MEDIA KIT · 2026

Tom Solo Travels

Solo travel content that gets found on Google, in AI answers and on TikTok. Honest hotel reviews and practical guides for independent travellers.

Based in	**United Kingdom**
Travelling solo since	**2019**
Countries visited	**20+**
Niche	**Solo travel & hotels**
Channels	**Blog, TikTok, Instagram**

100k+

Content views and search appearances across my channels in 2026

TIKTOK

45.4k

Video views

GOOGLE

44.4k

Search appearances

INSTAGRAM

9.4k

Views in 11 weeks

AI SEARCH

1.6k

AI Overview appearances

CHANNEL PERFORMANCE

Explore the numbers

Google Search · tomsolotravels.com

1 Jan – 15 Nov 2026

44,412
Search appearances (impressions)

551
Clicks from Google search

104
Search terms ranking on page one

61%
Of search clicks go to hotel reviews

TOP CONTENT BY SEARCH APPEARANCES

Axel Hotel Berlin review	5.7k
Axel Hotel Valencia review	4.1k
Koh Samui solo guide	2.9k
SE Asia budget guide	2.6k
Porto transport guide	2.5k
The Stay Chaweng review	2.4k

WHERE SEARCH CLICKS COME FROM

United Kingdom	32%
United States	14%
Spain	5%
Germany	4%
Australia	4%
Canada	4%

AI search · Google AI Overviews & AI Mode

18 May – 15 Nov 2026

1,577 Appearances in AI Overviews and AI Mode

82 Pages cited in AI answers

5x Growth in monthly appearances since June

3 AI assistants referring readers

MONTHLY AI APPEARANCES



*November 1–15 only. Source: Google Search Console.

MOST-CITED CONTENT

Is Porto walkable?	427
Koh Samui solo guide	233
Solo travel budget calculator	115
Porto transport guide	110
Axel Hotel Valencia review	92

REFERRING READERS FROM

ChatGPT · Microsoft Copilot · Perplexity

TikTok · @tomsolotravels

Year to date 2026 — View my TikTok →

45.4k Video views

1.7k Profile views

1.9k Likes, comments and shares

4.1% Engagement rate (per view)

HOW PEOPLE FIND MY VIDEOS



For You 67.3% · TikTok search 28.4% · Profile 4.2%

More than a quarter of views come from people searching TikTok for travel answers, so videos keep getting found long after posting.

ENGAGEMENT BREAKDOWN

Likes	1,700
Comments	105
Shares	76

Instagram · @tomsolotravels

1 Sep – 16 Nov 2026 — View my Instagram →

9,376 Views

4,421 Accounts reached

78% Of views from non-followers

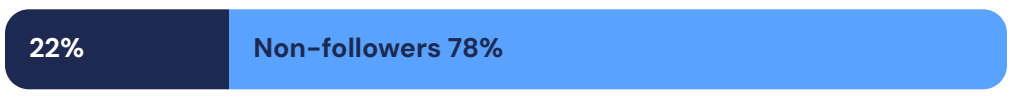
3.5% Interaction rate (per view)

BY CONTENT TYPE

Reels	4.1k
Stories	2.7k
Posts	1.7k

Interactions: Reels 172, Posts 115, Stories 40.

FOLLOWERS VS NEW AUDIENCES



Followers 2,096 views · Non-followers 7,280 views

151 profile visits in the period. Most views reach people discovering me for the first time, which makes Instagram a strong channel for brand awareness.

AUDIENCE

Who you'll reach

AGE (INSTAGRAM)

18-24	11%
25-34	36%
35-44	26%
45-54	16%

GENDER (INSTAGRAM)



Male Female

DEVICE (GOOGLE SEARCH)



Mobile Desktop and tablet

TOP MARKETS (GOOGLE SEARCH)

United Kingdom · United States · Spain · Germany · Australia · Canada · Netherlands · France · Ireland

Typical reader: a 25-44 year old independent traveller in the UK, US or Europe, actively researching where to stay and what to do. They search for honest reviews, practical costs and whether somewhere is right for travelling alone.

WHAT I CREATE

Content pillars

01

Hotel reviews

Honest, in-depth stays written to rank for "[hotel] reviews" searches.

02

Destination guides

Itineraries and first-timer guides for solo travellers, from Lyon to Koh Samui.

03

Planning & budgets

Real costs, transport guides and free planning tools like my budget calculator.

04

Short-form video

TikToks and Reels that bring destinations and stays to life.

DESTINATIONS COVERED Thailand · Japan · Spain · Portugal · France · Germany · Lithuania · Latvia · Scotland · + more

PARTNERSHIPS

Ways we can work together

Every collaboration is clearly disclosed, and I only partner with brands I'd genuinely recommend to a solo traveller.

Hotel & resort reviews

A hosted stay and an in-depth review built to rank, with photos and short-form video.

Destination campaigns

Solo travel guides and itineraries for your city or region, with social coverage.

TikTok & Instagram

Reels, TikToks, carousels and Stories, on their own or alongside a blog feature.

Sponsored guides

Natural placements for travel apps, eSIMs, insurance, luggage and booking platforms.

Affiliate partnerships

Long-term, trackable partnerships for products I use and recommend.

Press trips

Hosted trips with coverage across my blog and social channels, plus a results report.

Rates on request

Every package is tailored to your goals. Get in touch for a proposal.

Request rates

WHY PARTNER WITH ME

Content that keeps working after the campaign ends

Search-first

Reviews and guides built to rank on Google, so your brand keeps reaching travellers for months, not hours.

Visible in AI answers

My content is already cited in Google AI Overviews and referred by ChatGPT, Copilot and Perplexity.

Honest and trusted

First-hand, balanced reviews from a solo traveller. That honesty is why readers act on my recommendations.

Let's work together

Tell me about your brand and goals, and I'll reply within 48 hours with ideas and a tailored proposal.

hello@tomsolotravels.com

tomsolotravels.com/work-with-me →

Instagram @tomsolotravels →

TikTok @tomsolotravels →

Sources: Google Search Console (web search 1 Jan – 15 Nov 2026; AI Overviews and AI Mode 18 May – 15 Nov 2026), TikTok Analytics (2026 year to date), Instagram Insights (1 Sep – 16 Nov 2026). Combined 2026 total adds TikTok views, Google search appearances, Instagram views and AI appearances. Last updated November 2026.