

# CATHERINE CAPON

WILDLIFE. TRAVEL. ADVENTURE.



## ABOUT

Catherine Capon, better known as Cat, is hugely passionate about inspiring others to travel to the untouched corners of our planet. Her aim is to promote wildlife adventures and re-engage people in the natural world. She believes that spending time with wild animals is the key to encouraging us to live more consciously on our planet.

Prompted by her early fascination with the outdoors, Cat went on to study Ecology and Zoology at Imperial College London, where she couldn't wait to observe animals in their natural habitat. Her first expedition saw her studying bats in Honduras and it was during this time, separated from all of modern life's 'necessities', that she became fiercely protective of the wildlife around her. Cat's life since university has seen her working in wildlife film-making and sustainability communication. In her last role, she worked closely with Richard Branson and his family who pushed her even further in her ambitions to travel and raise awareness for important international conservation causes. Determined to encourage holiday makers to do something more adventurous in their time off work, Cat is currently embarking on a project to write about, film and photograph wildlife hotspots around the planet. Her adventures are documented on her vacation inspiration website: <http://catherinecapon.com/>

\* \* \*



**24.5k** followers  
@catherinecapon



**4.5k** friends  
Catherine Capon



**1.5k** followers  
@catherinecapon

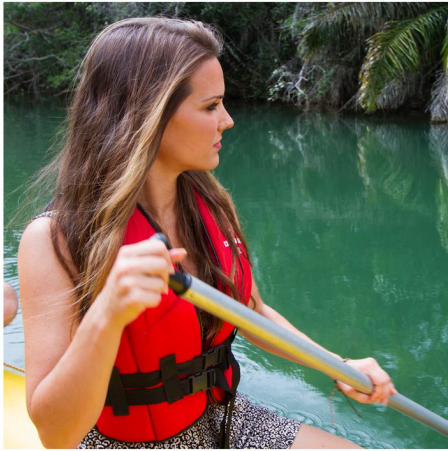


**89.7k** views  
Catherine Capon



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## DEMOGRAPHIC

62% of Catherine's audience is between the ages of 18 and 34, with just over half of those (35%) being 25 to 34. There is an even weighting of both males (54%) and females (46%) that follow and interact with Catherine across her social channels.

## CAT'S CONTENT:

- Showcases realistic but aspirational journeys
  - Informs on how to travel on tight budgets
- Gives independent advice for travellers wanting to blaze their own trail
  - Promotes ethical travel with wildlife as well as action and adventure
    - Shows the best parts of countries, wildlife and national parks
- Shows equipment/products in real situations and demonstrates how to get the best out of them both functionally and aesthetically

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## PUBLISHED IN:

BRITISH AIRWAYS

THE  
HUFFINGTON  
POST

International  
Business  
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