

Inspiring people to discover their next park adventure.

Independent outdoor travel media focused on America's parks, public lands, road trips, outdoor recreation, and family-friendly exploration.



📷 "410 Bright Angel Trail - Plateau Point View" by Grand Canyon National Park, CC BY 2.0

BRAND + VALUE

Built for discovery. Designed to be useful.

Since 2011, Visit US Parks has helped travelers discover parks, outdoor experiences, and ideas for what to do next through social storytelling, photography, short-form video, and practical travel content.

Helping destinations and outdoor brands reach travelers already looking for their next experience.

AT A GLANCE

17.5k

Facebook
followers

20k+

Cross-platform
community

8.5k+

TikTok views
Last 60 days

10k+

Facebook views
Last 90 days

CONTENT FOCUS

National Parks • State Parks • Public Lands •
Road Trips • Outdoor Recreation • Family
Travel • Destination Discovery

An audience ready to explore.

Where to go next. What to experience when they arrive. What can make the trip better.

PRIMARY AUDIENCE

United States

Recent concentration: Arizona, Colorado, California, New York

Geography shifts with seasonality and content. Campaign-specific data available on request

PLATFORM SNAPSHOT

FACEBOOK

17.5k

followers

10k+

content views
90 days

6.3k+ viewers • 290+ interactions

TIKTOK

8.5k

followers

318

likes, comments,
and shares

1.17k followers



© "Dad with kids and fossils" by Virginia State Parks, CC BY 2.0

WHO WE REACH



Park travelers

Destinations • Activities • Planning ideas



Road trippers

Scenic stops • Lodging • Useful products



Families

Approachable experiences for adults, kids, and their furry companions



Outdoor explorers

Hiking • Wildlife • Paddling • Camping

**A focused travel audience with discovery intent.
Not a general lifestyle following.**

What resonates.

Recent organic performance

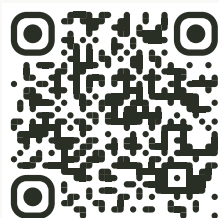


ACADIA NATIONAL PARK • FACEBOOK

1.2k+

organic views

Travel inspiration generating organic destination interest.

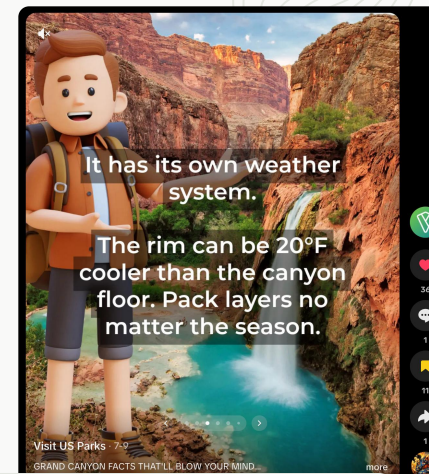
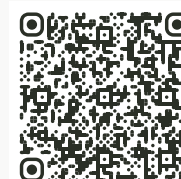


EVERGLADES NP PRODUCT • TIKTOK

3.4k+ 5.3hrs

organic video views play time

Content audiences actively chose to engage with and share.



GRAND CANYON GUIDE • TIKTOK

601 2.8hrs

organic slide views play time

Social discovery supporting deeper destination content.

Content people would want even if it weren't sponsored.

Brands become part of the story, not a distraction.

WHY VISIT US PARKS



Established
Park-focused since 2011



Niche
Park-focused since 2011



Firsthand
Real travel experiences



Established
Social • Video • Photo
• Editorial



Evergreen
Discovery beyond one post



Family-friendly
Broad, approachable perspective

PARTNERSHIP OPPORTUNITIES

Let's inspire the next adventure together.

Flexible partnership built around destinations, useful products, authentic travel experiences, and great storytelling.

WAYS TO PARTNER

Destination & tourism

Helping travelers discover somewhere worth visiting

Hosted visits · campaigns · itineraries · travel guides

Editorial & guides

Create travel content people can keep using.

Destination guides · trip planning · product integration

Product experiences

Show how a useful product fits naturally into the trip.

Gear · apparel · travel products · technology

Trip & campaign coverage

Build a larger story around a destination or season.

Social · video · photography · editorial

Sponsored social

Introduce a brand without interrupting the travel story.

Short-form video · Facebook · Instagram · TikTok

Branded content creation

Travel and outdoor creative for your own channels.

Photography · short-form video · lifestyle creative



📷 "4th Graders at Alabama Hills" by Bureau of Land Management California, Public Domain Mark

USEFUL FIRST. AUTHENTIC ALWAYS.

Have a destination, product, or experience worth exploring?

Let's build a partnership around how travelers actually discover and plan trips.



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