

GEORGE EASON

Adventure Travel Filmmaker & Destination Content Producer

Creating premium destination marketing content for tourism boards, luxury hospitality and adventure travel brands





MY BACKGROUND

I create destination content designed to help tourism boards, hotels and experience providers showcase their locations through authentic storytelling.

My work combines drone cinematography, professional photography, adventure travel filmmaking and long-form YouTube content to create marketing assets that can be used across social media, websites, promotional campaigns and destination marketing initiatives.

I create premium destination marketing content that helps tourism boards, luxury hospitality brands and experience providers showcase their destinations through authentic storytelling.

I have been working in the Creative Industries for 20 years across projects in the UAE, Middle East, UK, Europe and North America. I ran a multi-platform dynamic live music platform in the UK for 10 years called Showcase Live which was an integral starting point for some of the UK's biggest artists including Ed Sheeran and Jessie J.

I moved to the UAE in 2016 and have since worked as a stage manager or show caller at some of the country's biggest events including Expo 2020, COP28, Special Olympics, National Day and Asian Football Cup



MORE ABOUT ME

My YouTube channel has generated over 2.7 million views through destination-focused travel content, with a particular focus on adventure travel, wildlife experiences and cinematic storytelling. I'm also a UAE certified drone pilot.

I have been to nearly 60 countries around the world spanning Europe, North America, Africa, Australasia and Asia. South America will complete my travel portfolio across six continents in Summer 2027.

Styles: Photography | Drone Cinematography | Adventure Experiences | Wildlife Encounters |
Luxury Hospitality | Destination Storytelling

Previous examples: Shark Diving | Orca Encounters | Helicopter Experiences | Road Trips |
Remote Expeditions | Skydiving | Bungee Jumps







Created a drone and underwater diving destination content library for Hilton Seychelles



Created a cinematic aerial destination content library for Sun Siyam Olhuveli in Maldives

PROFESSIONAL EXPERIENCE

Trusted to deliver world-class productions or content for government organisations, global brands and internationally recognised events including:





CASE STUDY: HILTON SEYCHELLES LABRIZ RESORT & SPA

Project Objective: Create a destination content library for the Diving & Watersports Centre.

Usage: Website, Instagram, Destination Marketing

Content Delivered: ✓ Drone Footage | ✓ Underwater Imagery | ✓ Social Media Edits | ✓ Marketing Assets



WHY BRANDS TRUST ME

20+ Years in Professional Events Production

For over two decades I have produced, stage managed and show called large-scale live events across the UK and Middle East, delivering projects for governments, multinational organisations, live broadcasts, internationally recognised events including: Expo 2020 Dubai, COP28 and Special Olympics World Games.

This background means I understand the importance of professionalism, client relationships, planning, storytelling, deadlines and delivering content that meets commercial expectations.

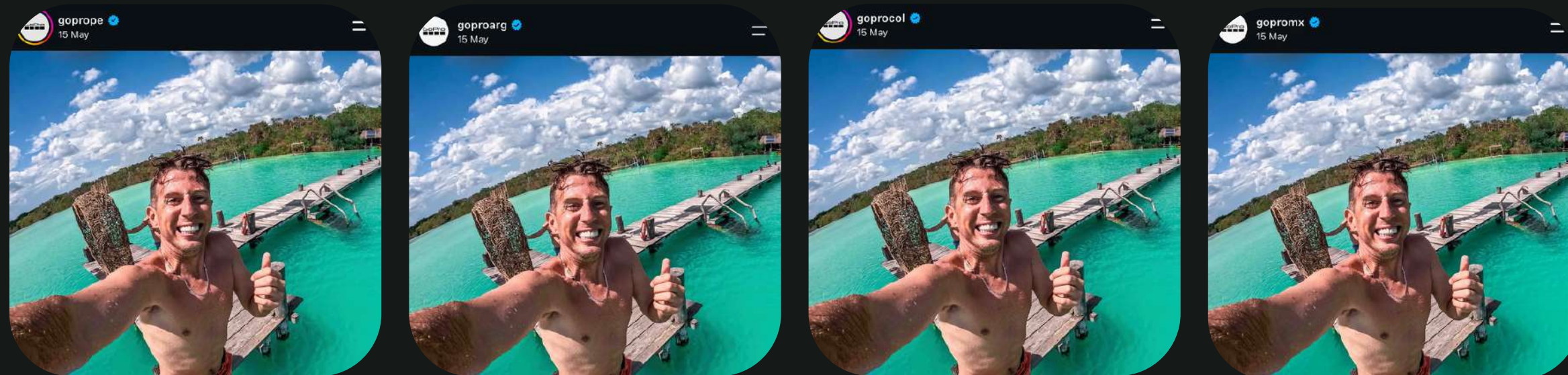
Today, I apply those same production standards to every destination, hotel and tourism partnership I undertake.



INDUSTRY RECOGNITION



Photography featured across official GoPro regional social media channels including
Middle East and Latin America - Mexico, Peru, Argentina and Colombia



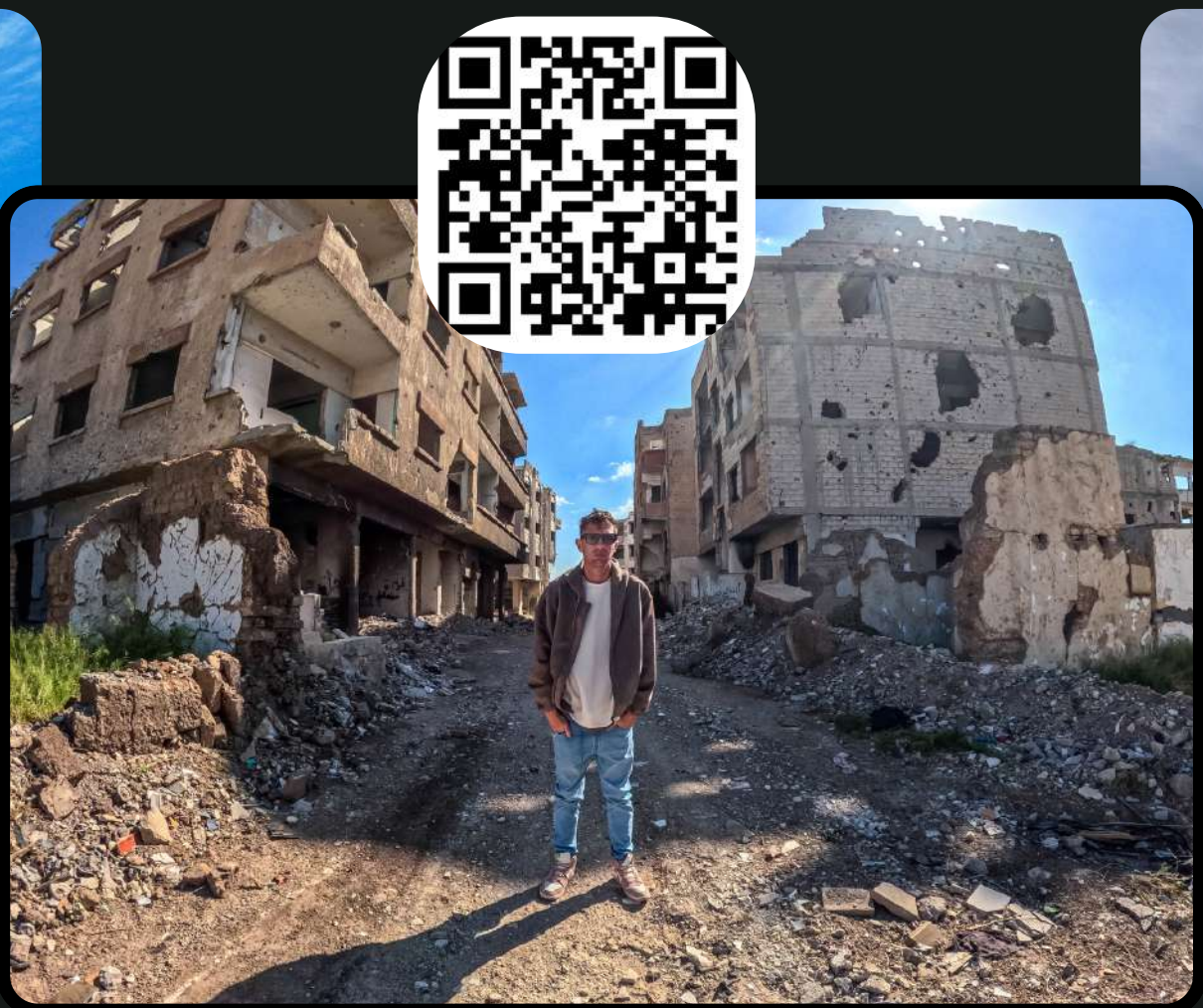
FEATURED FILMS



SHARKS: DIVING DOCUMENTARY

A recent video showcasing my shark diving adventures from Tiger Sharks in the Maldives and Great Hammerheads in the Bahamas, Whale Sharks, Threshers, Bull Sharks, Oceanic Blacktips, Leopard Sharks, Nurse sharks, Ragged Tooth Sharks and enormous schools of Scalloped Hammerheads in Japan.

MINI DOCUMENTARY
📍 14 COUNTRIES WORLDWIDE



SYRIA: IS IT SAFE?

From the timeless streets of Old Damascus to the water wheels of Hama and the haunting ruins of Jobar, this journey showed me history, resilience and the scars left by war. A powerful look at a country rebuilding while holding onto its soul.

DESTINATION STORY TELLING
📍 SYRIA



WINGWALKING

Adrenaline Rush in the Skies! Ever wondered what it feels like to stand on top of a flying plane? I took to the skies with AeroSuperBatics in the stunning Cotswolds for the ultimate thrill — wind in my face, heart racing, and views you can't believe.

ADVENTURE EXPERIENCE
4K VIDEO
📍 COTSWOLDS, UK

UPCOMING DESTINATIONS

South America Expedition 2027:

In Summer 2027, I will be travelling on a 35+ day trip with a group of friends through the following destinations:

- Brazil - Rio De Janeiro, Arraial do Cabo
- Chile - Santiago, Valparaíso, Atacama Desert
- Bolivia - Salar de Uyuni, La Paz
- Peru - Lake Titicaca, Machu Picchu, Amazon Rainforest, Huacachina Desert, Lima

Deliverables Available:

- Destination Photography
- Drone Cinematography
- Social Video Assets
- Tourism Marketing Content
- Long-Form Storytelling

Collaboration opportunities are available for tourism boards, hotels, luxury resorts and adventure experience providers throughout this expedition

35 Days
4 Countries
20+ Destinations

Expected Deliverables:
400+ Edited Images
100+ Drone Clips
1 Feature Film
4 Country Stories
Multiple Reels



LICENCES

Tier 1 - Social Media & Website

- ✓ Instagram
- ✓ Facebook
- ✓ Website
- ✓ Organic social media

Cannot use:

- ✗ Paid advertising
- ✗ Billboards
- ✗ Tourism campaigns
- ✗ Third-party licensing

Typical length: 12 months

Tier 2 - Commercial Marketing

Everything from Tier 1 plus:

- ✓ Brochures
- ✓ Sales decks
- ✓ Email marketing
- ✓ Trade shows

Cannot use:

- ✗ National advertising campaigns
- ✗ Television commercials
- ✗ Tourism board campaigns

Typical length: 24 months

Tier 3 - Destination Marketing & Campaign Usage

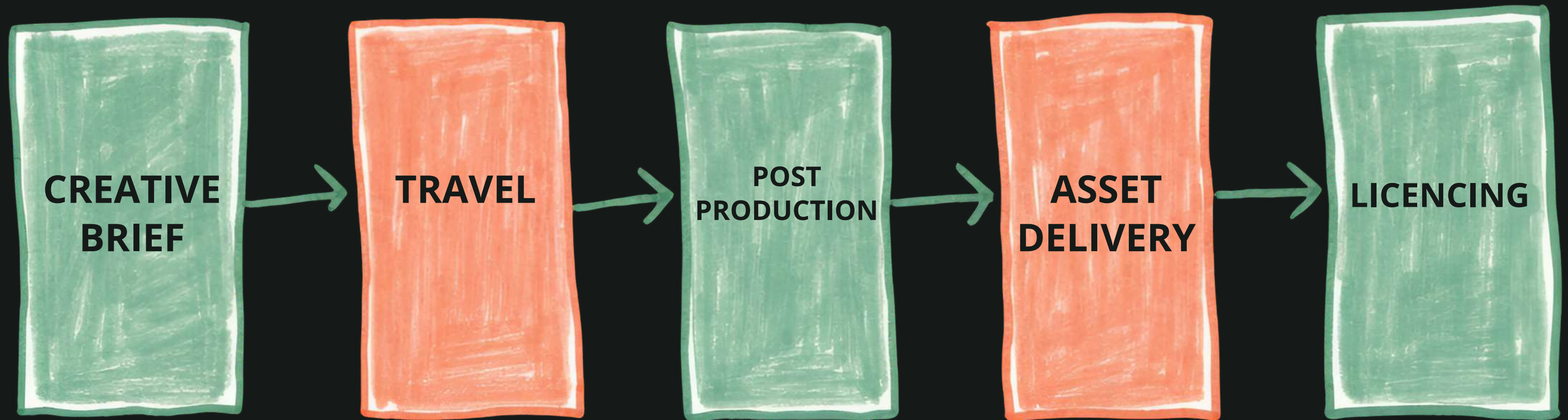
Everything from Tier 2 plus:

- ✓ Print advertising
- ✓ Tourism campaigns
- ✓ Trade exhibitions
- ✓ Outdoor advertising
- ✓ Paid social advertising
- ✓ International marketing

Typical length: Perpetual



HOW WE WORK





**LET'S CREATE
SOMETHING
EXTRAORDINARY
TOGETHER**



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