NETHERLANDS ✈ HUA HIN · 12.57°N, 99.96°E · FAMILY TRAVEL UGC

# The Newborn *Nomads*

We are a Dutch family of four preparing to travel through Asia, creating warm, relatable and conversion-focused content for hotels, travel brands and family-focused lifestyle brands.

FAMILY OF 4

CURRENTLY IN THE NETHERLANDS

ENGLISH / DUTCH



# A family, *not a studio*



We are Auke and Yummee, travelling with Emma (6) and Elin (4). Your product gets used the way families actually use it: on the move, one-handed, mid-tantrum. That's exactly why it works — **honest enough to be believed, relatable enough to be shared.**

| | |
|---|---|
| Family | 4 — two adults, two kids |
| Languages | English / Dutch |
| Base | Netherlands → Asia |
| Delivery | Vertical 9:16 |

**REAL USE**

Filmed inside real family life — travel days, hotel rooms, mealtimes — not on a set.

**READY TO POST**

Fully edited 9:16 videos, delivered ready for your channels — extra hooks, CTAs and variations available on request.

**ONE FAMILY, TWO MARKETS**

Native content in English and Dutch from the same faces your audience gets to know.

FAMILY FRIENDLY TRAVEL

KIDS & FAMILY LIFE

CONSCIOUS FAMILY LIVING

TRAVEL ESSENTIALS

LEARNING ON THE ROAD

FOOD & LOCAL EXPERIENCE

# Real family. Real travel. *Real content.*

## 01 Hotels & Destinations

Stays and places seen through a family's eyes — what the room is really like with two kids in it, what the grounds offer at 7am, whether the breakfast works for kids. The content a family actually books on.

- → Hotel and holiday park experiences
- → Room, grounds and facility tours
- → Destination and area guides
- → Arrival-to-checkout narratives

## 02 Family Travel & Experiences

Life between the destinations: the travel days, the meals, the attractions, the small logistics that decide whether a trip works. Filmed as it happens, not staged afterwards.

- → Travel days and transit routines
- → Food and local experiences
- → Attractions and days out with kids
- → On-the-road family POV

## 03 Products & Lifestyle

Products in genuine use — packed, carried, folded into a car boot, still working after three years. Honest enough to be believed, structured enough to convert.

- → Real-use demonstrations
- → Long-term reviews
- → Unboxings and first impressions
- → Problem-solution and ad-style edits

BRANDS WE'VE WORKED WITH

COMING UP

+4 more on thenewbornnomads.com

SEE THE FILMS

Our full video portfolio lives online and is updated as we travel — every film, by category, in full.
**thenewbornnomads.com**

AUDIENCE & RESULTS · NOVEMBER 2026

# Who's *watching*

A young account that is growing fast: nearly 1,500 new Instagram followers and around 1,200 on TikTok in the last month. All figures come straight from our Insights and are updated monthly. Screenshots are available on request.

## CHANNELS

**9,364**
INSTAGRAM FOLLOWERS
@thenewbornnomads

**2,519**
TIKTOK FOLLOWERS
+1,200 in the last 28 days

**New**
YOUTUBE
41 subscribers · 8 videos, Dutch-language vlogs

## RESULTS

**14,000+**
AVG. REEL VIEWS
Instagram, last 30 days

**200+**
AVG. REEL INTERACTIONS
Likes, comments, shares, saves

**±1,200**
AVG. STORY VIEWS
Instagram, per Story

**up to 32**
LINK CLICKS PER STORY
Around 3% of viewers

**179,800**
TIKTOK VIEWS
Last 28 days

**+19%**
INSTAGRAM GROWTH
Last 30 days

## INSTAGRAM · TOP LOCATIONS

| | |
|---|---|
| Netherlands | 88.9% |
| Belgium | 7.7% |
| Spain | 0.8% |

## INSTAGRAM · 94.3% WOMEN

| | |
|---|---|
| Age 55–64 | 29.4% |
| Age 45–54 | 23.1% |
| Age 35–44 | 19.6% |

## TIKTOK · AUDIENCE

**92%** NL / Belgium · **77%** women · **23%** 25–34 · **23%** 35–44 · **24%** 45–54 · **26%** 55+

Our audience is mostly Dutch and female. On Instagram the weight sits at 45+; on TikTok ages are evenly spread and we also reach a younger audience. They follow a family leaving everything behind to explore the world together. Content is created in Dutch, with English on request.

# What we *deliver*

## What we create

- Fully edited short-form UGC videos
- Voice-over and talking-to-camera videos
- Unboxings, testimonials and product demonstrations
- Problem-solution and ad-style content
- Hotel, destination and experience showcases
- Lifestyle and product photography
- Content creation in English and Dutch

## Available add-ons

- Raw footage and additional B-roll
- Additional hooks, CTAs and video variations
- Posting on our Instagram account
- Partnership posts and Stories
- Express delivery

## Usage & licensing

- Paid-ad usage rights
- Extended usage rights
- Creator licensing & partnership ads
- Category exclusivity

EVERY COLLABORATION IS TAILORED — TELL US WHAT YOU NEED AND WE'LL SEND A PROPOSAL WITHIN TWO WORKING DAYS.

# What it *costs*

These are our standard rates, so you know where you stand before you write. Most collaborations end up a mix — a few videos, some photography, and only the rights you actually need.

## VIDEO

| | |
|---|---|
| **One video**<br>Fully edited, vertical 9:16, one revision round | € 250 |
| **Three videos**<br>Filmed together, different angles and hooks | € 675 |
| **Five videos**<br>A full content set to test and rotate | € 1,000 |

## PHOTOGRAPHY

| | |
|---|---|
| **Photo set**<br>Ten edited lifestyle or product images | € 200 |
| **Added to a video package**<br>Same shoot, same day | € 125 |

## STAYS & CAMPAIGNS

| | |
|---|---|
| **Hotel or holiday park**<br>Three videos and fifteen photos of your place | stay + from € 395 |

## ADD-ONS

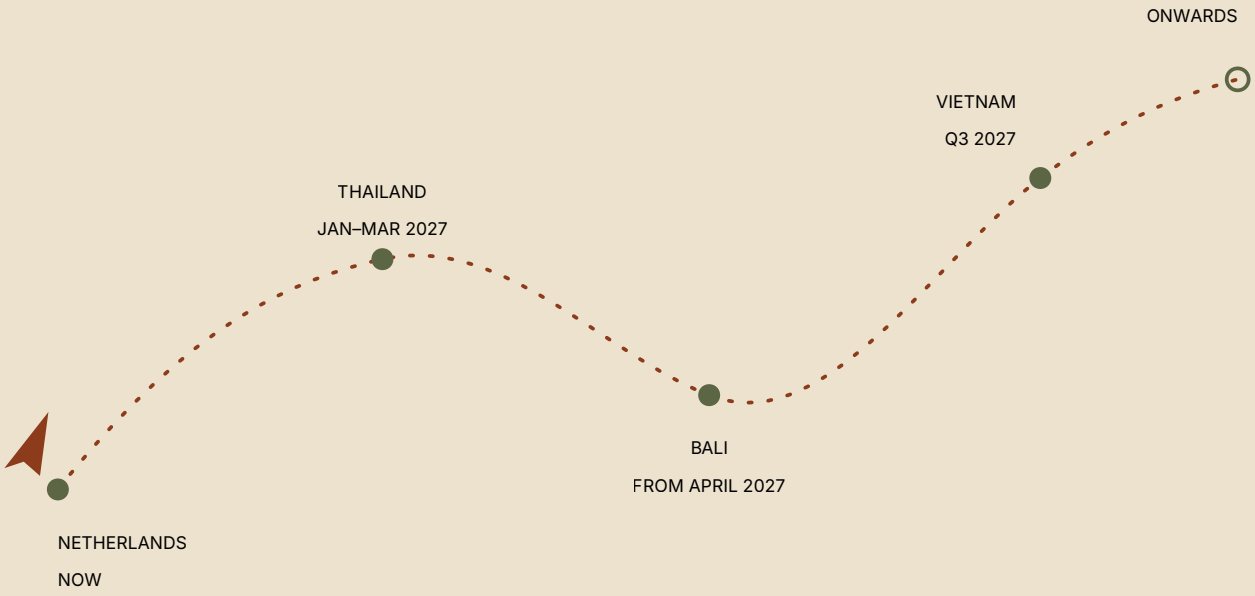
| | |
|---|---|
| Extra hook or CTA variant | € 50 |
| Second language version | € 75 |
| Raw footage and B-roll | +30% |
| Express delivery | +25% |
| Posting on our Instagram | € 150 |

## USAGE RIGHTS

| | |
|---|---|
| Organic, your channels, 6 months | included |
| Paid advertising, 3 months | +50% |
| Unlimited and perpetual | +100% |
| Category exclusivity | from € 250 p/m |

ALL PRICES EXCLUDE VAT · EVERY COLLABORATION IS TAILORED — TELL US WHAT YOU NEED AND WE'LL SEND A PROPOSAL WITHIN TWO WORKING DAYS.

# The *road ahead*




HOTEL OR BRAND ALONG THIS ROUTE? **GET IN TOUCH BEFORE WE ARRIVE →**

We plan our route months ahead, which means there is room to build a collaboration around a place before we get there — rather than fitting one in afterwards. If you are on this map, the earliest conversations are the ones we can shape the most around your goals. We take on a maximum of five collaborations per destination, so the calendar closes early — for Thailand, before December 2026.

# From hello *to delivery*

01 — SAY HELLO

### Tell us what you're looking for

A short note is enough: your product, hotel or campaign, and what you want the content to do.

02 — PROPOSAL

### Tailored proposal within two working days

Concept, deliverables, timeline and usage rights — built on our standard rates and shaped around your goal.

03 — WE CREATE

### Filmed inside real family life

At home or on location along our route — natural use, honest reactions, no staged sets.

04 — DELIVERY

### Ready to run

Edited vertical videos with the agreed hooks, variations and rights — straight into your channels, with a short results report afterwards.

— — — WAYPOINT 07 · CONTACT

# Let's make *something*

Send us a short note about what you're looking for — you'll get our availability back within two working days.




MAIL THENEWBORNNOMADS@GMAIL.COM

INSTA @THENEWBORNNOMADS

WEB THENEWBORNNOMADS.COM

*The Newborn Nomads*