

TURNING DESTINATIONS INTO DEMAND

Hola! We're Richie & Kelsey (aka Rich & Kitch) — luxury travel creators & advisors behind [@kitchensinkit](#) and [Rich & Kitch Luxury Travel](#) based in Los Cabos, Mexico. We create professional photo & video content for luxury travel brands — combining storytelling with strategy to drive engagement, visibility, & bookings. Our marketing & travel agency helps brands like yours amplify your current marketing efforts through strategic content. You can view our partnerships in our [portfolio](#), along with a [short video overview](#) outlining how we best support our partners.

OFFERINGS TAILORED TO YOUR GOALS

- Professional camera, drone, & GoPro photography/videography
- Modeling & creative direction/execution
- Social media management, ManyChat DMs, copywriting, email marketing, & website design
- Custom content calendar featuring Instagram reels, carousels, & stories with SEO captions
- Flexible licensing of professional photos/videos for organic, website, paid media ads, & print

WHY WORK WITH RICH & KITCH

- Worldwide travel advisor industry insights & local expertise in Los Cabos/Baja California Sur
- Content that blends storytelling & conversion strategy
- Proven ability to drive bookings
- High non-follower reach to attract new audiences



@KITCHENSINKIT STATS (July 15, 2026)

11.8K

Instagram Followers

160K

Accounts Reached (Last 30 Days)

400K

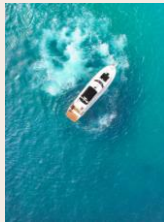
Total Views (Last 30 Days)

84%

Non-Follower Reach

5%

Engagement Rate



AUDIENCE DEMOGRAPHICS

- Women (65.7%)
- Men (34.3%)
- Age 35-44 (33.8%)
- Age 25-34 (23.6%)
- Age 45-54 (23%)
- Age 55-64 (13.4%)

TOP COUNTRIES

USA (67%), Mexico (10%), Canada (5.1%), UK (1.2%)

TOP CITIES

Los Cabos (6.8%), New York (1.2%), Los Angeles (1.7%), San Diego (1%)



AUDIENCE ALIGNMENT

Affluent, experience-driven travelers (primarily U.S.-based) seeking luxury hotels, unique experiences, & seamless trip planning.

Interests include:

- Luxury travel & yacht charters
- High-end resorts & boutique hotels
- Honeymoons, couples travel, celebration trips, family vacations, destination weddings
- Fine-dining & cocktails
- Travel apps & accessories
- Couples lifestyle & apparel
- Health/Wellness & lifestyle experiences

Our audience actively looks for:

- Where to stay & travel to
- What restaurants are worth visiting
- How to plan seamless, high-end trips
- Real insights on safety, logistics & experiences

LET'S COLLABORATE: kelsey@kitchensinkit.com | richie@kitchensinkit.com