

# frolic & courage

travel. food. life.

## About frolic & courage



Antoinette Harris

Hi, I'm **Antoinette Harris**, the owner of frolic & courage, LLC! I'm a steadily growing nano-influencer based in the United States, Washington, D.C. area. My passion is to help aspiring travelers recognize they CAN take the trip of their dreams - all it takes is a little practical planning, a dose of courage, and an openness to new experiences.

On my [blog](#), [YouTube](#) channel, [Instagram](#), and [Pinterest](#) pages I post international and domestic travel vlogs and [informational content](#) sharing featured [attractions](#), the best things to [see & do](#) at a destination, [room tours](#), food & restaurant reviews, and practical tips to help plan my audience's next trip, all while working a full time job. I look forward to connecting with your organization!

## Audience Profile

My primarily U.S. based audience is comprised of aspiring female and male travelers, married and single, between 25-44 years old who are actively planning and researching their next trip. They are college educated, financially secure, and eager to obtain a great return on their vacation investment given the limited time off from their 9-5 careers. Travel, culture, food, and finance are top interests.

Their desire is to travel and fully experience new domestic and international destinations, but are challenged by their lack of experience. Overwhelmed but determined and value-driven, these decision makers turn to experienced travelers and trusted visual sources to inform their purchase decisions. They seek information that is detailed, clear, visually appealing, and realistic to finalize their itinerary. In sum, this is why my audience enjoys frolic & courage content!



Rome, Italy

## Let's Collaborate



London, England

There are a number of creative ways I can introduce your brand to my audience. My YouTube channel and blog are the most visited sites, followed by Instagram, Pinterest, and Facebook. From sponsored content and press/fam trips to detailed reviews and photography, let's work together to produce value for your business and my audience.

For example, my [Viator Partners](#) affiliate link conversation rate for the past 12 months is more than **quadruple (4.19%)** the industry average of .5 to 1%. I look forward to the possibilities that collaboration can bring!

## Key YouTube Stats

**18-44**  
years old (84.4%)

**4.2M**  
impressions

**363k+**  
video views

**71%**  
U.S., U.K., Canada & France

**52/48**  
% female/male



## Collaboration & Opportunities

### Press & Fam Trips

*Accommodations, transportation, meals, tours*

My audience loves when I share my international and domestic travels! Allow me to film and/or photograph your **beautiful destination**, accommodation, or service. I'll showcase the best your organization has to offer.

### Brand Ambassador

*Varies based on opportunity*

I enjoy promoting services, destinations, and products from brands whose values naturally align with my audience and my own. Through preferred long-term partnerships and affiliations, let's work together.

### Sponsored Content

*Natural integration varies by post + gifted item(s)*

After experiencing your **products** and/or service, I'll organically post or share an in-depth **review** with my detail-loving audience. Option range from full, partial, or integrated content to mentions, placements, or giveaways on the platform(s) of your choice.

### Photography

*High-quality images for print, web, and social media*

From stunning accommodations and sumptuous meals to breathtaking sites and memorable activities, my high-quality individual or bundled licensed **images** will enhance your upcoming marketing requirements and motivate future clients towards a purchase decision.

### Additional Services

*Have something else in mind? Let's chat!*

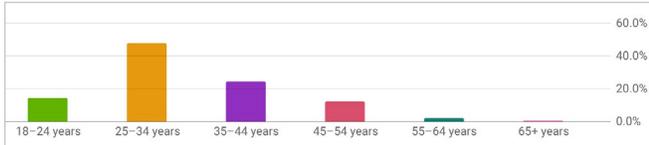
I'd love to collaborate with you on your brand's great idea. Whether it's a bundled package of deliverables, affiliate link, licensed photos, talent for shows, photos, or video campaigns, an interview, or public speaking engagement, or anything else you'd like to create. Let's talk and explore the opportunities!

# Detailed Stats & Analytics

All traffic is organic. Stats are YTD. Updated as of 04/13/2022

## Audience by Age

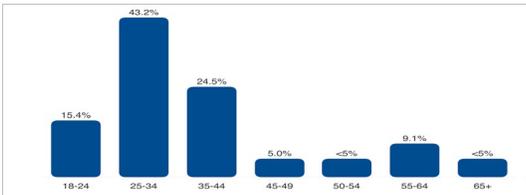
YT



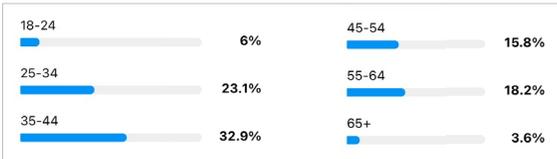
BL

1.	18-24	20.43%
2.	25-34	29.30%
3.	35-44	22.85%
4.	45-54	13.98%
5.	55-64	8.87%
6.	65+	4.57%

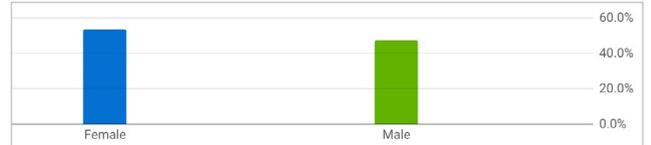
PI



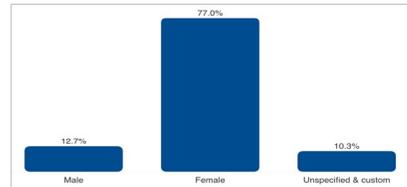
IG



## Audience by Gender



1.	female	59.29%
2.	male	40.71%



## Audience by Geography

YT

United States	219,431	63.4%
United Kingdom	13,543	3.9%
Canada	8,481	2.5%
France	4,548	1.3%

BL

1.	United States	1,101 (75.62%)
2.	Canada	66 (4.53%)
3.	United Kingdom	56 (3.85%)
4.	Australia	20 (1.37%)

PI

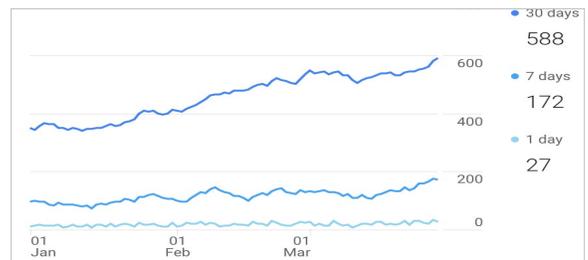
United States	57.8%
Canada	5.3%
India	3.3%
South Africa	2.9%

IG

United States	81.7%
India	3.6%
Canada	2.4%
Bangladesh	1.2%

## Views

Views	38.6K	Watch time (hours)	3.2K	Subscribers	+289
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Impressions	832 ↑ 81%	Engagements	43 ↑ 16%	Total audience	669 ↑ 74%
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# Impact & Conversation



thomas thorne 1 year ago

Greetings. My wife and I have been debating whether or not we wanted to do Chops for dinner on an upcoming cruise. We've eating there because we had the Key with a pre fixed menu. While we LOVED that restaurant, we were just really up in the air about the dinner menu.

..... well

Your video made up our minds ... Lol !!!!! We are DEFINITELY gonna do dinner at Chops now. Thank you for this review and keep those videos coming and CONGRATULATIONS on your anniversary !!!!!!!

Happy crusing

Show less



Jasmine Crain 6 months ago

I've been looking at different hotels I think we will be living at this one for our vacation this year I love the oversized soaking tub !!

👍 1 🗨️ 📄 📊 📈 📉 REPLY

▲ Hide 3 replies



Frolic & Courage 6 months ago

That's awesome Jasmine! Bathrooms can easily make or break a vacation 😊 but we felt like we hit the jackpot! When are you planning to go??

👍 1 🗨️ 📄 📊 📈 📉 REPLY



Jasmine Crain 6 months ago

[@Frolic & Courage](#) LOL right honestly they can we plan on going in August for my birthday 🥳 ! Thank so much for the video.. I've looked at kimpton..Marriott..the ritz this one seemed better b/c of the tub LOL 😊



Numan Akram 1 year ago

One of the best videos made solely for help and not for likes or clickbaits. thanks so much for explaining in length all these tips. keep it up !!!

👍 1 🗨️ 📄 📊 📈 📉 REPLY



📌 Pinned by Frolic & Courage

Sara BADRI 2 years ago

Your video is so detailed! I've watched so many videos about public transport in Paris, they got between 60k and 400k views but they weren't as interesting as yours! Thank you so much for sharing those tips. That will definitely help!

👍 66 🗨️ 📄 📊 📈 📉 REPLY

▼ View 3 replies from Frolic & Courage and others



Uzma Rehman 1 week ago

Super helpful, I am coming to Paris next month I will grab this card and travel around. Most amazing system, can't wait to see how it all works

👍 1 🗨️ 📄 📊 📈 📉 REPLY

▼ View reply from Frolic & Courage



Esther-Cam 2 weeks ago

This video is awesome .... Thank you for your extensive research...

👍 1 🗨️ 📄 📊 📈 📉 REPLY



Luis Parga 3 weeks ago

im going for a whole week and wanted to see what was more convenient definitely doing navigo! thank you so much!



Ju Wa' 1 month ago

Great content. I loved the tour of Pompeii. I'll be traveling to Italy in the Summer and this has confirmed I need to plan an Excursion to Pompeii.

👍 1 🗨️ 📄 📊 📈 📉 REPLY