



TRAVEL MAKES ME HAPPY

WORK WITH US

Authentic Travel Storytelling • Destination Coverage • Video • Search-Focused Editorial

Travel content designed to inspire the trip and help travelers plan it.

10K+	1.1M+	8.2K+	2.6K+
YOUTUBE SUBSCRIBERS	GOOGLE SEARCH IMPRESSIONS*	ORGANIC SEARCH CLICKS*	INSTAGRAM FOLLOWERS

*Google Search performance for the last 3 months as of July 11, 2026.

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ABOUT TRAVEL MAKES ME HAPPY



Travel Makes Me Happy is a New Orleans-based travel media brand focused on memorable destinations, quick escapes, road trips, hotels, restaurants and experiences that make a trip worth taking.

Created by travel writer and content creator **Kerri “KJ” Jones**, Travel Makes Me Happy combines firsthand travel experiences with practical trip-planning information, engaging video and search-friendly travel guides.

With a master's degree in sociology and graduate work focused on the sociology of travel, KJ brings a people-centered perspective to travel storytelling. The focus goes beyond a checklist of places to visit to explore what makes an experience memorable, meaningful and worth recommending.

“What makes a place or experience memorable enough to recommend to a friend?”



OUR APPROACH: TRAVELER-FIRST STORYTELLING

Rather than creating content that feels like a traditional advertisement, we approach collaborations from a traveler's point of view. What would we notice on a first visit? What would we tell a friend? What makes the experience stand out, and who would genuinely love it?

Our goal is to create honest, engaging travel stories that feel natural to our audience while highlighting the details that make a destination or business worth discovering. We believe the best partnerships do not feel like commercials. They feel like a trusted travel recommendation from someone who has actually been there.

Content focus: destination guides • hotels & resorts • restaurants & foodie finds • unique experiences • short getaways • road trips • travel planning

REACH + DISCOVERY



Our audience discovers travel content across search, video and social, reaching travelers from early inspiration through active trip planning.

1.1M+	8.3K+	10K+	2.6K+
GOOGLE SEARCH IMPRESSIONS	ORGANIC SEARCH CLICKS	YOUTUBE SUBSCRIBERS	INSTAGRAM FOLLOWERS

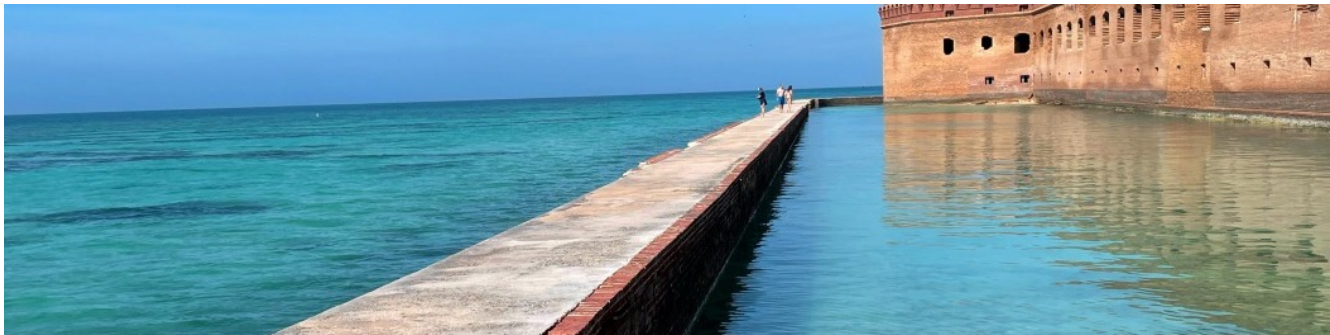
SEARCH AUDIENCE HIGHLIGHTS

6,777	U.S. organic search clicks in the last 3 months
66%	of organic search clicks came from mobile devices
2,586	organic clicks to our top-performing travel guide in the period
186,355	Google Search impressions for that guide

Why this matters for partners: a collaboration can live beyond a single social post. Travel Makes Me Happy can combine visual discovery with evergreen editorial content designed to be found while travelers are actively researching a destination, hotel, restaurant or experience.

Search metrics are based on the attached Google Search Console export for the last 3 months as of July 11, 2026. Social follower counts are current figures supplied for this media kit.

WAYS TO WORK WITH US



We especially love working with destinations, hotels, restaurants and experiences that have a unique story to tell.

SPONSORED DESTINATION COVERAGE Firsthand destination storytelling across editorial, video and social.	HOTEL + RESORT FEATURES Property reviews, room tours, resort experiences and destination-focused hotel coverage.
RESTAURANT + CULINARY FEATURES Traveler-first restaurant stories, foodie guides, short-form video and social content.	ATTRACTION + EXPERIENCE COVERAGE Tours, museums, shows, cultural experiences and memorable things to do.
SEO TRAVEL ARTICLES Search-focused evergreen editorial content created to continue reaching travelers beyond the initial campaign.	SHORT-FORM VIDEO YouTube Shorts, Instagram Reels and TikTok content built around strong visual hooks and travel discovery.
YOUTUBE VIDEO FEATURES Longer-form destination and experience storytelling for travelers who want a deeper look.	CUSTOM CAMPAIGN PACKAGES Multi-platform campaigns combining editorial, video and social coverage around a partner's goals.

PARTNERSHIP PHILOSOPHY

We value creative partnerships that allow us to experience a place firsthand and tell the story in a way that is useful to travelers. Sponsored and hosted collaborations are clearly disclosed, and our coverage remains grounded in our genuine experience.



COLLABORATION SPOTLIGHT

CONCHIGLIA KEY WEST

Travel Makes Me Happy partnered with Conchiglia to experience the restaurant firsthand and introduce travelers to its coastal Italian concept in Old Town Key West.

The collaboration was approached from a traveler's perspective, focusing on the atmosphere, handmade pasta and the experience of discovering a distinctive restaurant while visiting Key West. Content was created to feel like a genuine travel recommendation rather than a traditional advertisement and connected naturally with our broader Key West destination coverage.

FIRSTHAND EXPERIENCE	ORIGINAL VIDEO	SOCIAL STORYTELLING	DESTINATION CONTEXT
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LET'S TELL A TRAVEL STORY PEOPLE ACTUALLY WANT TO EXPERIENCE.

Have a destination, hotel, restaurant or experience travelers should know about?

We'd love to hear the story and explore ways to introduce it to the Travel Makes Me Happy audience.

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Available for select sponsored, hosted and custom travel media collaborations.