



Discovering the World Around Us

LaneVids



Our Story



We love to travel. When I was younger, my family always took a summer vacation. But my wanderlust did not really kick in until 2005 when I took a mission trip to South Africa after finishing college with my fiancée (now my wife). Now that I have a family of my own, and I want to share our experiences traveling as a family. My YouTube channel is a blend of family, travel, entertainment and vlogs (video blog).

In 2007 I discovered the power of YouTube. It can be hard to travel as a family with two small kids, and so we have dedicated our channel to helping families balance how to do this through our family travel videos, so that they can create the lasting memories that I had as a kid.

Today **our mission** is to discover the world around us and share it online through Entertaining Family Friendly Travel Videos and Vlogs that both Kids and Parents will enjoy, and to help parents navigate how they can travel as a family to create these lasting memories together.

Their Stories



Our Mission is Working



swtpeapati 3 months ago

Missing the family!!! Looking forward to the travel vids!!!

Reply · 1 · · · ▾



Ava Toy Show 1 year ago

What a lovely hotel, impressive

Reply · 1 · · · ▾



ThePflodPfam 1 year ago

Hope you guys have an awesome road trip! That sounds like a ton of fun :D

Reply · · · ▾



The Chick's Life 1 year ago

When you guys come out here for VloggerFair you should do a road trip down the west coast. Hit up Portland on your way down!

Reply · · · ▾



Living Weird 2 months ago

Wow that park is amazing :)

Reply · · · ▾



Wendy Dee 11 months ago

You both have really created such a fun family road trip for your kids. You have done so much to get them busy and happy. Looks like a lot of fun everyday. You are great parents. Very caring and patient. It's great they have this all to look back on when they are older.



mac mccullough 1 year ago

Your hotel room is awesome.

Reply · · · ▾



mario Kane 10 months ago

So great that you guys like traveling it's something I would like to do more of in the future.



Jones Family Travels 10 months ago

We LOVE the Junior Ranger Programs! We found out about it during a family road trip around the US in 2012!



warriorofdark 11 months ago

You certainly had quite the fantastic road trip. What was your favorite part? You had a good stop for lunch anyway. Burger king is good. Its been quite awhile I sorta forgot what your place looked like. Kinda seems a little strange for you to be vlogging at home again after being gone for so long. I hope that happens that little meet up. Busvlogger was pretty cool.



Christine M 1 month ago

Very cute video!! I see a couple future park rangers!

Reply · · · ▾



Celia Marie 9 months ago

The palm meadows state park y'all mentioned is right by my house! It's so great to watch vloggers from down south!!! Love your vlogs!! :)



WheelinAndDealInWithWheely5 1 year ago

ROAD TRIP!!! YEA!!!! Can't wait to watch that. That was very cool idea about freezing the kids toys. I've never heard of that.

*Real Comments
from YouTube Subscribers!*





kskc1234 1 year ago

I'm enjoying your road trip already and looking forward to tomorrow!!

Reply · ·



Khamsing Sengmany 1 year ago

Can't wait for the road trip.

Reply · ·



Pepper Jeff 1 year ago

I love road trips I just came back from Alabama

Reply · ·



mac mccullough 1 year ago (edited)

I'm excited to watch your road trip to Tulsa.

Reply · 1 ·



Bad Rabbit 1 month ago

You should definitely go to the big water park , white water bay ! In okc (:

Reply · ·



Christine M 3 months ago

Looking forward to the travel vlogs

Reply · 1 ·



warriorofdark 1 year ago

Looked to be one pretty nice hotel room you had. Whats the fanciest hotel you ever stayed at? Lol I liked how you got your vegas sign pic. Screw the line ill



WheelinAndDealInWithWheely5 1 year ago

That was a cool idea just exploring the hotel. It seems simple but you never know what you will find or see? It would be cool to see you take the kids to more places that seem simple to adults but see them through the kids eyes for the first time although you do tend to do that anyway.



Khamsing Sengmany 11 months ago

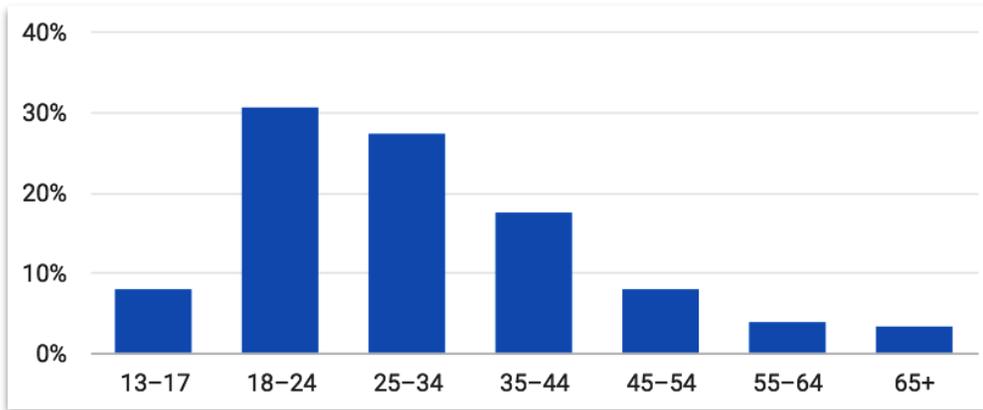
You guys looked like you had a lot of fun.

My favorite part was probably the part where you and Jacques walked/run around the hotel. Who knew a kid could be so interested in this kind of stuff.

Reply · ·

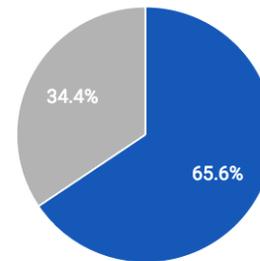
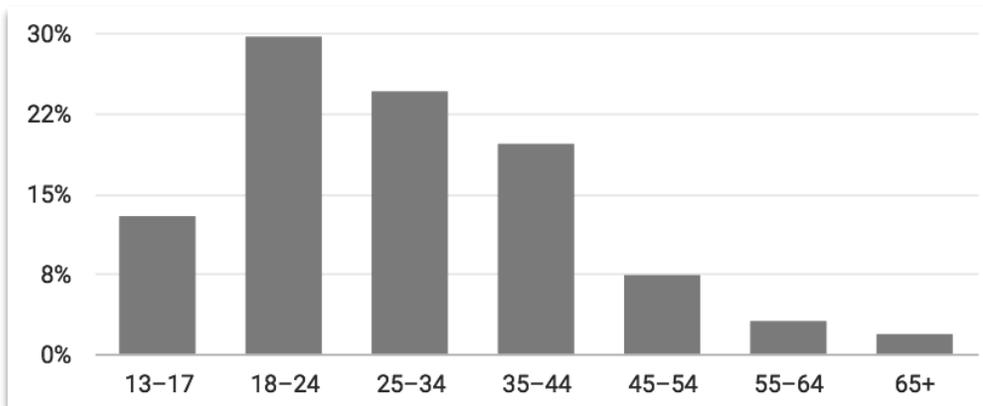
DEMOGRAPHICS

As of March 1, 2016



Our Audience

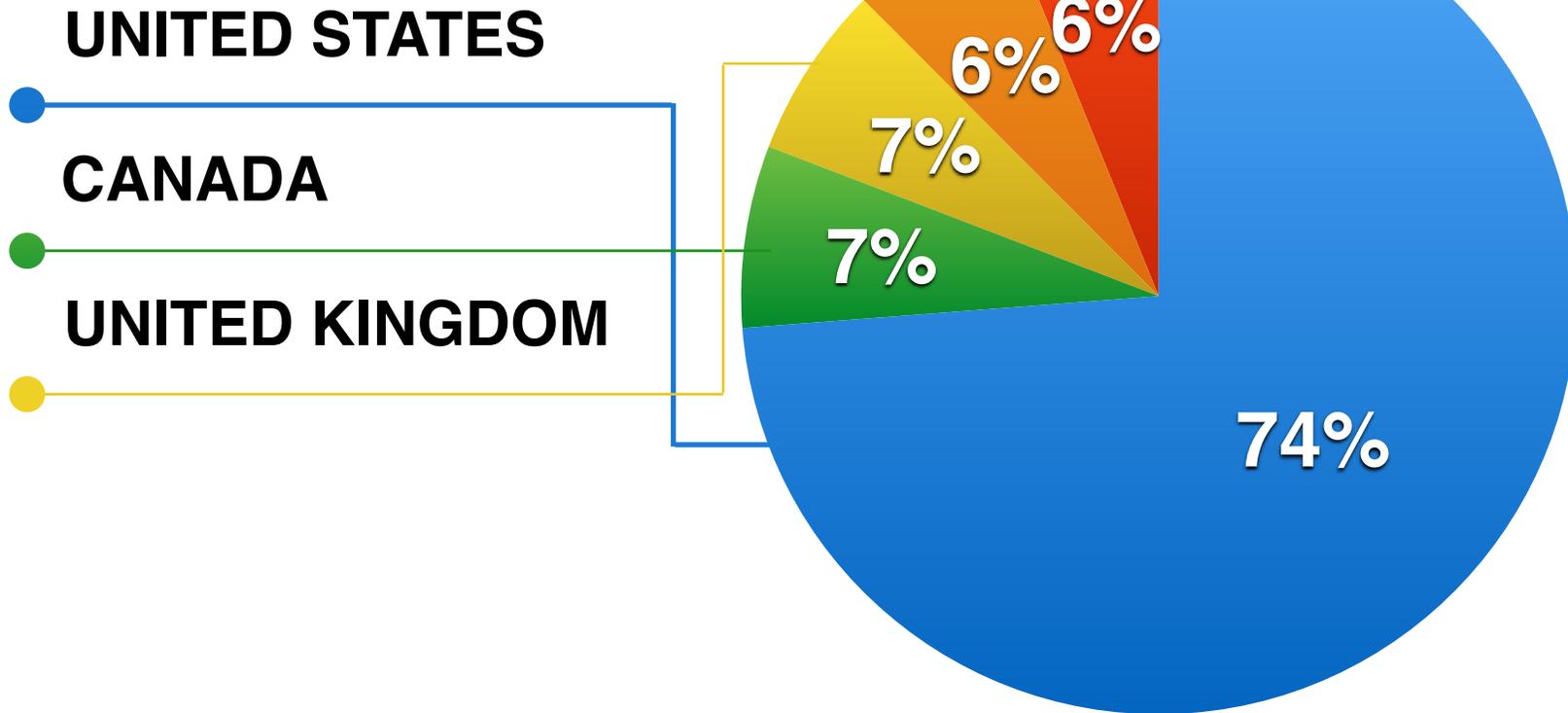
Our videos revolve around really awesome experiments and family friendly experiments for kids, so our audience of more male millennials reflects those who are either looking for a really cool experiment to share with friends or families interested in introducing their kids to science.



- Male
- Female

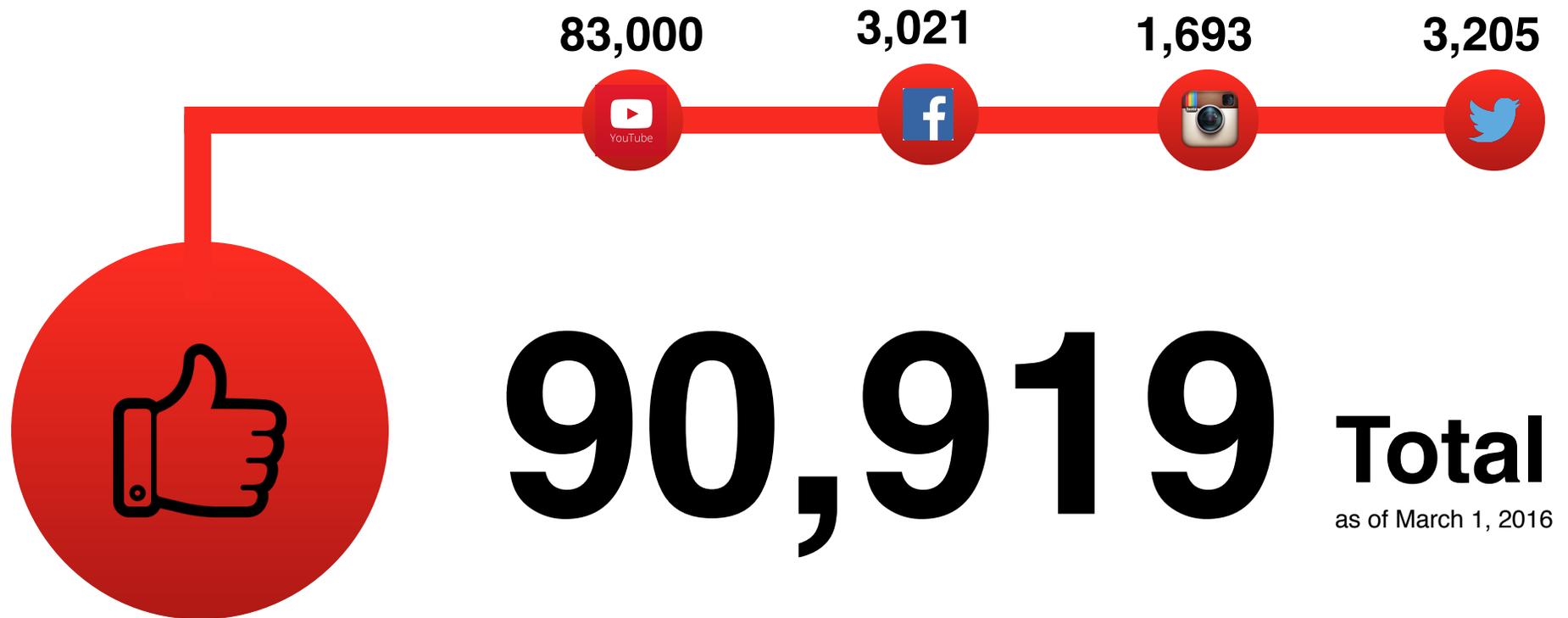
DEMOGRAPHICS

● United States ● Canada ● United Kingdom ● India ● Philippines



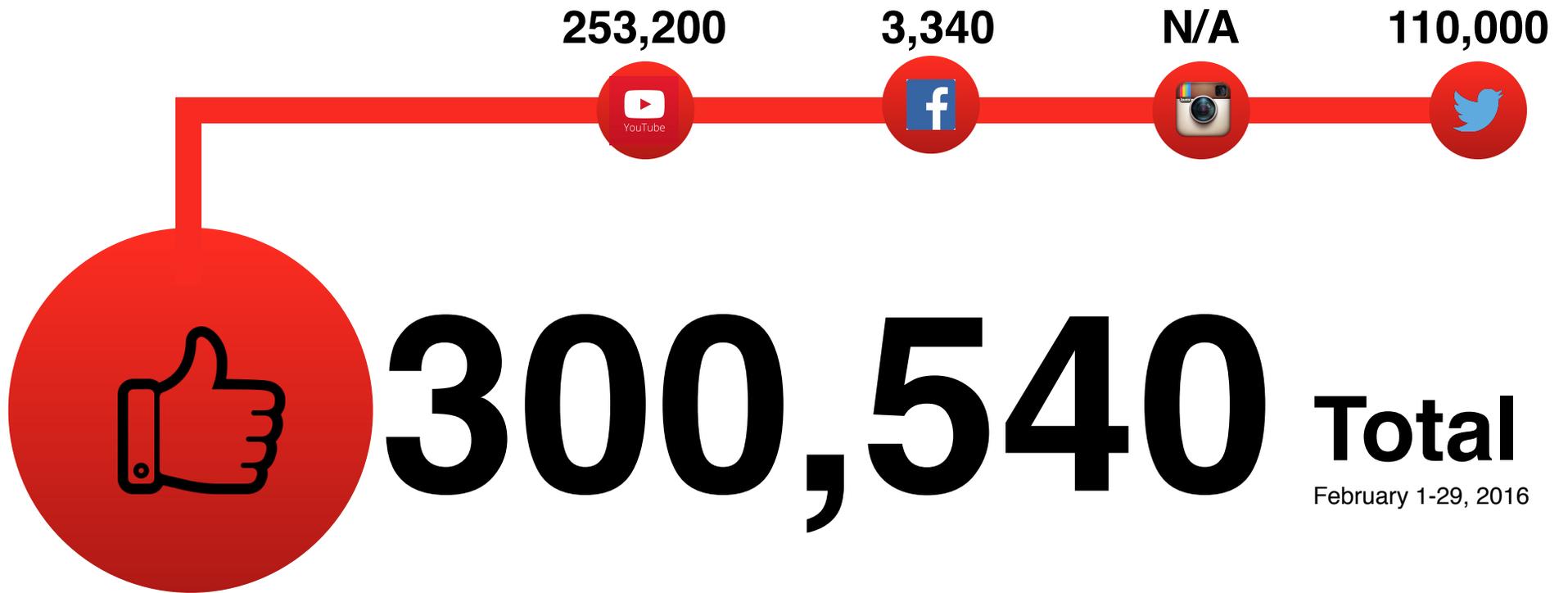
SOCIAL FOLLOWERS

Total number of people who are following us on social media platforms



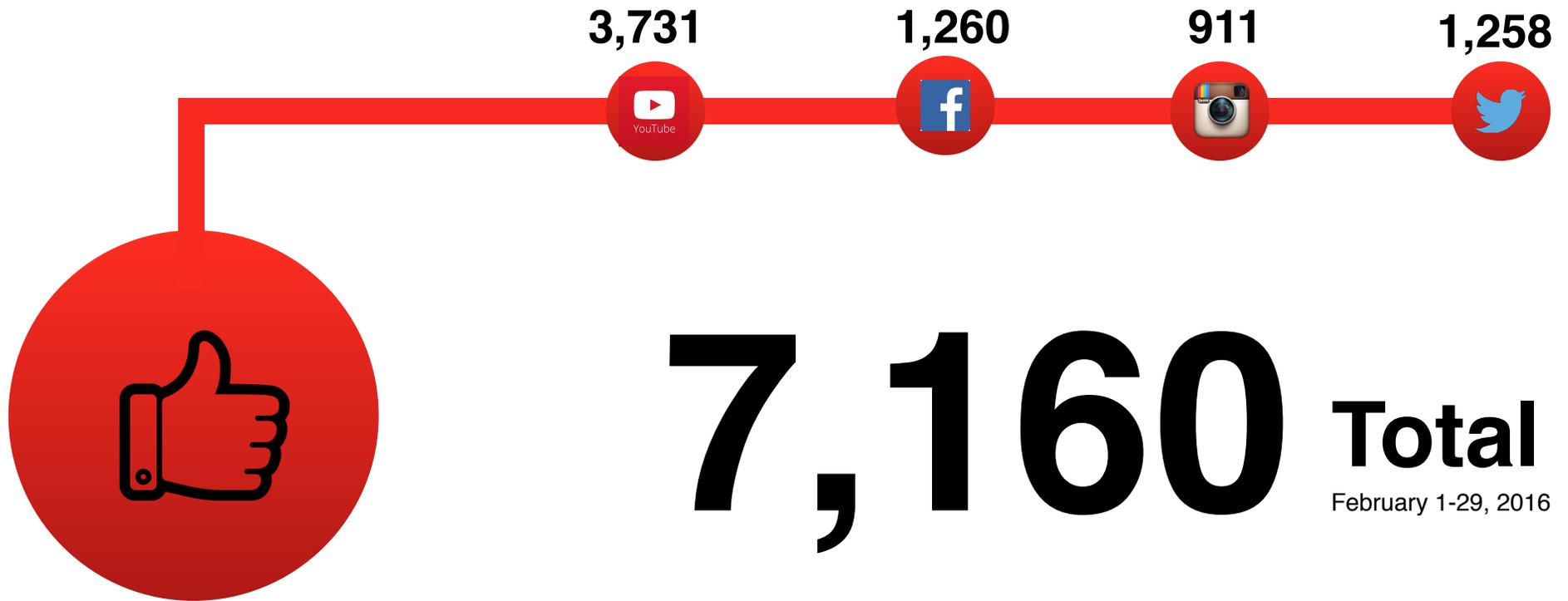
SOCIAL REACH

Total number of people we reach in a single month on each platform



SOCIAL ENGAGEMENT

Total number of social interactions with our content.



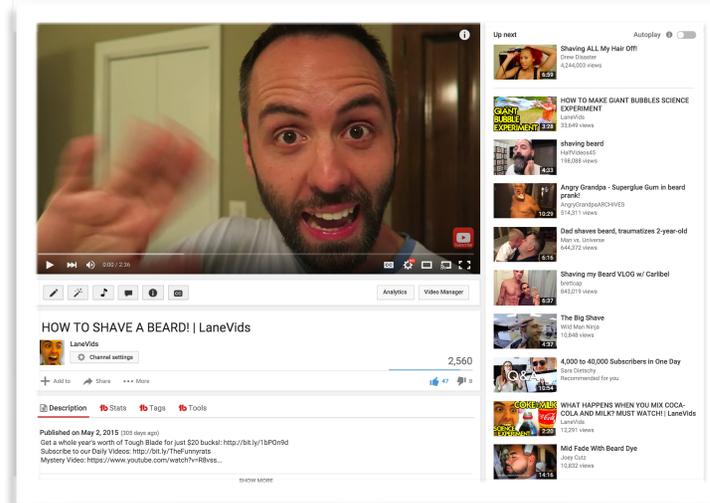
BRAND INTEGRATION

Tough Blade

Tough Blade is a razor manufacturer that offers one year of shaving blades for a great price.

Through our partnership, they earned:

- Custom video integration that reached their target audience.
- On-going exposure to their exact target market through our audience and through YouTube search



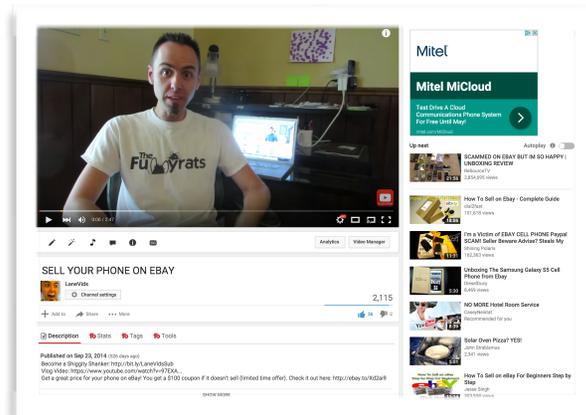
BRAND INTEGRATION

ebay.com

eBay.com is the world's online marketplace for connecting buyers and sellers globally.

Through our partnership, viewers learned:

- How I have used ebay.com to sell some of our unwanted goods to help us pay off our debts.
- About a specific program that eBay was announcing about selling cell phones on



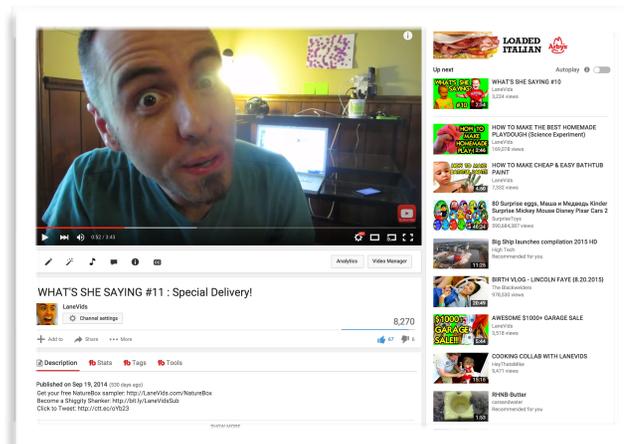
BRAND INTEGRATION

NatureBox

NatureBox is a healthy subscription snack box that comes straight to your door.

Through our partnership, they earned:

- Custom brand integration video that highlighted their product in a fun and unique way.
- A fun way to interact with a YouTuber's audience to find out more about their



NEXT STEPS

Contact Lane Fournerat

Join us in our mission to help others discover the world around them through entertaining science and family-friendly videos for all ages.

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