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**How Mountaineering & Alpinism
Social Properties Generated 190M
Video Views in May 2021 to May 2022**

Sporting Goods & Outdoor

Key Takeaways

Overview of the digital alpinism landscape from May 2021 to May 2022:

Audience Demographics:

- **Geolocation:** Looking at the geolocation of the top alpinism website visitors and the top alpinism social properties followers, the US has the largest alpinism audience, followed by Italy. Other leading countries include France, Switzerland, Germany, the Philippines, and Brazil.
- **Age & Gender:** 60% of the web visitors to the top 10 alpinism websites were male, and the majority of these visitors were 25 to 44 years old. Followers to the top alpinism social properties are predominantly male (72%) and range mostly from ages 25 to 44 (52%).

Platforms:

- Instagram generated the highest amount of alpinism views, followed by Facebook (11%) and then by Instagram (7%) and TikTok (7%). Instagram has the largest audience of followers for the top 15 alpinism athletes. Although TikTok has the smallest audience relative to the other platforms, it's generated significant engagements on average for from May, '21 to May, '22.

Top Athletes:

- [Nirmal Purja](#), [Kilian Jornet](#), and [Simone Moro](#) have the largest alpinism audience on social. When looking at the average engagement per post, Kilian Jornet,, Nirmal Purja and Will Gadd have the highest rates.

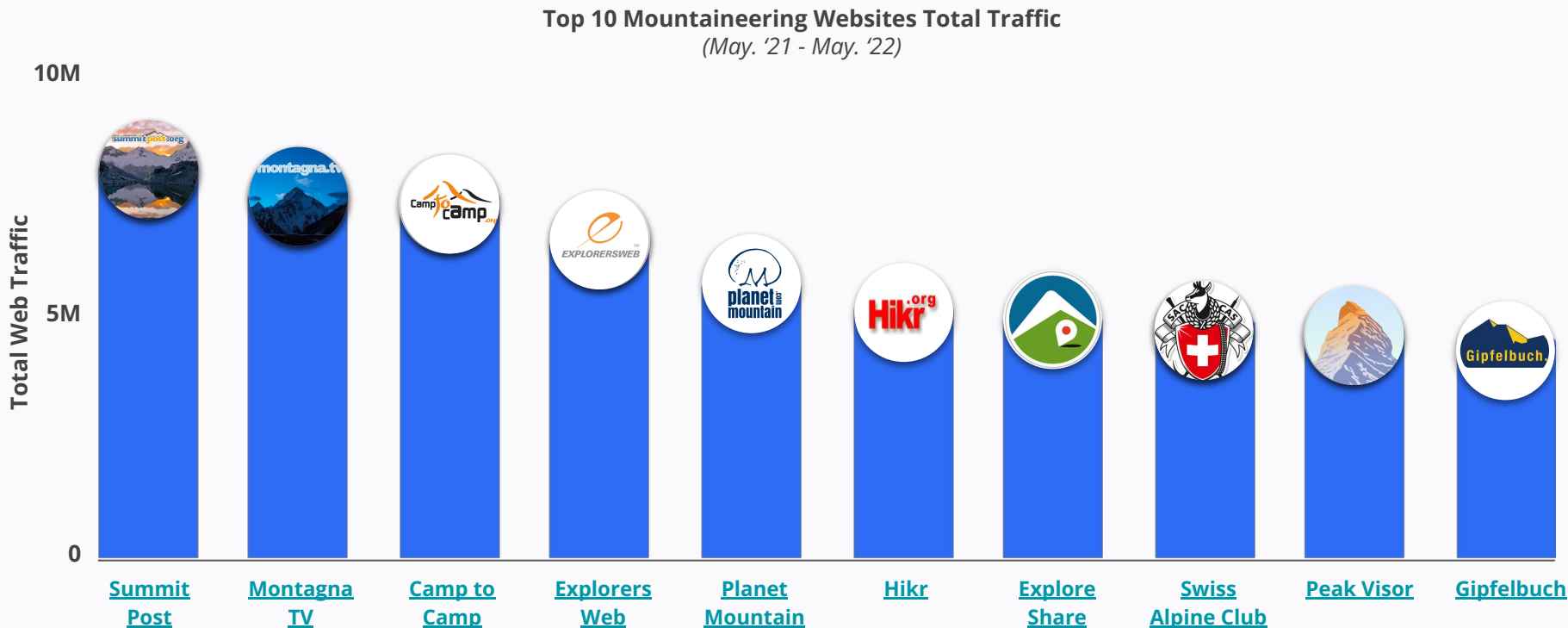
Content Opportunities:

- **YouTube:** Top opportunities on YouTube include vlogs that share the experience of the entire expedition, vlogs of reaching the summit, videos showcasing the panoramic views from the summit, and historical achievements made by mountaineers.
- **Facebook:** Top opportunities on Facebook include videos of athletes celebrating reaching the summit, historical achievements made by mountaineers, trekking POVs, and videos that share the expedition's highlight reel.
- **Instagram:** Top opportunities on Instagram include videos showcasing the panoramic views from the summit, highlighting the expedition's highlight reel, showing how athletes train for expeditions, and trekking POVs.
- **TikTok:** Top opportunities on TikTok include videos from that share the fun moments at basecamp, ice climbing POVs, trekking POVs, and views from the summit.



Alpinism Audience Scan

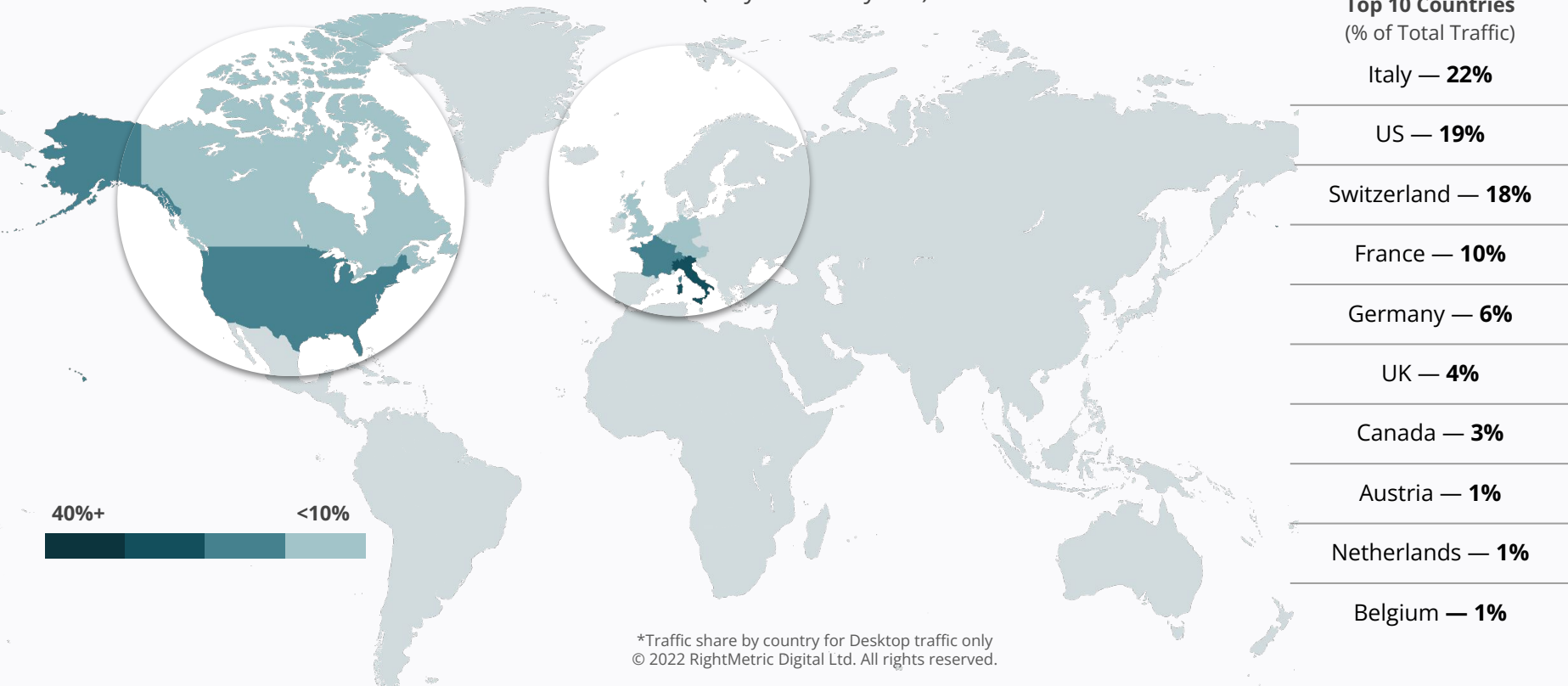
Based on web traffic, the following were the top ten alpinism websites from May 2021 to May 2022. On average, these alpinism resources generated **457K** web visits per month.



Italy accounted for 22% of traffic to the top ten alpinism websites, followed by the **United States** (19%), **Switzerland** (18%) and **France** (10%).

Top Alpinism Website Traffic Demographics

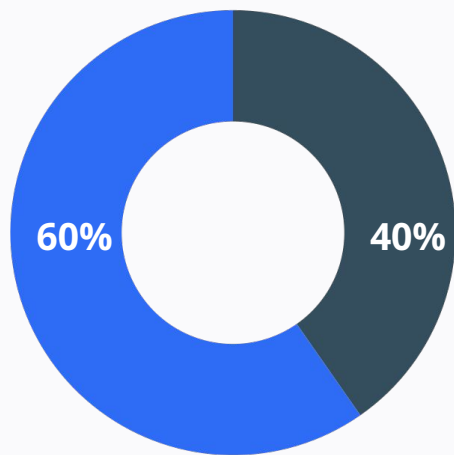
(May. '21 – May. '22)



*Traffic share by country for Desktop traffic only
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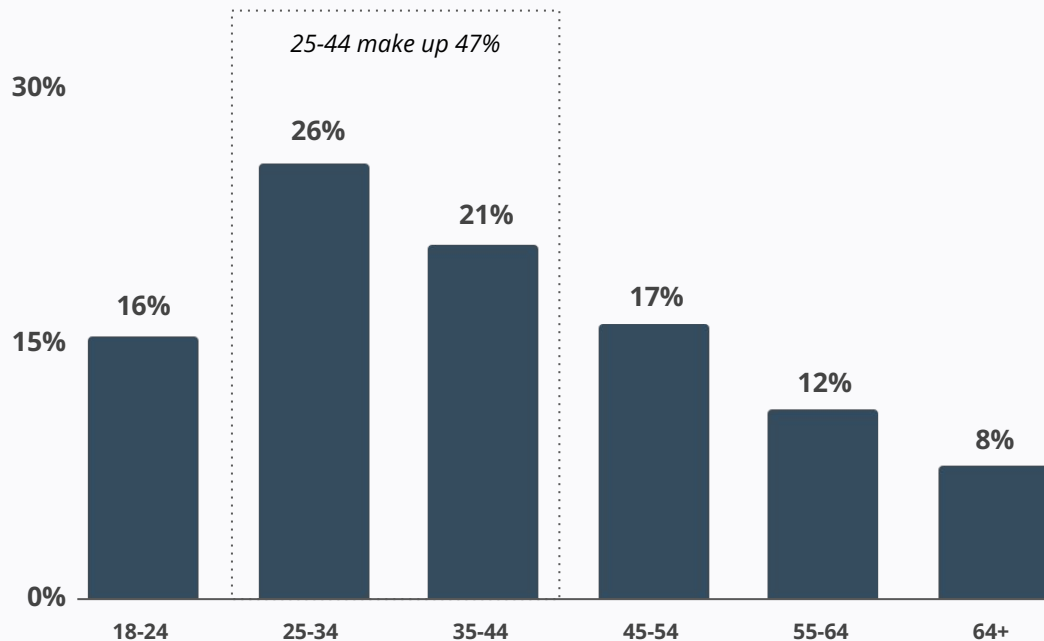
Males account for 60% of all top alpinism website traffic. As for age, people between the ages of **25 and 44** accounted for 47% of the traffic.

Web Traffic Gender Breakdown



● Female
● Male

Web Traffic Age Breakdown

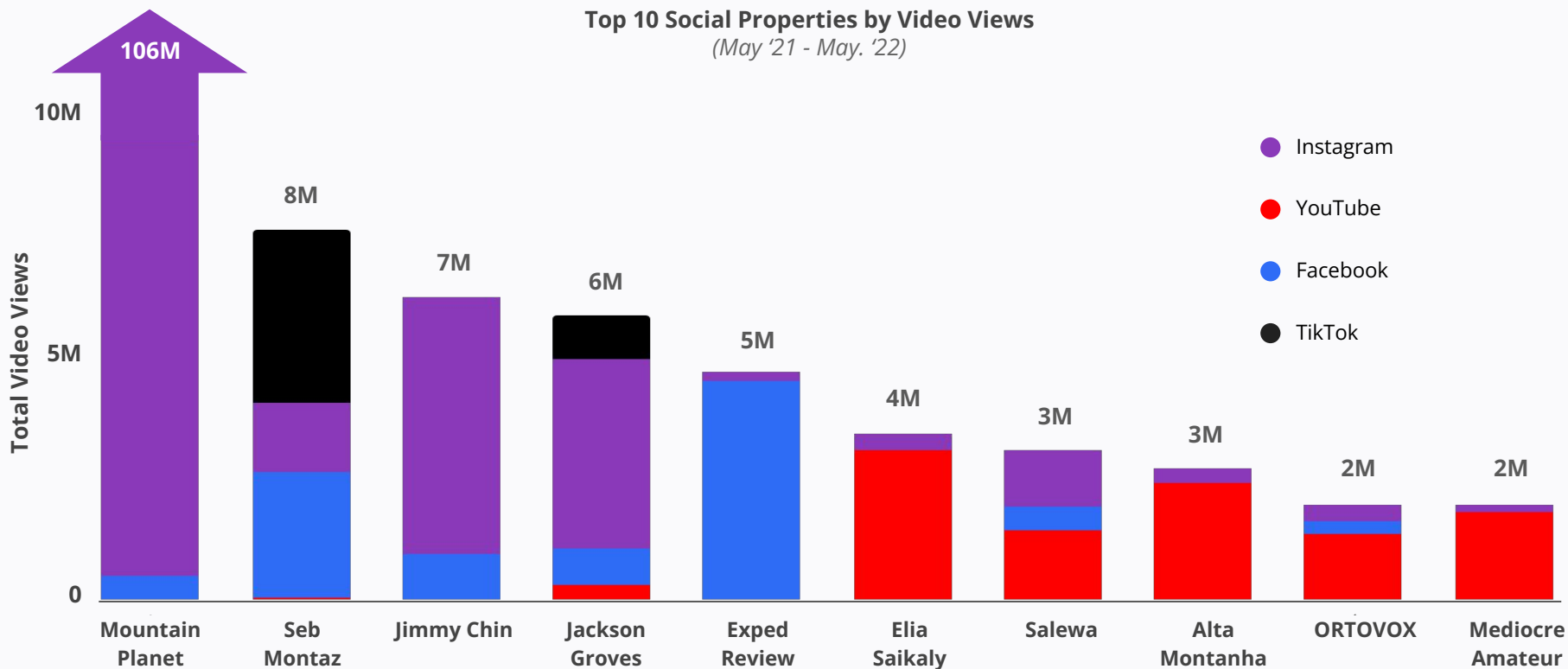


Top 10 Alpinism Social Properties by Total Views*

- | | | | | | |
|----|---|---|-----|---|--|
| 1. |  | <u>Mountain Planet</u> : <i>Alpinism Community</i>
Social Followers: 639K Total Views: 106M | 6. |  | <u>Elia Saikaly</u> : <i>Mountaineering Filmmaker</i>
Social Followers: 211K Total Views: 4M |
| 2. |  | <u>Seb Montaz</u> : <i>Alpinism Filmmaker</i>
Social Followers: 368K Total Views: 8M | 7. |  | <u>Salewa</u> : <i>Alpinism Videos + Gear Shop</i>
Social Followers: 519K Total Views: 3M |
| 3. |  | <u>Jimmy Chin</u> : <i>Alpinism Filmmaker</i>
Social Followers: 4M Total Views: 7M | 8. |  | <u>Alta Montanha</u> : <i>Mountaineering News + Gear Shop</i>
Social Followers: 136K Total Views: 3M |
| 4. |  | <u>Jackson Groves</u> : <i>Adventure Creator</i>
Social Followers: 640K Total Views: 6M | 9. |  | <u>ORTOVOX</u> : <i>Mountaineering Videos + Gear Shop</i>
Social Followers: 326K Total Views: 2M |
| 5. |  | <u>Exped Review</u> : <i>Expedition Comparison Site</i>
Social Followers: 66K Total Views: 5M | 10. |  | <u>Mediocre Amateurs</u> : <i>Alpinism Vlogs</i>
Social Followers: 79K Total Views: 2M |

*Total views from Facebook, Instagram, TikTok and YouTube from May. '21 to May. '22
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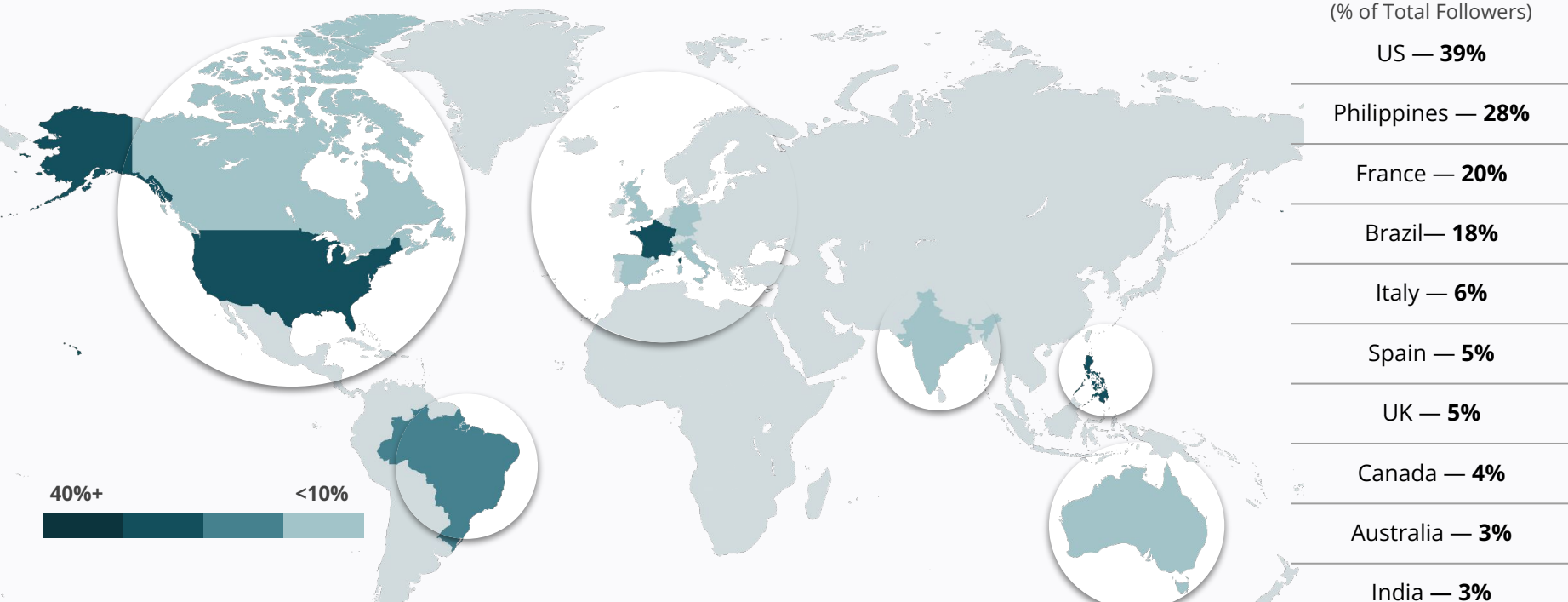
From May. '21 to May. '22. Mountain Planet generated the most views by a significant margin, with over **106M** views.



The **United States** accounted for 39% of the top ten alpinism social properties followers, followed by the **Philippines** (29%), **France** (20%) and **Brazil** (18%).

Top Alpinism Social Properties Follower Demographics

(May. '21 – May. '22)

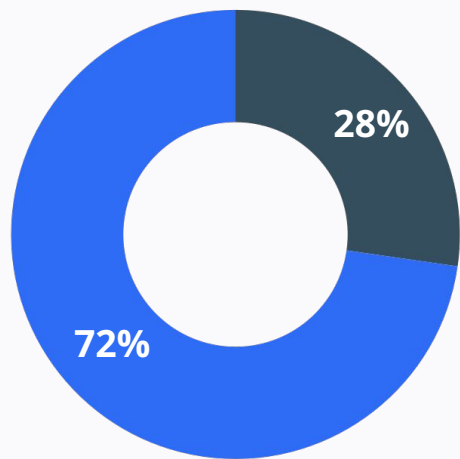


*Demographics are an directional approximation using Facebook subscriber geo-breakdown. Mountain Planet, Exped Review, and Elia Saikaly follower demographics unavailable and have been removed from data set. Alta Montanha and Mediocre Amateur data based on YouTube demographics.

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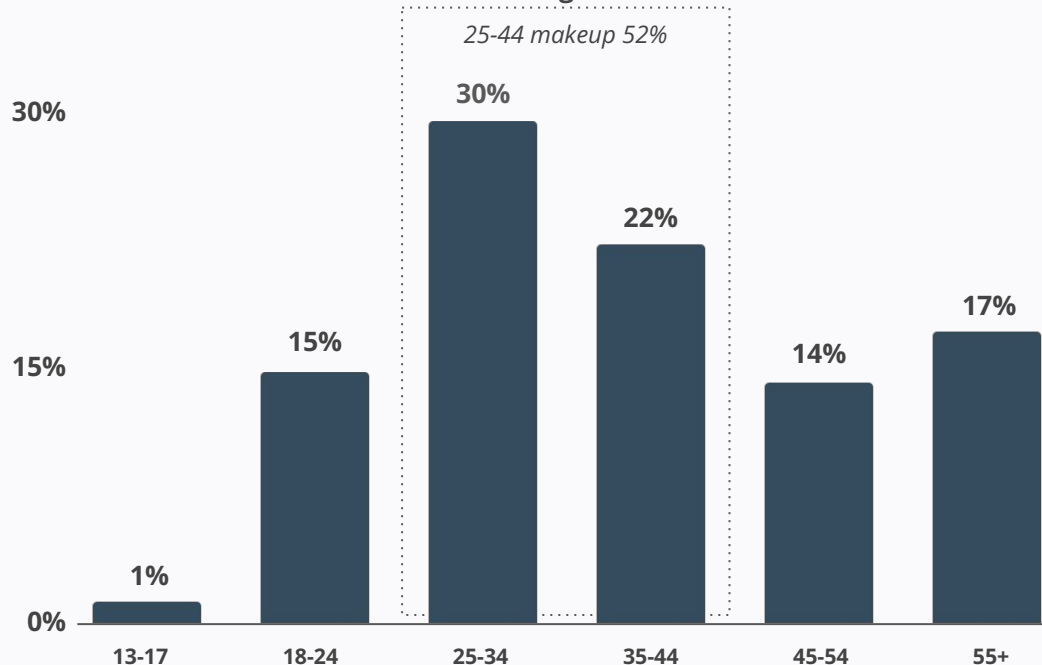
The followers of the top 10 alpinism social properties skew **male** (72%) and are predominantly aged **25 to 44** years old (52%).

Web Traffic Gender Breakdown



● Female
● Male

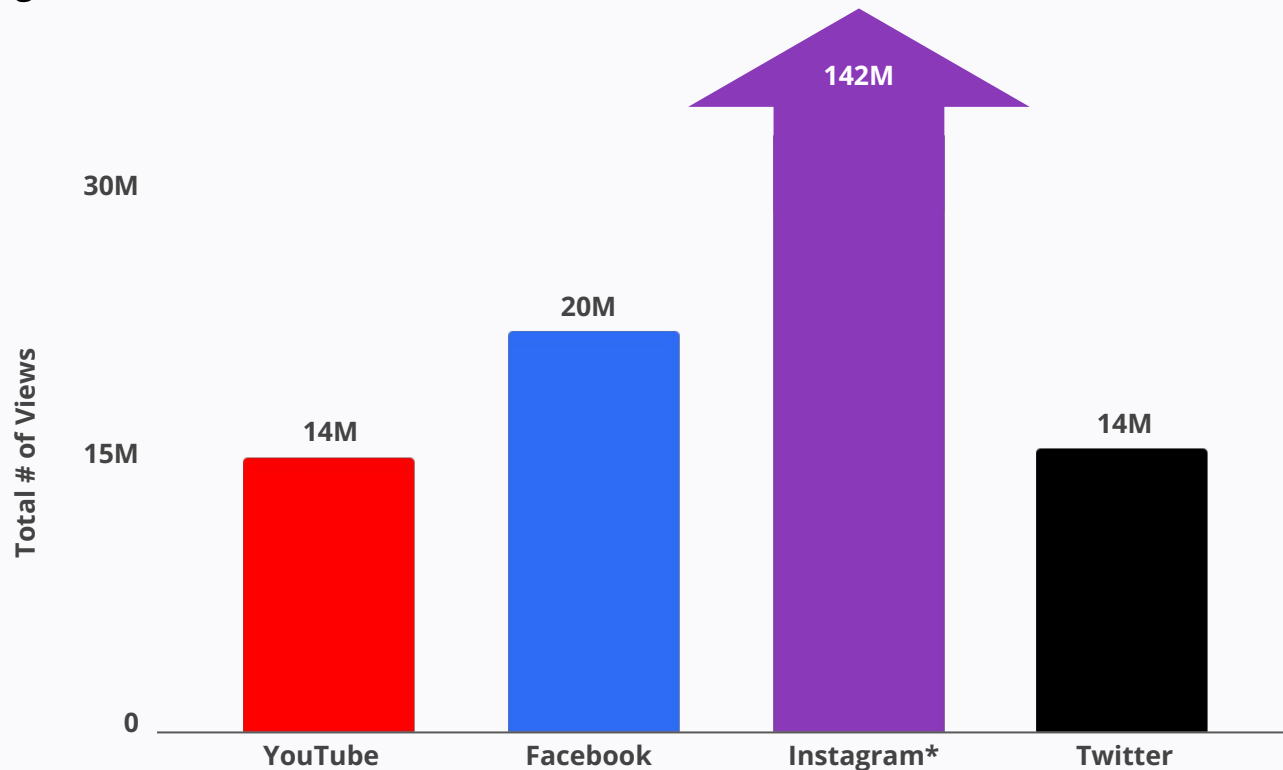
Web Traffic Age Breakdown



*Demographics are an directional approximation using Facebook and YouTube subscriber age and gender.
Mountain Planet and Jackson Groves follower demographics unavailable and have been removed from data set.

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Instagram generated the highest amount of alpinism views, accounting for **75%** of the total views from May. '21 to May. '22. Facebook is the second highest and makes up **11%** of alpinism video views. YouTube and TikTok generated **7%** each of the total video views.


















*Does not include views from Instagram reels. Total views from date range: 05/01/2021-05/31/2022 from top alpinism creators, social properties and brands.

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Top Alpinism Athletes

Top 15 Alpinism Athletes by Average Engagement*

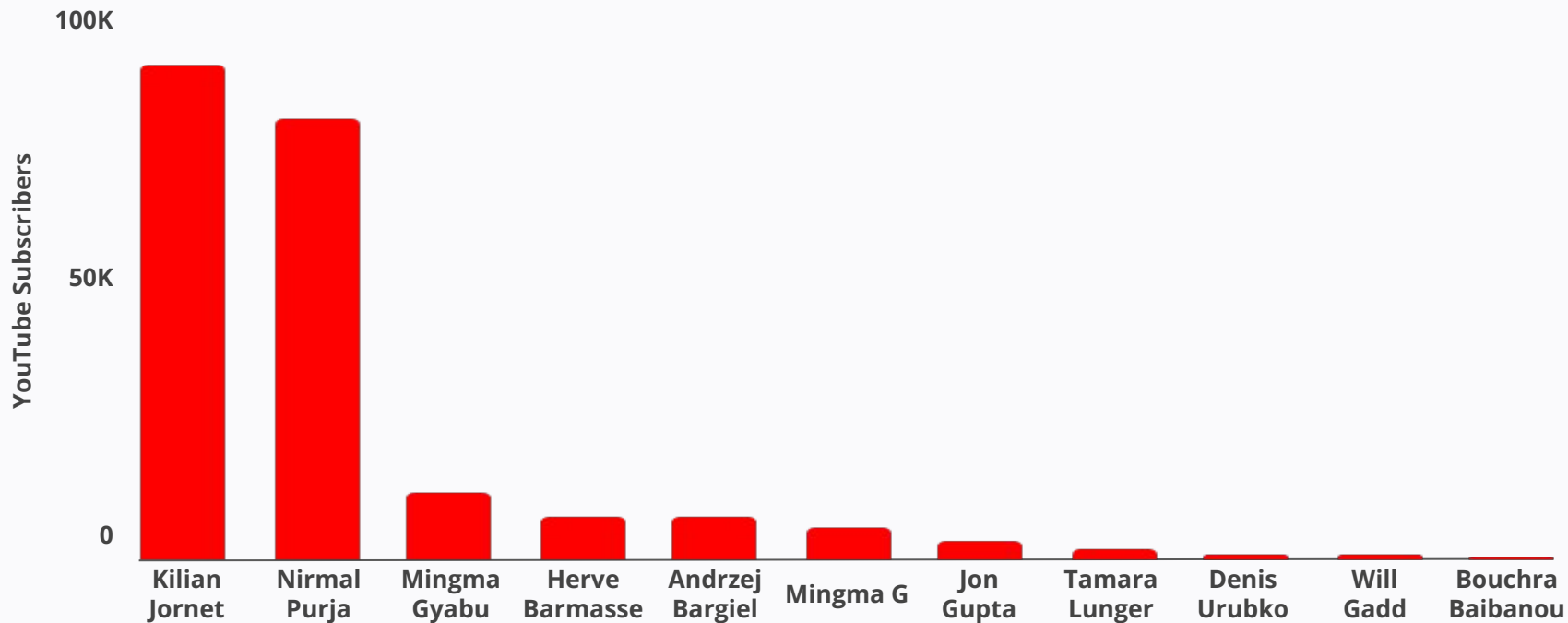
- | | | | | | |
|----|--|-----|--|-----|--|
| 1. | 
<u>Kilian Jornet</u>
Total Followers: 2.5M
Avg. Engagement: 24K | 6. | 
<u>Simone Moro</u>
Total Followers: 329K
Avg. Engagement: 3K | 11. | 
<u>Herve Barmasse</u>
Total Followers: 225K
Avg. Engagement: 2K |
| 2. | 
<u>Nirmal Purja</u>
Total Followers: 2.5M
Avg. Engagement: 18K | 7. | 
<u>David Goettler</u>
Total Followers: 73K
Avg. Engagement: 3K | 12. | 
<u>Don Bowie</u>
Total Followers: 64K
Avg. Engagement: 1K |
| 3. | 
<u>Will Gadd</u>
Total Followers: 106K
Avg. Engagement: 5K | 8. | 
<u>Mingma Gyabu Sherpa</u>
Total Followers: 254K
Avg. Engagement: 3K | 13. | 
<u>Bouchra Baibanou</u>
Total Followers: 124K
Avg. Engagement: 586 |
| 4. | 
<u>Jon Gupta</u>
Total Followers: 36K
Avg. Engagement: 4K | 9. | 
<u>Mingma G</u>
Total Followers: 213K
Avg. Engagement: 2K | 14. | 
<u>Denis Urubko</u>
Total Followers: 117K
Avg. Engagement: 515 |
| 5. | 
<u>Andrzej Bargiel</u>
Total Followers: 282K
Avg. Engagement: 4K | 10. | 
<u>Tamara Lunger</u>
Total Followers: 191K
Avg. Engagement: 2K | 15. | 
<u>Liv Sansoz</u>
Total Followers: 58K
Avg. Engagement: 350 |

Kilian Jornet and Nirmal Purja have the largest audiences on YouTube with **88K** and **78K** subscribers, respectively. Simone Moro, David Goettler, Don Bowie, and Liv Sansoz currently do not have YouTube channels.



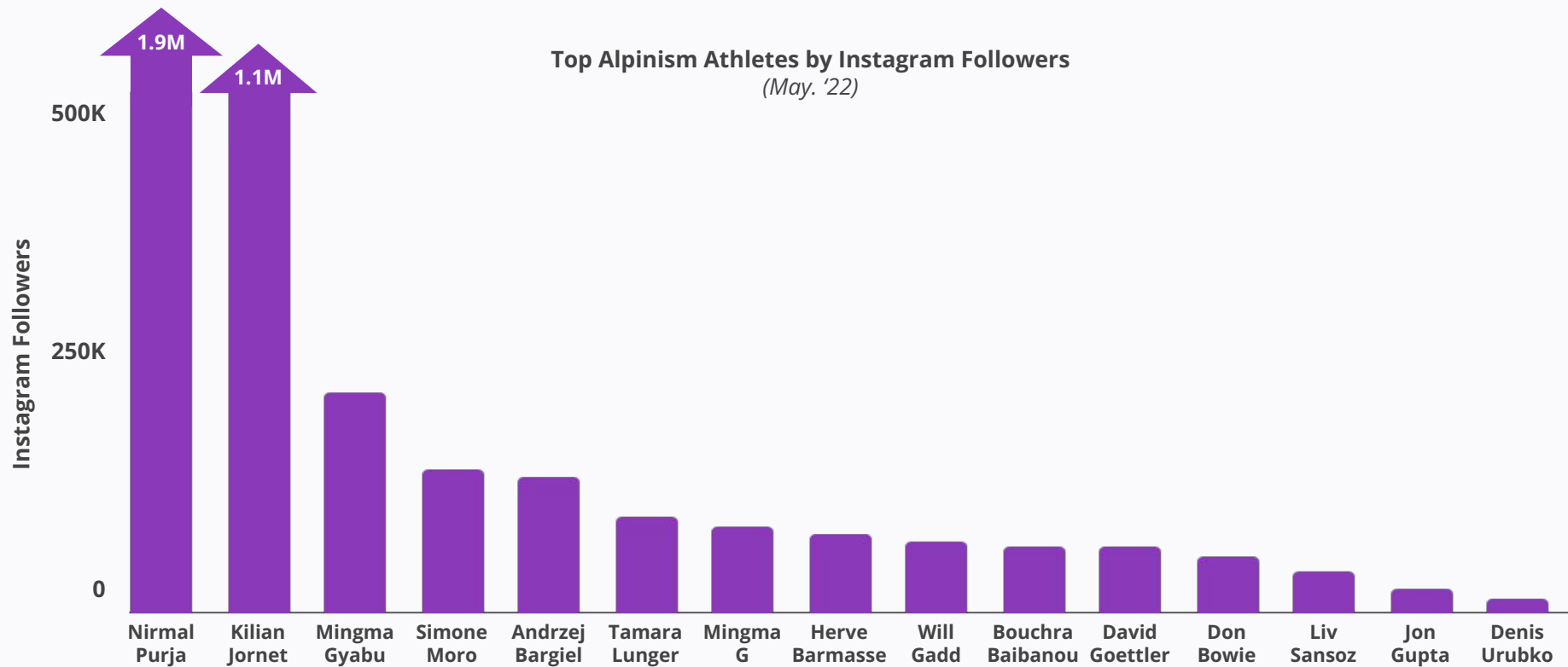
Top Alpinism Athletes by YouTube Subscribers

(May. '22)



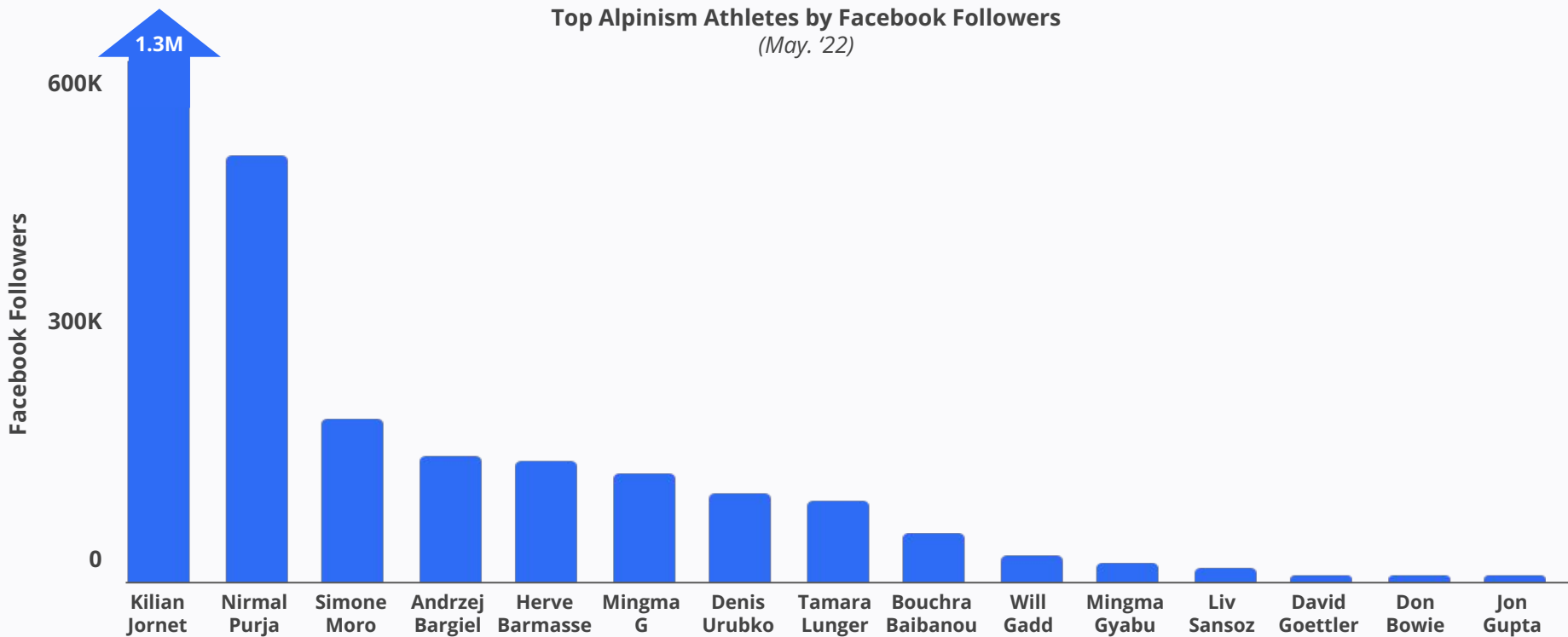


Nirmal Purja and Kilian Jornet have most followers on Instagram with **1.9M** and **1.1M**, respectively. All athletes are active on the Instagram platform.



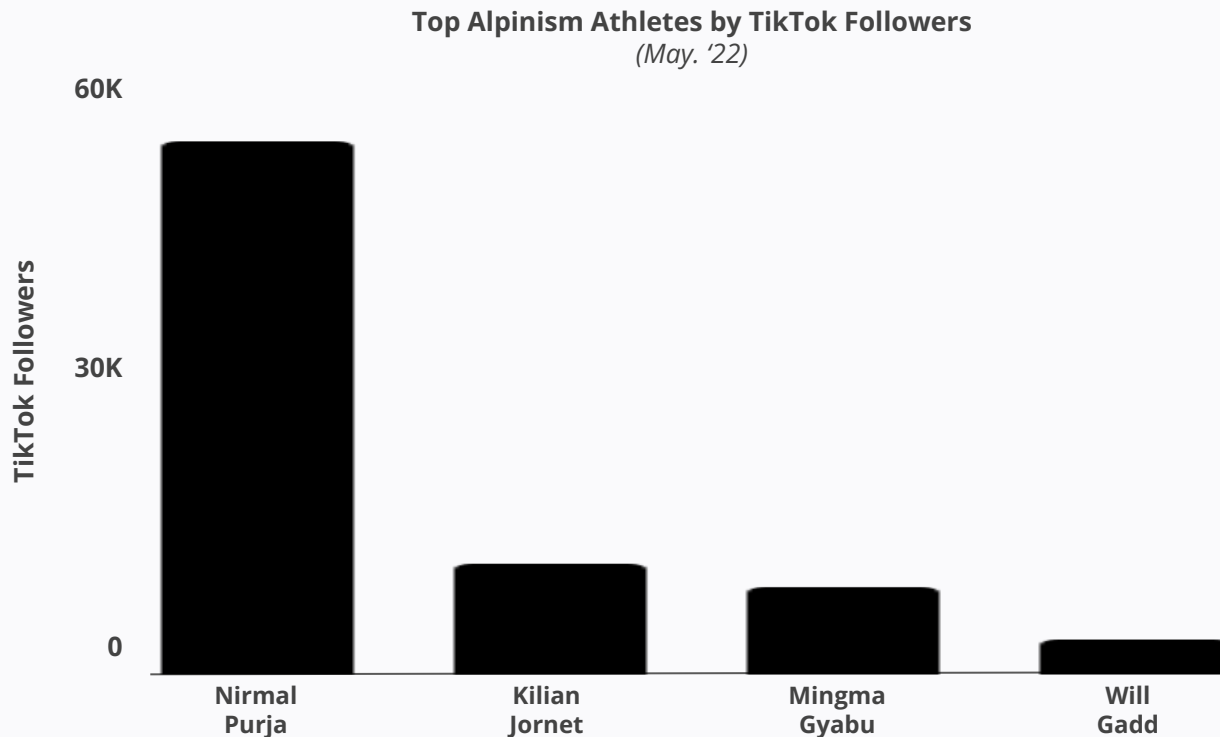


Kilian Jornet, Nirmal Purja and Simone Moro have the most followers on Facebook with **1.3M**, **492K** and **190K** followers, respectively. All athletes are active on the Facebook platform.

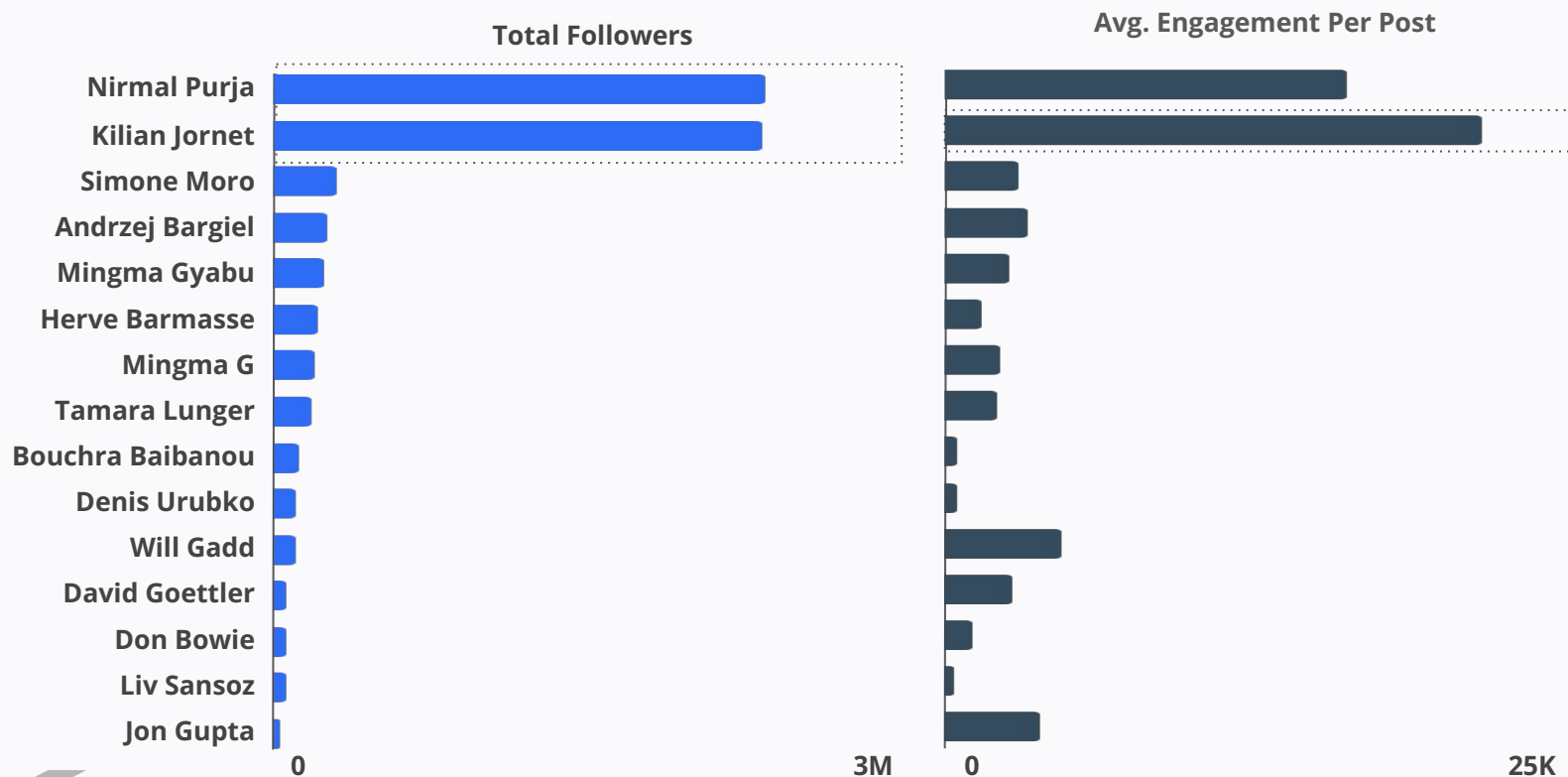




Nirmal Purja has the largest athlete following on TikTok with **52K** followers. Kilian Jornet, Mingma Gyabu, and Will Gadd have **11K**, **9K**, and **3K** followers, respectively. All other athletes are not active on the platform.

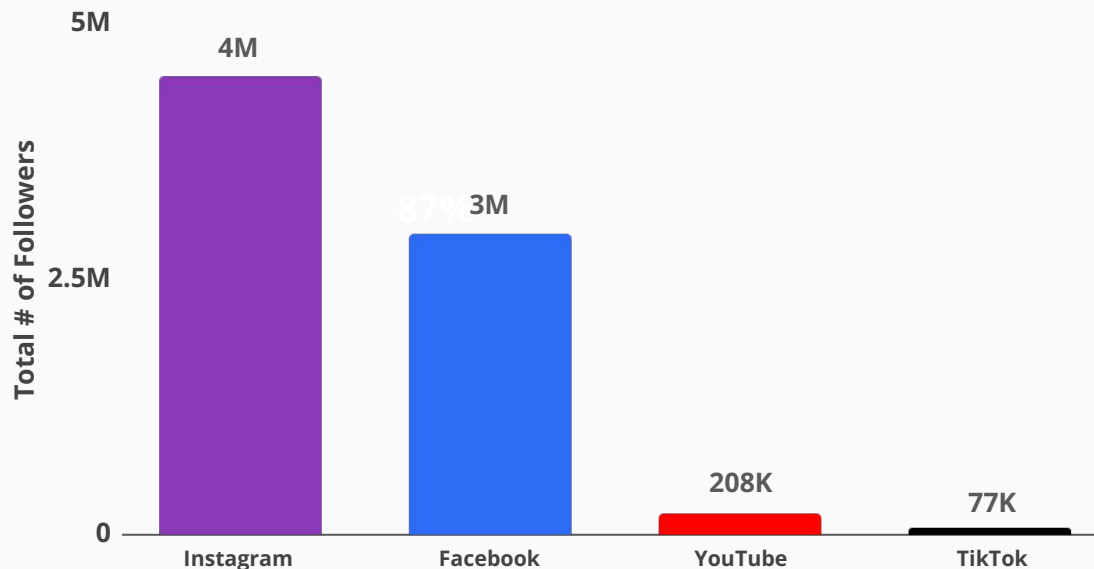


Nirmal Purja and Kilian Jornet are the most popular alpinism content creators on social. Will Gadd and Jon Gupta's average engagement per post is higher on average than other alpinists with similar follower counts.

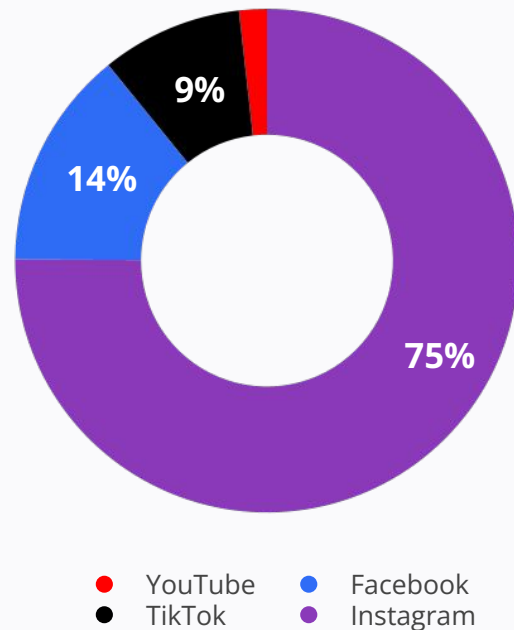


Instagram has the largest audience of followers and number of engagements for the Top 15 alpinism athletes from May. '21 to May. '22. Although TikTok has the smallest audience relative to other platforms, it generated a significant number of engagements on average.

Total Followers of Top 15 Alpinism Athletes
(May. '22)



Total Engagement Breakdown by Platform
(May. '21 - May. '22)





Top Content Buckets

CONTENT OPPORTUNITIES: YOUTUBE

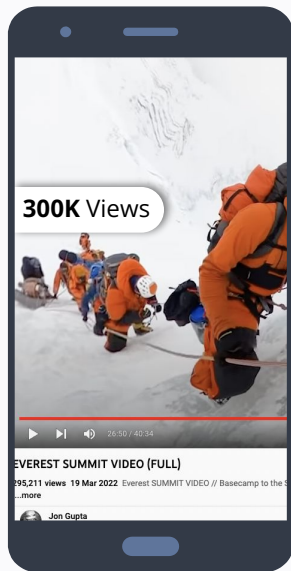


1

Expedition Vlogs

Experience life during the expedition through the lens of each athlete.

[Example [1](#), [2](#)]



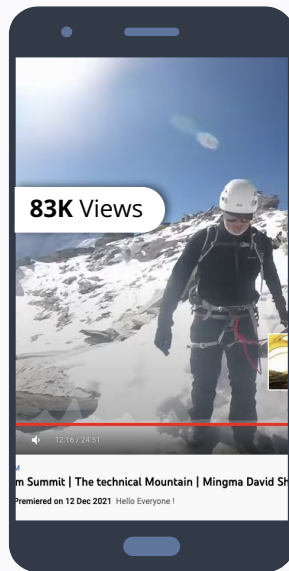
[Click to view](#)

2

Summit Vlogs

Athletes capture the climactic moments before the reaching the summit.

[Example [1](#), [2](#)]



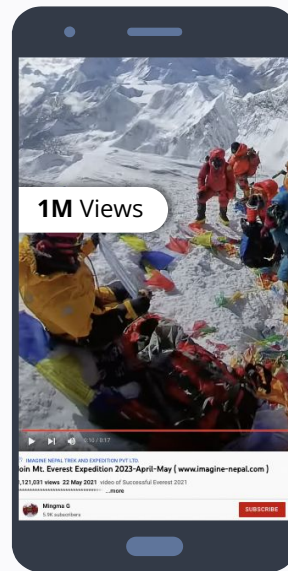
[Click to view](#)

3

Summit Views

Seeing the panoramic view from the top of a mountain.

[Example [1](#), [2](#)]



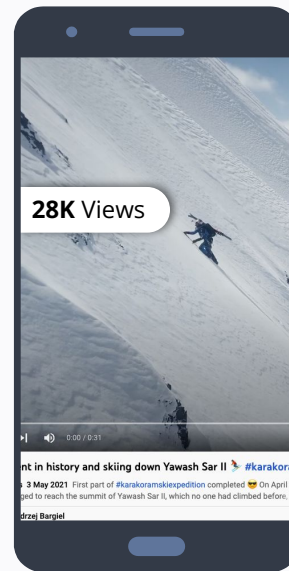
[Click to view](#)

4

Historical Feats

Athletes achieving a historical accomplishment in alpinism.

[Example [1](#), [2](#)]



[Click to view](#)

CONTENT OPPORTUNITIES: INSTAGRAM

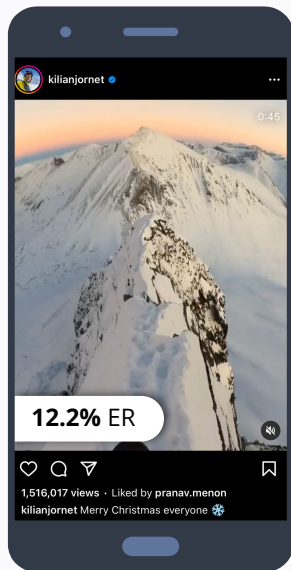


1

Summit Views

Seeing the panoramic view from the top of a mountain.

[Example [1](#) [2](#)]



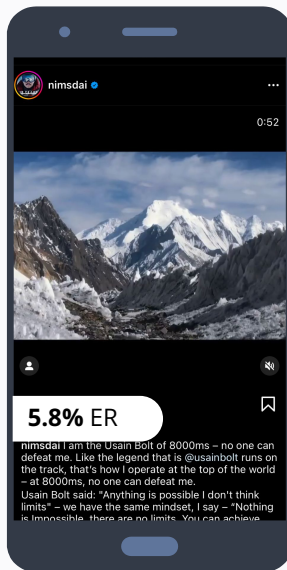
[Click to view](#)

2

Highlight Reel

Epic shots of alpinism expeditions that highlight the best views and moments.

[Example [1](#) [2](#)]



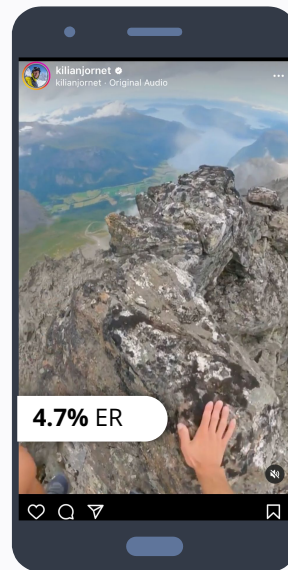
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3

Training Sessions

Athletes training for expeditions by trail running and reaching smaller summits.

[Example [1](#) [2](#)]



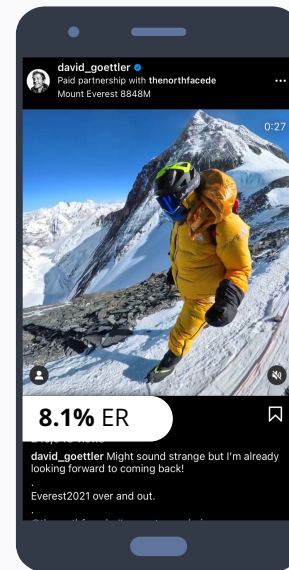
[Click to view](#)

4

Trekking POV

First person perspective of what it's like to walk in the mountain ranges.

[Example [1](#) [2](#)]



[Click to view](#)

CONTENT OPPORTUNITIES: FACEBOOK

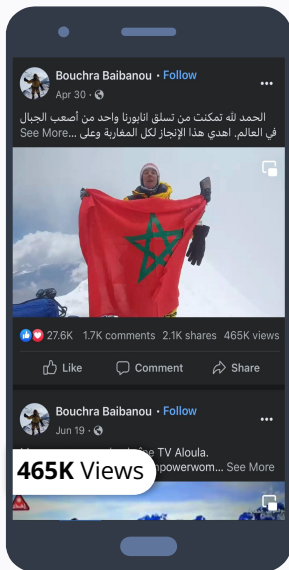


1

Reaching the Summit

Celebrating reaching the summit and seeing the view from above the clouds.

[Example [1](#) [2](#)]



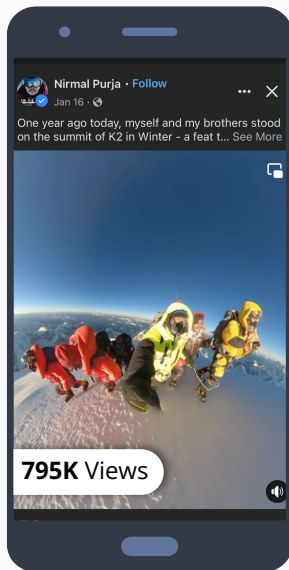
[Click to view](#)

2

Historical Feats

Athletes celebrating or acknowledging historical achievements in the sport.

[Example [1](#) [2](#)]



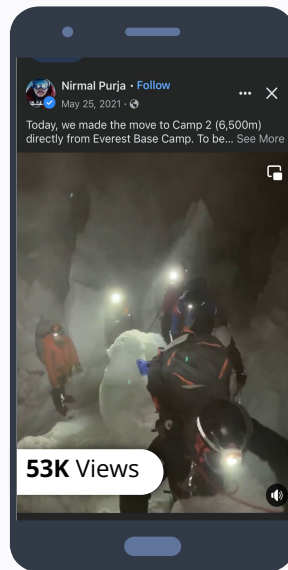
[Click to view](#)

3

Trekking POV

First person perspective of what it's like to walk in the mountain ranges.

[Example [1](#) [2](#)]



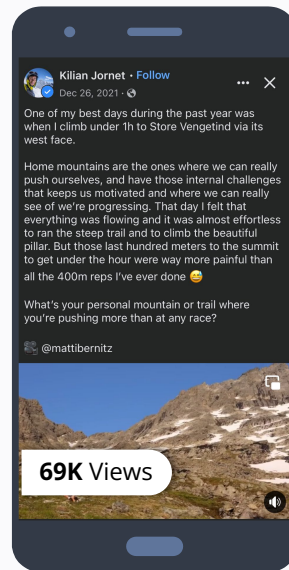
[Click to view](#)

4

Highlight Reel

Epic shots of alpinist expeditions that highlight the best views and moments.

[Example [1](#) [2](#)]



[Click to view](#)

CONTENT OPPORTUNITIES: TIKTOK



1

Fun Moments

Athletes sharing fun moments at basecamp and during the expedition.

[Example [1](#) [2](#)]



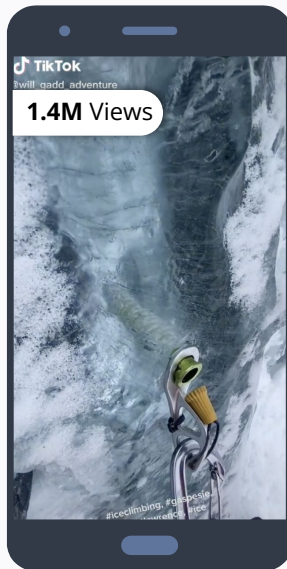
[Click to view](#)

2

Ice Climb POV

Showing first person perspective of what it's like to ice climb up a frozen waterfall.

[Example [1](#) [2](#)]



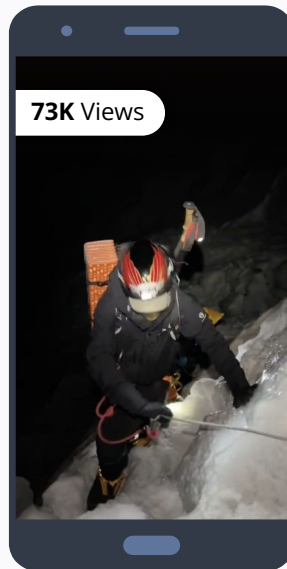
[Click to view](#)

3

Trekking POV

First person perspective of what it's like to walk in the mountain ranges.

[Example [1](#) [2](#)]



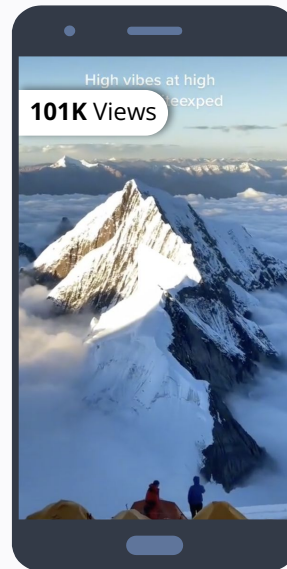
[Click to view](#)

4

Summit Views

Seeing the panoramic view from the top of a mountain.

[Example [1](#) [2](#)]



[Click to view](#)