



Franky Roams

ADVENTURE UNEDITED.

Vanlife • Hiking • 4WD • LGBTQIA+

Raw, inclusive travel from the road less travelled.



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About

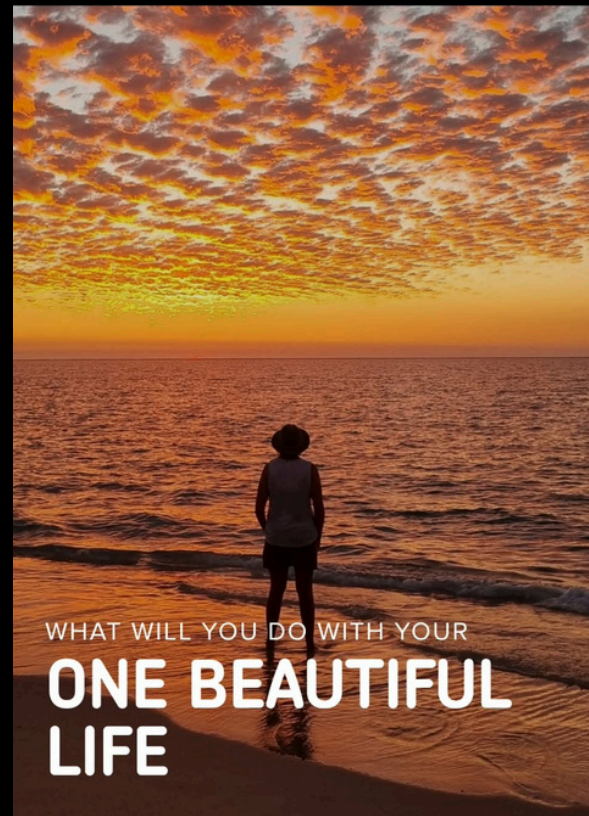
Hey! We're Kyla and Jane — adventure wives, multi-day hikers, and content creators.

Inspired by the name of our trusty 4WD, Franky Roams represents a way of life that's free-spirited, down for adventure, wild about nature, and completely authentic.

Through our travel blog, website, and social channels, we share our journeys and insights to help people live their most adventurous lives — while also increasing LGBTQIA+ visibility.

Since 2023, we've explored the far reaches of Australia, clocking over 50,000km and building a community of nearly 15,000 followers.

In 2026, we're taking Franky Roams global, venturing across the UK and Europe.



Platform stats



13,7000+
followers

620,000+
monthly views

46,897
average reel views

6%
reel engagement rate

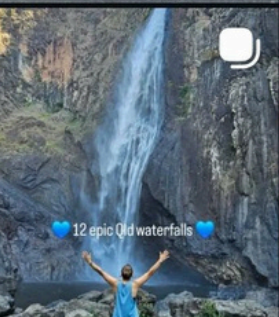
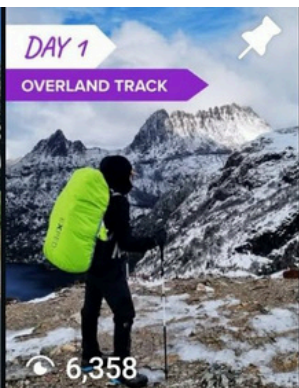
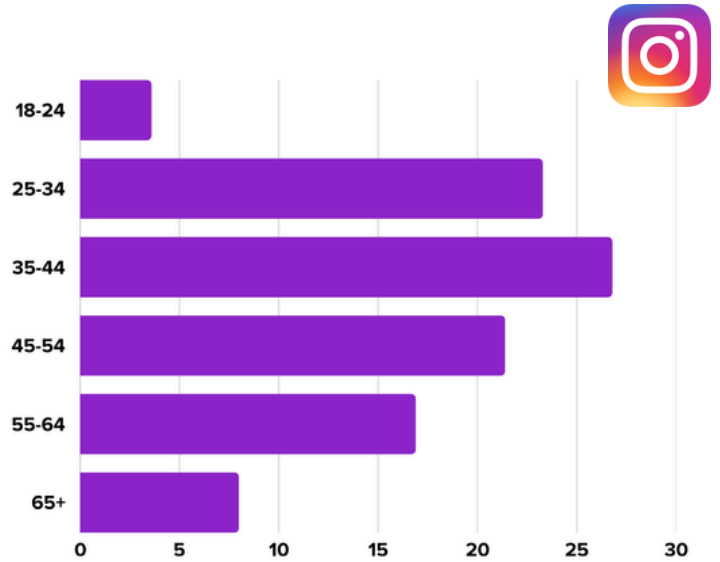
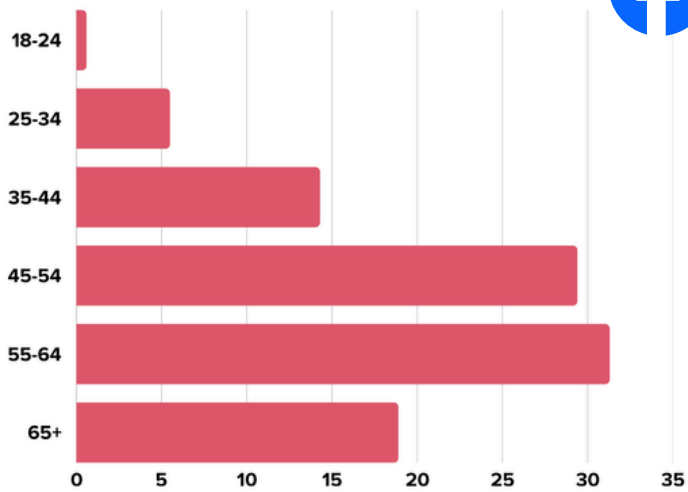


Audience

64.2%
Female

67.8%
Australian

Age by platform



Interests

- Multi-day & day **hiking adventures**
- **Vanlife** realities and setups
- **Natural wonders** & national parks
- Adventure **gear & reviews**
- Road trip **itineraries**
- Local **food & accommodation** finds
- Getting to **know us**
- **LGBTQIA+** travel experiences

What we offer

Sponsored & organic social campaigns

Targeted posts on Instagram, Facebook and TikTok to engage our travel-focused audience.

Website content: Blogs, reviews & listings

Long-term, discoverable exposure with SEO-friendly features hosted on Franky Roams.

Product endorsements

Authentic recommendations based on real-world use and trust with our audience.

Video content: Reels, vlogs & short-form storytelling

Dynamic video tailored for social engagement and brand storytelling.

High-resolution photography

Professional imagery for use across campaigns, websites or print materials.

Feature writing & editorial submissions

In-depth guides, articles and narratives aligned with your brand voice and drafted by a trained journalist.

Collaborative campaign strategy

Creative planning, concept development, and strategic input to maximise impact.

Audience activations: Competitions & giveaways

Engagement opportunities to connect with our community and amplify reach.

Media & podcast interviews

Sharing your brand through trusted media channels and podcast interviews.



Recent collaborations & partnerships

