



# MY DESTINATION.TV





## TO THE GOODLIFE!

People need to escape these days and living vicariously is in-vogue. **MyDESTINATION.TV** is an indulgent journey that explores the world's sexiest destinations of luxury hotels, upscale eateries, adventure hot-spots and stunning homes. **MyDESTINATION.TV** is dedicated to taking viewers away from their every-day lives and delivering dream-material for them to enjoy. Our programming is backed by a **16-time Emmy® Award winning producer**, who takes you to remote locations and gives you the best inside-tips to make your next vacation an event to remember. Escape with us on **MyDESTINATION.TV**.

**Business Tip:** Advertise on **MyDESTINATION.TV**

Corporate and international travel to rebound strong in 2022: - Bank of America analyst survey source

Globally, survey findings support a strong rebound to business travel in 2022. In Europe, almost half (47%) of respondents "expect travel to increase relative to pre-pandemic with travel a top priority for 27%."- Source: Yahoo! Finance. July 2021

SPOT TRENDER RESEARCH Q4-2021 shows **MyDESTINATION.TV** target demo make up as: Adult 25-54, Positive financial outlook, surf the internet, early adopters, tech is an important part of their daily life, love travel, DIY, cooking and health/fitness are important to them and they frequent theme parks

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