

MEDIA KIT GORDON TRAVELS✈️

**MALTESE CULTURAL
TRAVEL STORYTELLER**

**25+
COUNTRIES**

**3M+
VIEWS**



WHO I AM

I'm Gordon — and I've been wandering since I was a kid.

I don't make travel content about destinations. I make it about people. The baker keeping a 300-year-old wood-fired oven burning. The sculptor preserving a dying Maltese trade no one else is documenting. The fishing village 20 minutes from the tourist strip that feels like it belongs to a different century.

I come from Malta — one of the smallest countries in the world, with more history per square kilometre than almost anywhere else. That taught me to look closely, find what's underneath, and tell the story nobody else thought to find. That instinct goes with me everywhere I travel.

My audience follows me because they trust me. I only ever recommend what I use. I only work with brands that belong in the world I document.



Email: hello@itsgordontravels.com

|



Website: www.itsgordontravels.com

THE NUMBERS

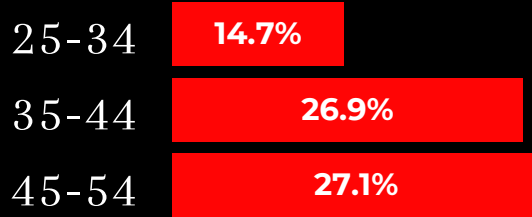


77% FACEBOOK ENGAGEMENT RATE.
INDUSTRY AVERAGE: 0.5-1%. MY AUDIENCE DOESN'T SCROLL PAST —
THEY RESPOND.

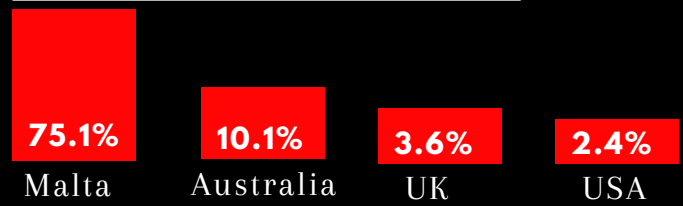
GENDER



AGE



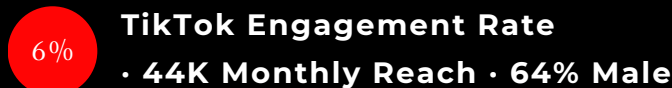
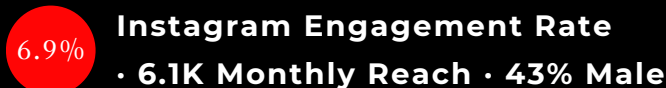
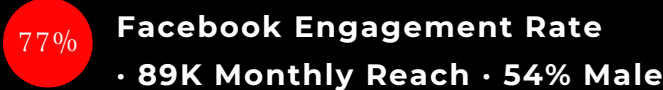
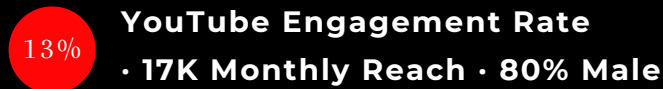
COUNTRY



My core audience is 35-54 years old — making up 54% of my total following. This is the most valuable bracket for travel tech, gear, destination, and cultural brands. They are independent travellers who research before they buy and act on recommendations from creators they trust.

STATS

SOCIAL MEDIA



AS FEATURED IN



PREVIOUS PARTNERS



Email: hello@itsgordontravels.com



Website: www.itsgordontravels.com

WHAT I MAKE



People Behind The Place

The artisans, fishermen & keepers of tradition



Hidden & Overlooked Places

The angles mainstream travel skips



Local Food as Culture

Food as a window into history & identity



Smart Independent Travel

Documenting specific campaigns or initiatives that align with both our brands.

WHO I WORK WITH



TRAVEL TECH & GEAR BRANDS

eSIMs, VPNs, travel wallets, backpacks, cameras, apps. My audience are active independent travellers who research before they buy. They follow my recommendations because I use everything I talk about — in the field, not in a studio.



TOURISM BOARDS & DESTINATION BRANDS

My storytelling-first approach goes beyond the highlight reel. I find the people, the food, and the overlooked places that make a destination worth visiting — the content that inspires independent travellers to actually book.



CULTURAL & HERITAGE ORGANISATIONS

My most-viewed content documents dying trades, preserved traditions, and the humans behind them. If your organisation works in cultural preservation or heritage — we are almost certainly aligned.



WHAT I OFFER



Sponsored Content

Your brand integrated naturally into travel vlogs, reels, and short-form videos across YouTube, Facebook, TikTok, and Instagram. Every integration is written into the story — not bolted on. Published across all active platforms for maximum reach.



Product Reviews

Honest, real-world evaluations tested in the countries I visit — not in a studio. My audience trusts product recommendations because I have a track record of only talking about things I actually use. High conversion, zero script.



Travel Campaigns

Immersive, story-led destination content for tourism boards and travel brands. I document the people, food, and hidden places that inspire independent travellers to actually book — not just save to a list they never look at again.



Giveaways

Branded campaigns that drive reach, follower growth, and engagement across platforms. I handle the concept, the content, the mechanics, and the execution — you get visibility and a new audience.



Brand Ambassadorship

A long-term partnership where I consistently represent your brand across all content — integrated naturally into my travel storytelling over multiple months. For brands that want ongoing, authentic visibility rather than a one-off mention.

Post-campaign reporting

After every collaboration I provide a full performance report — views, reach, engagement, saves, and link clicks across all platforms where the content was published. You'll see the results as clearly as I do.



CASE STUDY

TUNAJJA BAKERY

One campaign. Five pieces of content. A bakery that couldn't keep up with the orders that followed.

CONTENT PRODUCED

- 1 Vlog
- 2 Reels
- 2 Short Videos (3 - 4 mins)

TESTIMONIAL

"Thank you very much Gordon, for all the videos you've created. My parents and I didn't expect this turnaround. We've had so many orders and new clients that came through your videos you've published".

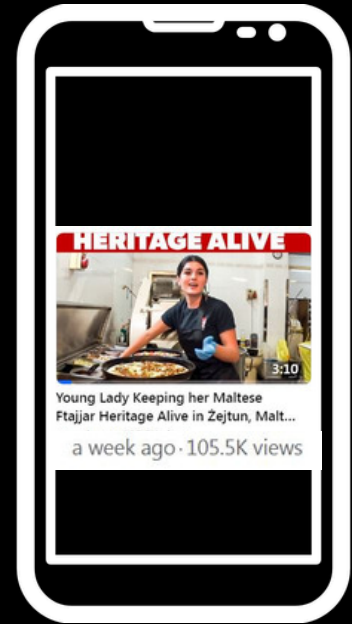
KAYA, TUNAJJA BAKERY CO-OWNER

380K+

TOTAL VIEWS ACROSS ALL PLATFORMS



71K 775 17 61



194K 3.3K 184 102

CASE STUDY

MAGRO STONWORKS

A dying trade. One craftsman. 241K+ views — and a conversation with the Director of MAD Institute Malta that followed.

CONTENT PRODUCED

- 1 Vlog
- 1 Reel
- 2 Short Videos (3 - 4 mins)

TESTIMONIAL

"Gordon, captured the essence of the work we do here and allowed me to share my voice to this dying trade. Thanks to his videos, it captured media attention and reached the Director of MAD Institute Malta to discuss further a potential involvement to share my expertise with their students".

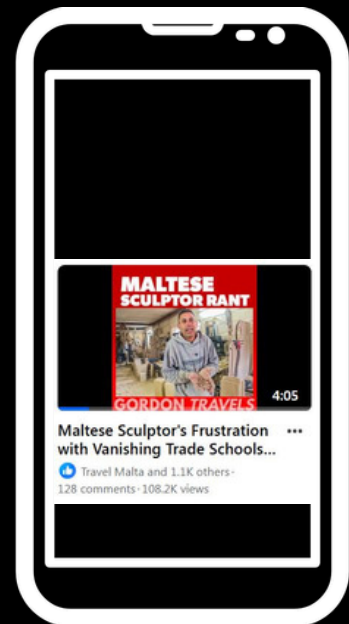
ALAN, MAGRO STONWORKS OWNER

241K+

TOTAL VIEWS ACROSS ALL PLATFORMS



36K 533 7 8



109.8K 1.1K 128 287



CASE STUDY

ANGELA'S MEDITERRANEAN & MALTESE RESTAURANT

Two pieces of content. Sixty thousand views. New customers through the door within the first week.

CONTENT PRODUCED

- 1 Reel
- 1 Short Video (3 - 4 mins)

TESTIMONIAL

"Thanks a lot Gordon Travels, for the fantastic reel and short video you've put together. The videos brought attention to new customers and increased our brand awareness. Great job!"

TONY, CHEF PATRON

60K+

TOTAL VIEWS ACROSS ALL PLATFORMS



▶️ ❤️ 💬 📌
28K 254 5 11



▶️ ❤️ 💬 📌
20.7K 377 18 35

CASE STUDY

MARLON'S PLANT NURSERY

A local business. A human story. New customers ordering within days of publishing.

CONTENT PRODUCED

- 1 Reel
- 2 Short Video (3 - 4 mins)

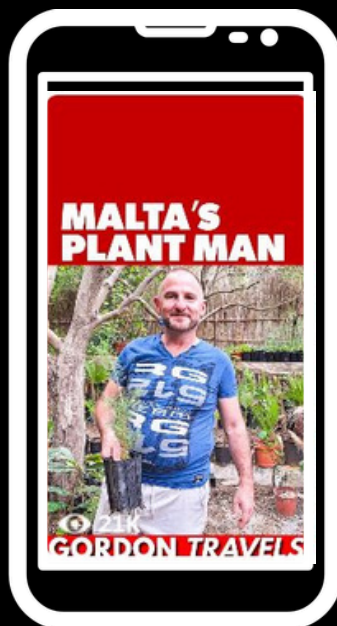
TESTIMONIAL

"Amazing work Gordon Travels! Your videos not only gave me more exposure but I've had many new customers that ordered plants from me within few days. I couldn't be happier with the result."

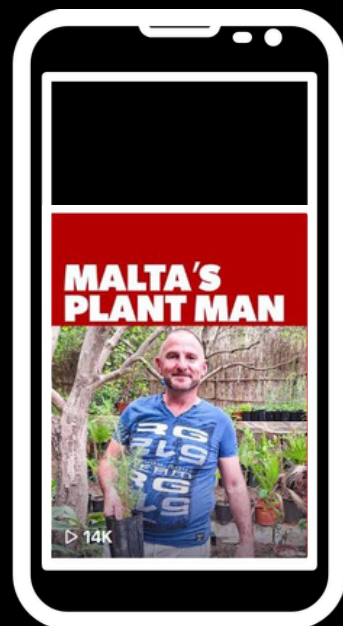
MARLON, PLANT NURSERY OWNER

66K+

TOTAL VIEWS ACROSS ALL PLATFORMS



▶️ ❤️ 💬 📌
21K 277 10 15



▶️ ❤️ 💬 📌
14K 354 22 35



LET'S WORK TOGETHER



If you're a brand looking to reach an audience of independent, culturally curious travellers — the kind of people who actually act on recommendations — I'd like to hear from you.

I partner with travel tech brands, tourism boards, and cultural organisations on sponsored content, destination campaigns, product integrations, and long-term ambassadorships.

I only work with brands I'd use myself. That's not a disclaimer — it's why the partnerships work.

WHAT HAPPENS NEXT

Reach out with a brief overview of your brand and campaign goals. I'll come back to you within 48 hours with an honest answer on whether it's a good fit — and if it is, we'll talk through what a collaboration could look like.

CONTACT ME



Email: hello@itsgordontravels.com



Website: www.itsgordontravels.com

SOCIAL MEDIA LINKS

YouTube: [@gordontravels](https://www.youtube.com/@gordontravels)

Facebook: [@itsgordontravels](https://www.facebook.com/itsgordontravels)

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

TikTok: [@itsgordontravels](https://www.tiktok.com/@itsgordontravels)