ability to generate strong sales and brand awareness.

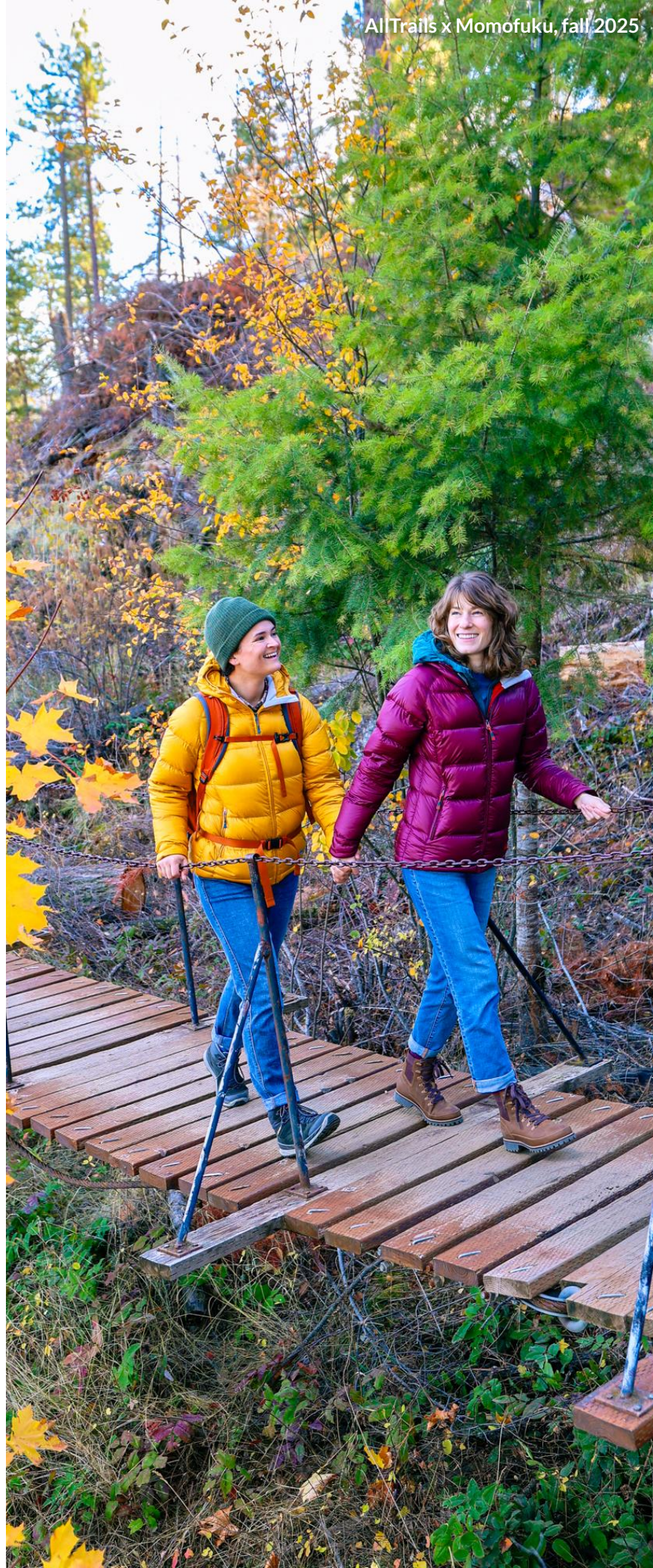
Visit Colorado

Destination marketing case study

In summer 2025, we partnered with Visit Colorado to drive tourism in Colorado. Deliverables included:

- [Two reels](#) cross-posted to TikTok
- An evergreen [blog post](#)
- A [full professional photo gallery](#) licensed for Visit Colorado's print and digital marketing

The campaign generated over 750,000 organic views, along with 11,500 sends and 9,000 saves — strong indicators that our audience was actively planning and sharing future trips inspired by the content.



Services we offer

Social media

Instagram reels, carousels, stories

Link in bio

TikTok crossposting

Facebook crossposting

User Generated Content (UGC)

Photography

Professional photography and
image licensing for evergreen client
marketing use

Website and blog

Blog posts

Product integration and reviews

Gwyneth and Amiana Manser

Spokane, Washington

gwynandami@gmail.com

[Instagram](#) | [TikTok](#) | [Website & Blog](#) | [Threads](#)

