

# 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 (June 3, 2026)

10K

Instagram Followers

250K

Accounts Reached (Last 30 Days)

540K

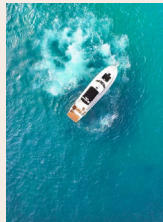
Total Views (Last 30 Days)

86%

Non-Follower Reach

5%

Engagement Rate



## AUDIENCE DEMOGRAPHICS

- Women (68.8%)
- Men (31.2%)
- Age 35-44 (34.2%)
- Age 25-34 (27.4%)
- Age 45-54 (20.6%)
- Age 55-64 (11.4%)

## TOP COUNTRIES

USA (64%), Mexico (12%), Canada (3.5%), UK (1.5%)

## TOP CITIES

Los Cabos (7.1%), New York (1.4%), 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](mailto:kelsey@kitchensinkit.com) | [richie@kitchensinkit.com](mailto:richie@kitchensinkit.com)

## SEA YA LATER YACHT

### CONTENT LICENSING & SOCIAL MEDIA MANAGEMENT RESULTS

Rich & Kitch combined insider travel expertise with beautiful visuals to showcase Sea Ya Later as the best-value yacht experience in Cabo. The result? Increased bookings & visibility—all from organic marketing. Within 90 days, we increased followers by 53.8% and had a 127% increase in external link taps that drove customers to the form we created to request a yacht; generating \$30k+ in additional revenue during Cabo's shoulder travel season.



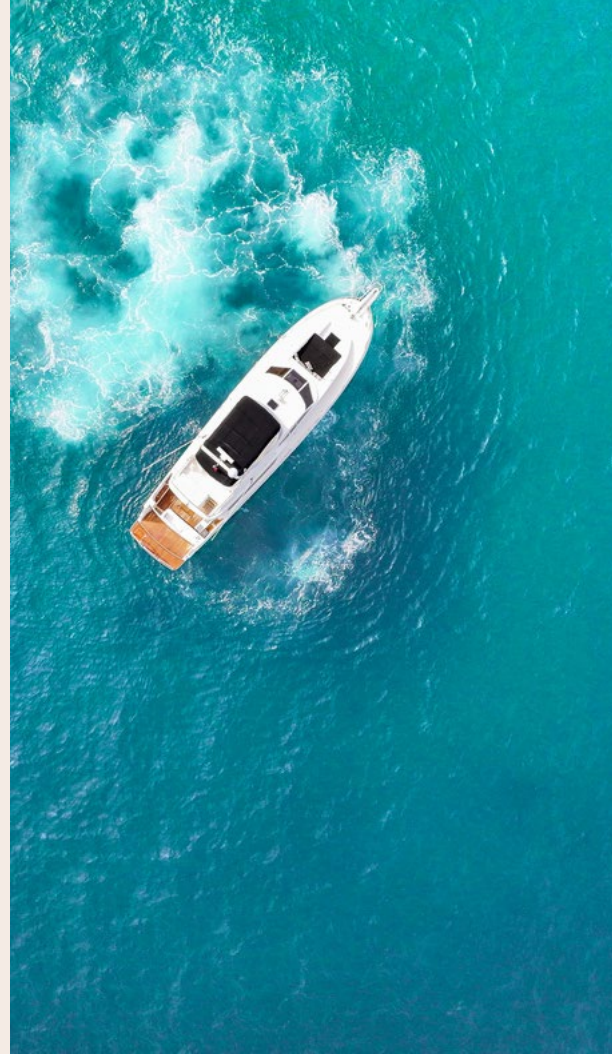
#### WHAT WE DID

- Organic social media strategy & content creation
- Reels-first posting across Instagram & TikTok
- Custom photo/video content shoots
- Designed booking tracker to streamline lead follow-up & Sea Ya Later team booking processes.
- Referred qualified travel clients via [@kitchensinkit](#)



#### THE RESULTS

- +11.5% IG follower growth in 30 days
- 20,945 Reel views in one month
- 68.8% of views came from non-followers.
- 20% close rate on bookings directly from [@kitchensinkit](#) organic content, generating over \$10k additional revenue from 5 charters in 2 months.
- Monthly bookings increased from 1-2 to consistent weekly charters. Total revenue on bookings has increased to over \$30,000 over 2 months.



## FOUR SEASONS CABO

### ORGANIC INFLUENCER COLLABORATION RESULTS



Highly shareable content brought Four Seasons Cabo into new audiences organically. Proved that influencer collaborations can extend brand visibility beyond FS follower base. Our collaborative reel generated almost 9,000 views compared to recent content on [@fscabosanlucas](#). This [@kitchensinkit reel](#) outperformed in:

- Visibility: Reel generated ~2x the visibility compared to FS Reels of 2k-4k views.
- Engagement: This post drove strong engagement (5.8% engagement rate by reach) and 115 shares—which is a key signal of organic amplification & brand affinity.



Organic storytelling & value-driven caption strategy drove strong profile engagement & action. This proves that Rich & Kitch's professional photos also convert. This post performed above average for [@kitchensinkit carousel](#) content based on:

- 22,500 views, higher-than-normal comment-to-like ratio, & a strong share + save count.
- Rich & Kitch get consistent Cabo travel inquiries & opportunities to recommend FS Cabo, & we closed a 4-bedroom villa booking at this resort after our collaboration.