



RAW TRAVEL



WHY RAW TRAVEL?

- ⇒ U.S. Passport Possession Has Exploded & is at an All-Time High & Trending Higher at +100 Million
- ⇒ Travel is the U.S.A.'s #1 Service Export (International Travelers Visiting the United States)
- ⇒ Tourism Ad Spending Growing at +10% Annually
- ⇒ Authentic Travel Is Underserved
 - ⊗ Travel Channel – Just Another Reality Channel (Not Authentic)
 - ⊗ PBS – Older Skewing & “Boring”
 - ⊗ CNN – “Anthony Bourdain’s Parts Unknown” (Proves Genre Works When Done Correctly)
- ⇒ Research Shows People Are Craving Authenticity
- ⇒ Appeals to:
 - ⊗ Socially Active, Aware & Connected
 - ⊗ Educated & Upwardly Mobile
 - ⊗ Influencers Who Readily Share Opinions
 - ⊗ Exclusive Web Content & On Air Vignettes for Local Sponsorship Opportunities.

