

OFF | TOUR WITH **ERIK** | TRINIDAD

MEDIA KIT



A TRAVEL SHOW WITH A NEW PERSPECTIVE

On vacation, where would we be without tour guides?

A good tour guide can make a destination come alive—better than any written guidebook can—with the personal insights and backstories of the locales and attractions they cover. However, day in and day out they recite the same historical tidbits, the same geological trivia, and often lead people to the same “best” places to check out after the tour, usually in the convenient confines of the tourist bubble.



**Where would tour guides really take their guests,
if they could break out of this bubble?**

Where do they actually go when they're off the clock?

Introducing a new spin on the travel show genre that will challenge tour guides to show their true colors and portray their hometown as it truly is, for better or for worse, doing the things they do when they're OFF TOUR.



Host Erik Trinidad is our liaison into this glimpse of real life, as he arrives at a destination in each episode to not only see the obligatory sites, but contrast those idyllic places of postcard imagery with a dose of reality by going "off tour" with a local tour guide.

With him, we'll discover authentic slices of day-to-day life that guides often gloss over: their personal and family lives, their pet peeves, and their true passions and hobbies.

Exploring a destination more intimately with a native often leads to checking out off-the-radar neighborhoods, meeting quirky resident personalities, partaking in local traditions, and eating real authentic dishes—even if they're out of the usual comfort zone. Collectively, this exposes a locale for what it truly is beyond the usual sites, and represents it in a completely different, unexpected light. Plus, it lets the personalities of local tour guides' shine in a more genuine, unscripted way.



As Erik travels to different places in each episode, who knows what wildcard of a guide he'll be exploring with? A guide by day... engaged political activist/stand-up comic by night? A late night DJ with a penchant for dressing in drag? A gym rat obsessed with cold plunges?



Each episode reveals just how different and unique tour guides can be—and show off their hometowns under a new lens.

ABOUT THE HOST

ERIK TRINIDAD is no stranger to adventuring around the world; he's dedicated most of his adult life to global trips for over two decades, in pursuit of finding unique stories to share in print and digital form as an award-winning travel & food journalist, video creator and producer.

Over the years, his written bylines have included *Travel + Leisure*, *Food & Wine*, *National Geographic Traveler*, *AFAR*, Matador Network, Discovery.com, Lonely Planet, Fodor's Travel, Thrillist, *Smithsonian*, InsideHook, and BBC Travel, to name a few. He's also the author of *Fancy Fast Food: Ironic Recipes with No Bun Intended*, a satirical cookbook based on his award-winning eponymous food humor blog.



Off the pages, he's also creator and host of two acclaimed YouTube series, *Car Glamping*, a how-to on elevated car camping once featured by *Newsweek*, and *Plausibly Ridiculous*, a science-meets-travel web series that's not only been featured on Discovery's Science Channel and National Geographic's social media channels, but won **Best Travel Series** at the 2017 International Travel Film-Fest, held in Cyprus. He's also no stranger to television; he's been a guest travel correspondent for *The Weather Channel*, and has also made appearances on *Rachael Ray*, *Nightline*, and *National Geographic Channel's Brain Games*, the Emmy award-winning show in which he also worked with producers as a consultant behind the scenes.

ABOUT PLAY RECORD

PLAY RECORD is the production team behind *OFF TOUR with Erik Trinidad*. It's the partnership between veteran TV producers Bryce Prevatte and Ralph Brito, who have a combined 45 years of experience in TV, film, and social media. Their talents have been integral in the production of content on a variety of networks, including ESPN, CBS Sports, HGTV, and Discovery.



BRYCE PREVATTE, showrunner and director, also serves as the main camera operator on set for *OFF TOUR with Erik Trinidad*. In addition to providing his talent to numerous projects in the film and television industry, he has contributed his cinematography skills to the United States Tour Operators Association (USTOA) since 2023, being an integral part of their "Global Kitchen" and "On Tour Live" marketing and social media campaigns.

RALPH BRITO is a veteran producer and editor in the film and television industry. His talents, skills, and dedication in the field led to the launch of several shows on many broadcast networks. He's also been the lead editor for the feature length documentary, *Scars on the Mountain*, a film about the effects of Hurricane Helene in 2024.



AUDIENCE AND REACH

The two inaugural episodes of *OFF TOUR with Erik Trinidad*—Philadelphia and Helsinki—have a total combined views of 40K (and counting) on YouTube, plus their supporting social media video content on Instagram, Instagram Stories, TikTok, and TikTok Stories!



Our **target audience** has some travel experience, and still yearns to travel the globe to experience the “real world.” When not on the road, they live vicariously through social media and YouTube. They are curious and eager to hear the backstories of our featured travel guides, and become enthralled with how life is different in other places.



Target Demographics

Ages

25-44: 53%
45-60: 35%
61+: 12%

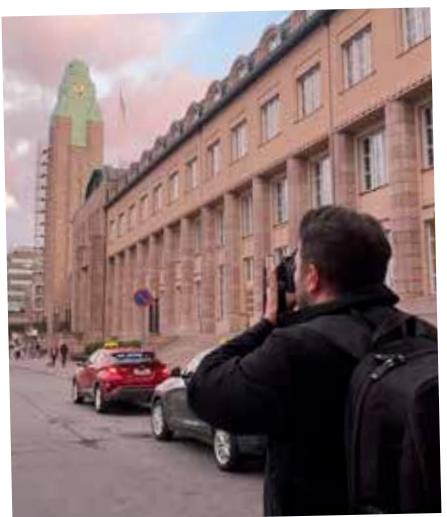
Gender

51% Male
49% Female

Average Income

\$100,000+

PARTNERING WITH OFF TOUR



By sponsoring an episode of *OFF TOUR with Erik Trinidad*, we can offer:

- a unique opportunity to feature a destination, and one of its local tour guides, in a new light
- a sponsorship credit and call-out on the show
- professionally shot video footage and photography that will be available for you to use however you choose, for marketing collateral, social media, etc.
- the option for the edit of a separate, bespoke video, based on the existing footage, for marketing or social media (at an additional fee)

Additionally, since Erik Trinidad is also a working freelance travel journalist and video content producer/creator for many notable publications, a hosted trip could double as an individual press trip (with a minimal support crew). While the rotating roster of the editors he works with do not guarantee or confirm coverage in advance for the placement of a written story, each of their outlets does have a global reach of millions, across many demographics.

For inquiries on partnering with *OFF TOUR with Erik Trinidad*, email offtourwitherik@gmail.com or showrunner Bryce Prevatte directly, at bryce@playrecord.tv.



Potential Press Coverage

Travel + Leisure

Audience: 43MM+
Avg. Age: 47.3
Avg. Income: \$400K

AFAR

Audience: 48MM+
Avg. Age: 38
Avg. Income: \$583K

InsideHook

Audience: 28M+
Age: 55-64
58% M / 42% F