

Terry Pernell

People before places.

Human-first immersive POV travel storytelling across Southeast Asia - hotels and resorts, tourism boards, food and culture, local people, and destination experiences, filmed so partners feel embedded in the story rather than advertised in it.

Currently exploring Southeast Asia - Based in the United States

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8M+

VIEWS ON FEATURED
STORIES
COMBINED TIKTOK + INSTAGRAM

Tourism Malaysia

OFFICIAL CAMPAIGN
PARTNER

224K+

FOLLOWERS ACROSS
PLATFORMS

POV

IMMERSIVE HUMAN-FIRST
STORYTELLING

PLATFORMS & VERIFIED AUDIENCE

TikTok	@terrypernell	158,840 Followers
Instagram	@terrypernell	48,907 Followers
Facebook	Terry Pernell	10,185 Followers
YouTube	@MrTerryPernell	6,320 Subscribers

Followers Across Platforms 224,252

Combined verified followers and subscribers across TikTok, Instagram, Facebook, and YouTube.

AUDIENCE DEMOGRAPHICS

Native Instagram Insights & TikTok Analytics, Aug 2026

68.4% / 68.6% Age 25-44 - Instagram / TikTok - 84.8% / 82.0% Age 25-54 - Instagram / TikTok - 57 / 43 Men / Women - both platforms - 72.4% / 50.7% Malaysia - Instagram / TikTok

Instagram and TikTok independently report roughly 68% of followers in the 25-44 range. Malaysia leads on both, with TikTok carrying wider international distribution.

AGE - INSTAGRAM

13-17 1.8% - 18-24 6.9% - 25-34 30.4% - 35-44 38.0% - 45-54 16.4% - 55-64 4.6% - 65+ 1.9%

AGE - TIKTOK

18-24 11.3% - 25-34 38.4% - 35-44 30.2% - 45-54 13.4% - 55+ 6.7%

TOP COUNTRIES - INSTAGRAM

Malaysia 72.4% - Brazil 6.4% - Singapore 4.0% - United States 2.9% - India 2.8%

TOP CITIES - INSTAGRAM

Kuala Lumpur 9.7% - Shah Alam 4.3% - Kota Kinabalu 4.2% - Singapore 4.0% - Petaling Jaya 2.8%

TOP LOCATIONS - TIKTOK

Malaysia 50.7% - Nigeria 3.2% - Kenya 2.9% - Senegal 2.2% - United States 1.9% - Ghana 1.8%

SECONDARY INSIGHTS

TikTok follower gender: 58% male - 42% female - TikTok recent viewer gender: 51% male - 49% female - Instagram peak follower activity: 6 PM - 9 PM local

Instagram age, gender, country and city splits are read directly from native Instagram Insights (Aug 2026). TikTok follower age, location and gender splits are read from native TikTok Analytics (Aug 2026). Figures are reported per platform and never combined or weighted. Full screen exports shared on request. No estimated figures are published.

PLATFORM INSIGHTS & PERFORMANCE PROOF

Published story performance, reported from native platform analytics. No projected or estimated figures.

Malaysia... I Gotta Point This Out

3.4M+ TikTok views - 1.6M+ Instagram views

A Conversation at Mount Kinabalu

1.9M+ TikTok views

So Malaysia... I Have to Ask

1.3M+ TikTok views

- Featured stories with 1.3M-3.4M views each on TikTok, cross-posted to Instagram
- Official Tourism Malaysia campaign partner (Citrawarna Malaysia)
- Hosted and campaign collaborations with international hotel groups in Malaysia and Thailand
- National editorial feature and recorded interview with Daily Express Malaysia

RESULTS - VERIFIED CASE STUDIES

Published hospitality and destination stories, with the verified result of each single post and the exact relationship behind it.

TIKTOK

1,883,015

VIEWS - VERIFIED

Sutera Sanctuary Lodges - Mount Kinabalu

Mount Kinabalu, Sabah, Malaysia

ORGANIC POST - SUTERA SANCTUARY LODGES TAGGED

First-person climb story built around an older climber met partway up the mountain.

Reach 1,590,978 - Likes 122,546 - Shares 3,891

Watch the story

TIKTOK

186,744

VIEWS - VERIFIED

The Waterfront Hotel Kuching

Kuching, Sarawak, Malaysia

PROPERTY STAY STORY - NO PARTNERSHIP TERMS IMPLIED

Arrival-to-room stay story told through the river view and the people who run the property.

Reach 157,175 - Likes 11,964 - Shares 782

Watch the story

INSTAGRAM

175,287

VIEWS - VERIFIED

Shangri-La Tanjung Aru

Kota Kinabalu, Sabah, Malaysia

PROPERTY STAY STORY - NO PARTNERSHIP TERMS IMPLIED

A resort stay shown as a full guest day - morning light, the beach, and the team behind the experience.

Reach 152,336 - Likes 3,021 - Retention ~70.0%

Watch the story

TIKTOK

54,913

VIEWS - VERIFIED

Tourism Malaysia - Citrawarna 2026

Kuala Lumpur, Malaysia

OFFICIAL TOURISM MALAYSIA CREATOR PARTNERSHIP

Commissioned destination story opening on the welcome from performers and organisers, not the landmark.

Likes 4,464 - Comments 98 - Shares 218

Watch the story

Each figure is the verified result of a single published post, read from native platform analytics. Figures are never summed across posts or platforms, and only metrics held on file are shown.

HOTEL, RESORT & TOURISM COLLABORATIONS

Hospitality and tourism organisations featured in published work, labelled by collaboration type.

Tourism Malaysia - Citrawarna Malaysia

Official campaign partnership

North Borneo Cruises

Hospitality campaign

Kota Kinabalu Marriott Hotel

Hosted hotel collaboration

The Chow Kit - an Ormond Hotel

Hosted hotel collaboration

Avani+ Riverside Bangkok

Hosted hotel collaboration

Naluyan Jungle Lodge

Hosted lodge collaboration

Amazing Borneo Tours

Experience collaboration

Sabah Tourism Board

Tourism board collaboration

KPJ Sabah Specialist Hospital

Healthcare tourism campaign

Hyatt Regency Kinabalu

Hosted hotel collaboration

The Ormond Sandakan

Hosted hotel collaboration

Sipadan Kapalai Dive Resort

Hosted resort collaboration

Widu Resort Tambunan

Community tourism campaign

1StopBorneo Wildlife

Conservation collaboration

Campaign partnerships are commissioned work. Hosted collaborations are invited or hosted experiences. Featured collaborations are organisations that appear in published stories. Nothing listed is an endorsement or ongoing sponsorship unless stated.

BUILT AROUND THE EXPERIENCE, NOT A ROOM TOUR

A partnership is filmed the way a guest actually lives it, so the audience feels the property before they ever read a rate.

Arrival

The first minutes - the road in, the entrance, the welcome - because that is where a stay is decided emotionally.

Human moments

Unscripted exchanges with staff, guests, and locals. These are the moments that get saved and shared.

Food and hospitality

Breakfast, dinner service, and the small hospitality details that separate one property from the next.

Real staff interaction

Front desk, kitchen, guides, housekeeping. Named people on camera with consent, carrying the property's character.

Local movement

How the destination connects around the property - the streets, the water, the market, the drive.

What changes in the traveller

Every story closes on the shift in the traveller, so the audience associates that feeling with the partner.

WHAT A PARTNER RECEIVES

Immersive POV hero film

One 35-60 second first-person story, filmed and edited to carry the destination, the property, and the people in a single watch.

Supporting story coverage

Stories, behind-the-scenes moments, and cutdowns published around the hero film to extend the campaign window.

Location-indexed captioning

Destination, property, and experience named in captions and on-screen text so the story stays searchable after the feed moves on.

Optional YouTube and Facebook

Shorts and Facebook distribution added when the audience and the campaign window justify it.

TikTok + Instagram Reels

Native vertical delivery to both platforms, cut and captioned for each feed rather than reposted flat.

Voiceover and narration

First-person voiceover written and recorded in my own voice - the reason the story reads as experience, not advertising.

Human integration

Staff, guides, hosts, chefs, and guests featured on camera with consent - the partner is inside the story, not appended to it.

Usage rights by scope

Territory, platforms, duration, and exclusivity agreed per project and written into the scope before filming begins.

DISCUSS A PARTNERSHIP

Travel With Terry P, LLC

Available for hosted stays, paid destination campaigns and ongoing brand partnerships.

Current route - September to October 2026

- Phnom Penh + Siem Reap, Cambodia - Sep 2 - 14
 - Kuala Lumpur, Malaysia - Sep 14 - 16
 - Shanghai, China - Sep 17 - 20
 - Beijing, China - Sep 20 - 23
 - One night, Hong Kong - Sep 23 - 24
 - Shanghai - Caption by Hyatt Zhongshan Park collaboration, China - Sep 24 - 29
 - Osaka + Fukuoka, Japan - Sep 29 - Oct 5
 - Taipei, Taiwan - Oct 5 - 8
 - Seoul, South Korea - Oct 8 - 11
 - Flexible collaboration window / route buffer, East Asia - Oct 11 - 17
 - Sabah / Kota Kinabalu, Malaysia - Target return Oct 17
- Planned route; dates may shift with collaborations.

Currently exploring Southeast Asia - Based in the United States

Send a short brief - destination, dates, and the outcome you want - and you get a scoped proposal covering deliverables, timeline, and usage rights.

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