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# TRAVEL NOW

*Destinations Discovered & Defined*

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ROKU | GOOGLE TV | YOUTUBE | SOCIAL MEDIA

*A premium travel and lifestyle series hosted by Ellen Douglas*



# DESTINATIONS DISCOVERED & DEFINED

TRAVEL NOW is a cinematic series curated exclusively for the modern, high-value traveller: curious, affluent, and experience-driven individuals who inherently stay longer, delve deeper, and spend more.

We seamlessly bridge ultra-luxury with deep immersion. Moving effortlessly from the world's most exclusive resorts and Michelin-starred dining to raw, backstage access with local artisans, archaeologists, and visionary changemakers, uncovering the true heartbeat of a region.

Hosted by producer & travel journalist Ellen Douglas, whose career has taken her more than two million miles in search of the people, places and stories that inspire travel.

**Seen on:**

**tasted.tv**

A premium streaming channel available on:

**ROKU** &  **Google TV**

- \* Roku is North America's number one streaming platform with more than 100 million active monthly users.
- \* Google TV / Android TV is the world's largest streaming ecosystem, with more than 300 million active devices worldwide.

# WHY TRAVEL NOW?

Today's most successful destinations inspire visitors before they arrive.

TRAVEL NOW is highly selective, partnering only with forward-thinking destinations ready to command the attention of the world's most lucrative travellers. We don't just align with your goals - we dictate the standard for modern travel storytelling.

## **Featured Stories**

- \* Extraordinary people and local changemakers
- \* Authentic food, culture and traditions
- \* Innovation, craftsmanship and purpose
- \* Wellness, adventure and nature
- \* Hidden gems beyond the expected
- \* Experiences worth travelling for

Traditional promotion fades; immersion converts. *Travel Now* moves beyond passive marketing to create an undeniable desire to experience your destination.



# AUDIENCE INSIGHTS

*Independent* research shows that **Travel Now** attracts:

- \* Ages 30-60
- \* High net-worth and ultra high net-worth individuals
- \* Affluent, culturally curious global travellers with high disposable income
- \* Food, wine, wellness, adventure and design enthusiasts

# INTEGRATED MEDIA VALUE

\*USD \$400,000+ Per Episode

Premium long form destination storytelling distributed across TASTED.TV, Roku and Google TV / Android TV, with performance exceeding **1.5 million views per episode.**

**We inspire travellers - not tourists.**

**tasted.media**

# EPIISODE SAMPLES...

[Travel Now - Vietnam](#)

[TRAVEL NOW - Beyond The Golden Triangle](#)

***(private links - no accrued views)***

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We have identified your destination as a perfect fit for our upcoming season's editorial vision. Let's discuss how we can position your region's stories on the world stage.

LET'S SCHEDULE YOUR ALIGNMENT CALL

