

Laura Bornstein

*Real places.
Real stories.*

Adventure travel creator & trusted travel resource



About Laura

Travel, for me, has never been about simply visiting new places. It's about understanding the people, cultures, landscapes and wildlife that give every destination its identity.

That perspective shapes every story I tell. Through long-form travel guides and immersive vlog-style videos, I explore both iconic destinations and lesser-known corners of the world, combining practical advice with authentic storytelling to help travelers experience places beyond the surface.

Alongside my work as a travel consultant specializing in African destinations, I create content that inspires curiosity, builds confidence and encourages more meaningful travel experiences.



My Audience

Travelers who are actively planning, researching, and making decisions



High Purchase Intent

My audience actively researches destinations, compares travel options and plans future trips. They come to my content at the exact moment they're making travel decisions, making them highly valuable for brands within the travel industry.



Trust-based Audience

My audience values honest, experience-based recommendations and regularly relies on my content when planning their own trips. This trust has already translated into confirmed travel bookings through brand partnerships.



Evergreen Discovery

My audience is constantly growing through travelers researching destinations months and even years after a video is published. This creates a continuous stream of new viewers discovering my content while actively planning future trips.



Curious Explorers

My audience values authentic experiences, meaningful cultural encounters and outdoor adventure. They're drawn to destinations that offer more than sightseeing, making them an excellent fit for brands focused on exploration, conservation and responsible travel.



35%

UNITED STATES

28%

KENYA &
TANZANIA

12%

UNITED
KINGDOM

2,3%

CANADA

1,5%

GERMANY

Channel overview

In the last 90 days for long-form videos only (excluding YouTube shorts)

SUBSCRIBERS

7700

VIEWS

79K

WATCH HOURS

7.2K

AVERAGE VIEW DURATION

5:28

NEW SUBSCRIBERS

+807

UNIQUE VIEWERS

59K

My channel is built around in-depth travel guides and immersive documentaries that continue reaching new audiences long after publication. As travelers research destinations, my videos remain discoverable through YouTube Search, Google Search and ongoing recommendations, creating a steady stream of organic views beyond the initial release.

Combined with consistent organic growth and strong viewer engagement, this creates lasting visibility for every piece of content. Rather than relying on short-lived trends, partnerships become part of an evergreen library of trusted travel resources that continues helping—and influencing—travelers over time.



Expert Travel Guides



Cultural Storytelling



Nature & Wildlife



Adventure & Off the Beaten Path

Content that performs

My content combines practical travel advice with immersive storytelling, helping viewers experience destinations beyond the highlights. From detailed travel guides and authentic cultural encounters to wildlife documentaries, scenic road trips and off the beaten path adventures, I create long-form videos that inspire curiosity while providing lasting value to travelers.

Whether exploring iconic destinations or uncovering lesser-known corners of the world, every story is carefully researched and thoughtfully produced to help viewers better understand a destination through its people, landscapes, wildlife, history and culture.

Featured Videos

Click any thumbnail to watch the video on YouTube



The Kenya Safari NO ONE talks about (Ol Pejeta),
Recently published



I wish I knew this before traveling to Zanzibar (2026 guide)
21k views



European girl's FIRST IMPRESSIONS of Lahore PAKISTAN
15k views



24 hours living with the Maasai tribe in Tanzania
2k views



EPIC Deosai National Park PAKISTAN
32k views



Kenya vs Tanzania Safari: Which One Is Better?
18k views



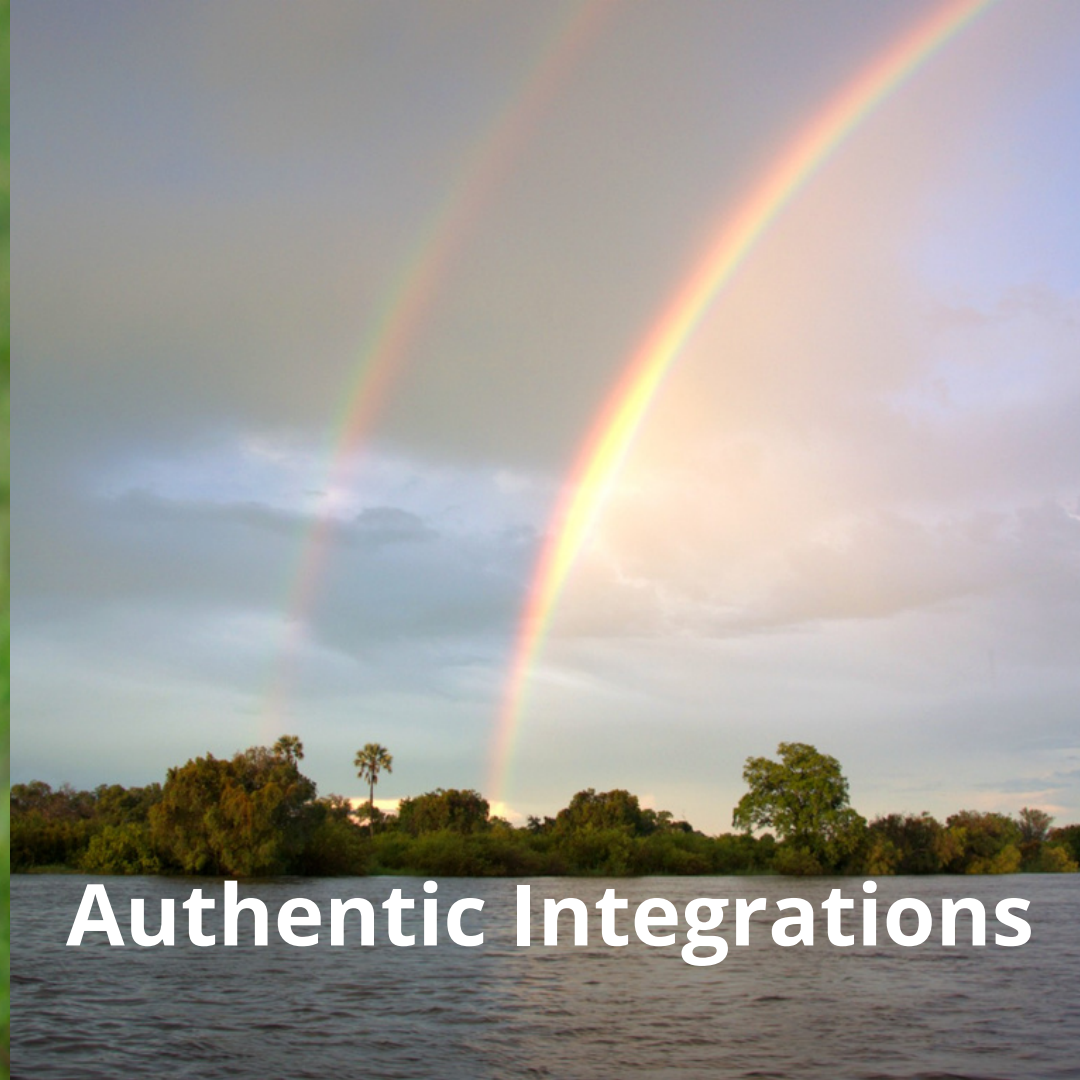
High Intent Audience



Trust & Credibility



Evergreen Visibility



Authentic Integrations

Why partner with Laura?

Every partnership is built around creating genuine value for both the brand and my audience. By combining trusted recommendations, a high-intent travel audience and thoughtfully crafted, evergreen content, I create integrations that feel authentic, relevant and naturally aligned with each story. The result is meaningful brand exposure that continues reaching travelers long after a video is published.



LET'S CREATE *Something Amazing* TOGETHER



partnerships@lauraabornstein



www.lauraabornstein.com



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