

ALESSANDRO & FLORA · TRAVEL CREATORS · LONDON & NAPLES

We turn trips into bookings.

Aesthetic, story-driven travel content for a worldwide audience – cinematic Reels, save-worthy guides and photography that make people book.

@inceptiontravelers

inceptiontravelers.com

collabs@inceptiontravelers.com

150k+

CUMULATIVE FOLLOWERS
across all platforms

649k

TOP REEL VIEWS
one single Reel

Millions

MONTHLY VIEWS
short-form video

7

COUNTRIES COVERED
and counting



WHO WE ARE

Ciao! We're Alessandro & Flora.

We're passionate explorers and travel storytellers based between **London** and **Naples**. Alessandro is from Rimini, Flora is from Naples – and we founded **Inception Travelers** in 2024 with one mission: help people travel better.

From unique itineraries to hidden gems, restaurants and local adventures, we craft cinematic content and practical guides in English that real travelers around the world save and use.

BASED

London & Naples

FOUNDED

2024

CONTENT LANGUAGE

English

FOCUS

**Hotels · Destinations ·
Experiences**

WHO'S WATCHING

Now boarding: your next guests.

AUDIENCE BY COUNTRY

SOURCE · INSTAGRAM

ORIGIN	MARKET	RELATIVE SHARE	SHARE
GB	United Kingdom LONDON · MANCHESTER · EDINBURGH		23%
US	United States NEW YORK · LA · CHICAGO		19%
IT	Italy MILAN · ROME · NAPLES		6%
DE	Germany BERLIN · MUNICH · HAMBURG		5%
AU	Australia SYDNEY · MELBOURNE · BRISBANE		4%
	Rest of world REMAINING SHARE		43%

INSTAGRAM

111k

followers · @inceptiontravelers

TIKTOK

12.6k

followers · @inceptiontravelers

FACEBOOK

25k

followers · @inceptiontravelers

AUDIENCE GENDER

Women 72% Men 28%

AUDIENCE AGE

73% aged 35-64

18-24

1.7%

25-34

11.7%

35-44

21.5%

45-54

26.9%

55-64

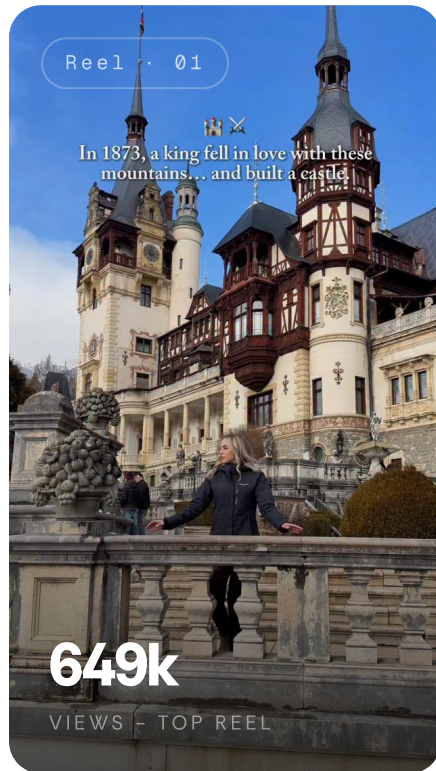
24.9%

65+

13.2%

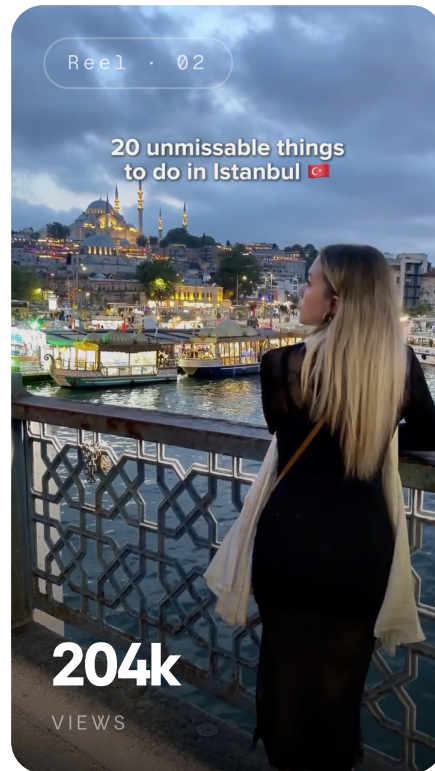
THE WORK

Reels people don't scroll past.



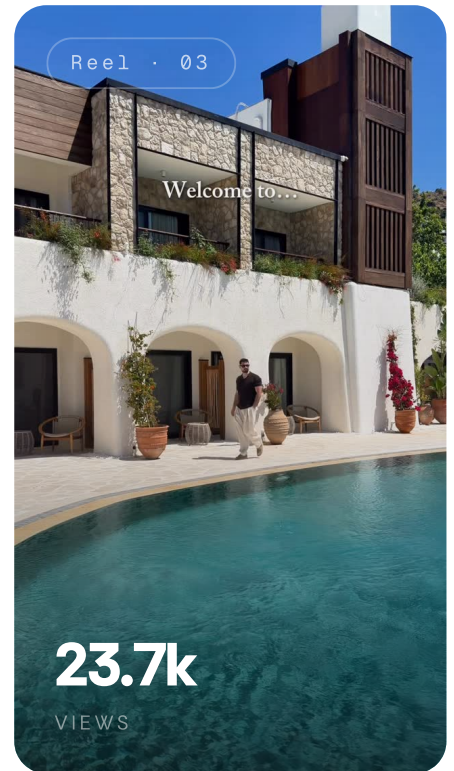
Instagram · Reel

Watch →



Instagram · Reel

Watch →



Instagram · Reel

Watch →

TRUSTED BY



WORK WITH US

Two ways to start.

Built for hotels, resorts and destinations that want content guests actually act on.

PACKAGE 01

SIGNATURE

The Stay

Our signature hotel collaboration – everything a property needs from one stay.

- ✓ **1 professionally edited Reel** published across all our platforms
- ✓ **3 Stories per day** of collaboration
- ✓ **Tags & geotag** on every piece of content
- ✓ **Full usage rights** – repost our content on your own channels

[Book The Stay →](#)

PACKAGE 02

Beyond the Stay

For brands that want reach beyond the feed – and content that keeps working.

- ✓ **Dedicated blog feature** on inceptiontravelers.com – lasting SEO value
- ✓ **Extra Reels** for additional angles and offers
- ✓ **Extended & paid-ads usage rights** for your campaigns
- ✓ **Photography set delivery** – a full set for web and social
- ✓ **Ambassadorships** – long-term partnerships across seasons

[Talk about Beyond the Stay →](#)

— Every collaboration is adaptable to your brand's goals – tell us what success looks like.

SAY HELLO

Let's create something great.

collabs@inceptiontravelers.com →

 [@inceptiontravelers](https://www.instagram.com/inceptiontravelers)

inceptiontravelers.com

[Instagram](#)

[TikTok](#)

[Facebook](#)

INCEPTION TRAVELERS

MEDIA KIT · 2026 · FIGURES ACCURATE AT TIME OF PUBLISHING