



kayaksession

NRS



**How Kayaking Social Properties Generated
281M Video Views From Apr. '21 - Apr. '22**

Sporting Goods & Outdoor

Key Takeaways

Overview of the digital kayaking landscape from April 2021 to April 2022:

Audience Demographics:

- **Geolocation:** Visitors of the top kayaking websites and followers of top kayaking social properties are based largely in the US, followed by Canada and the UK. Other leading countries include Australia, France and Ireland.
- **Age & Gender:** 64% of the web visitors to the top 10 kayaking websites were male, and the majority were 25 to 44 years old. Followers of the top kayaking social properties are overwhelmingly male (97%) and predominantly ages 25 to 44 (56%).

Platforms:

- Instagram (43%) and TikTok (35%) generated the highest amount of kayaking views, followed by Youtube (12%) and then Facebook (11%). Instagram has the largest audience of followers for the top 15 kayaking athletes and generated the most engagements from Apr' 21 to Apr' 22 by a significant amount (68%).

Top Athletes:

- Dane Jackson, Jessica Fox and Ryan McAvoy are the most popular kayaking content creators on social. Jessica Fox has the highest average engagement followed by Dane Jackson and Abby Holcombe.

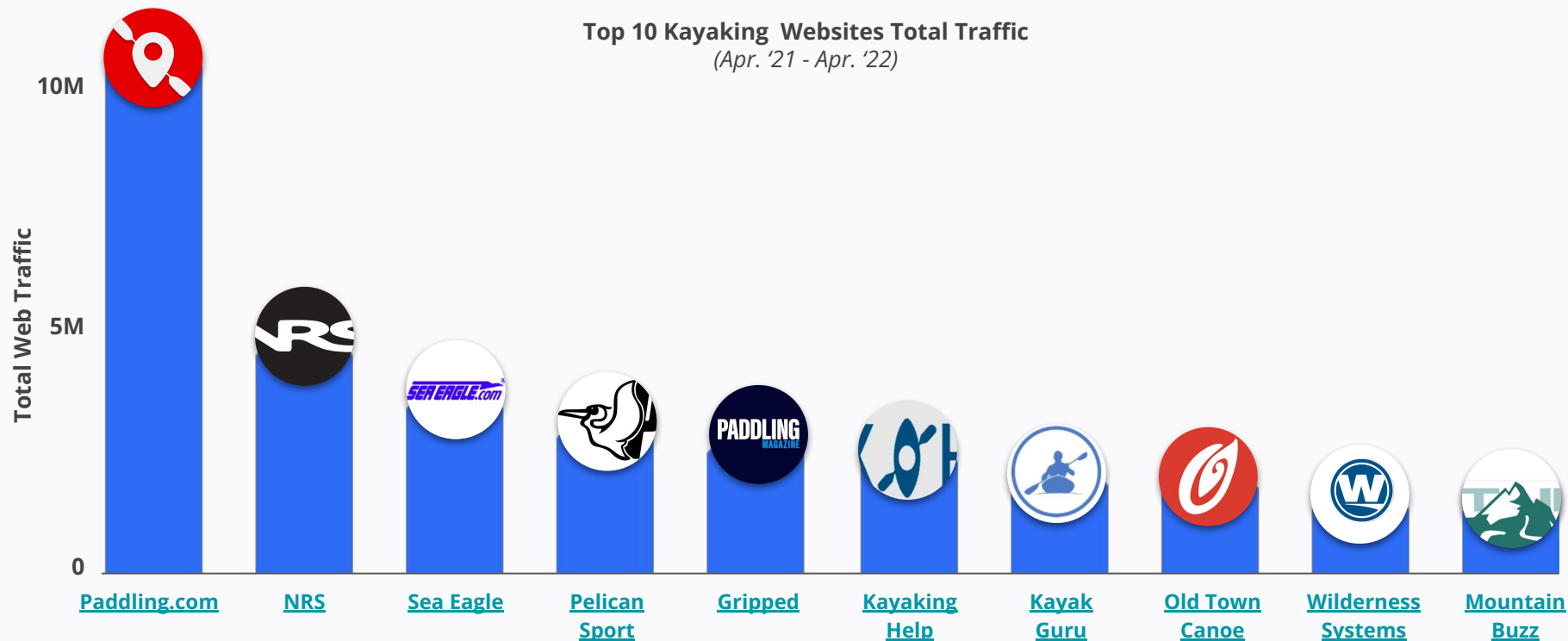
Content Opportunities:

- **YouTube:** Top opportunities on YouTube include VLOG's from whitewater kayakers, kayaking race and competition clips, athlete highlight reels and video footage from kayaker's trips abroad.
- **Instagram:** Top opportunities on Instagram include videos of athletes dropping into water with unique trick entrances, sharing clips of their experience competing in Olympic paddling events, training in the pool and performing freestyle tricks on big whitewater waves
- **Facebook:** Top opportunities on Instagram include videos of extreme stunts in kayaks, kayak race and competition clips, epic waterfall drops, and POV footage of what it's like to whitewater kayak
- **TikTok:** Top opportunities on TikTok include athletes sharing clips of their experience competing in Olympic paddling events, training in the pool, answering questions and responding to comments from followers and videos of extreme stunts in kayaks



Kayaking Audience Scan

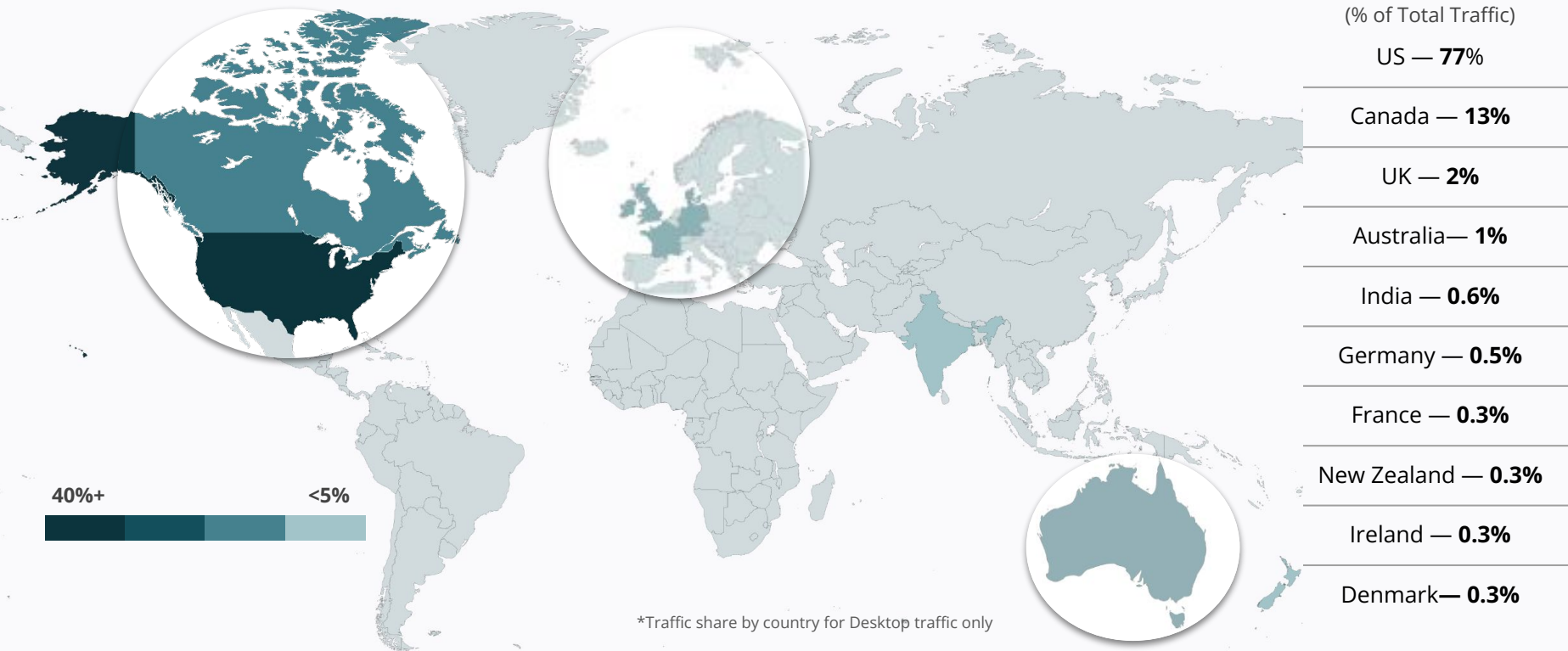
Based on web traffic, the following were the top ten kayaking websites from April 2021 to April 2022. On average, these kayaking resources generated **233K** web visits per month.



The **United States** accounted for 77% of traffic to the top ten kayaking websites, followed by **Canada** (13%), the **United Kingdom** (2%) and **Australia** (1%).

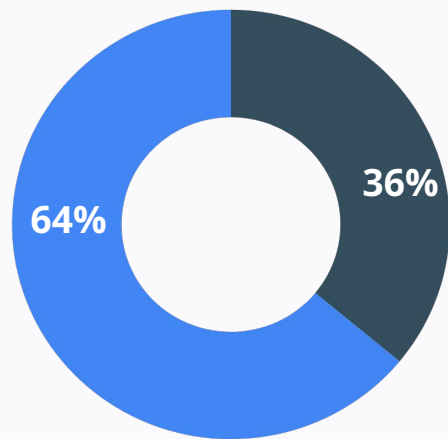
Top Kayaking Website Traffic Demographics

(Apr. '21 – Apr. '22)



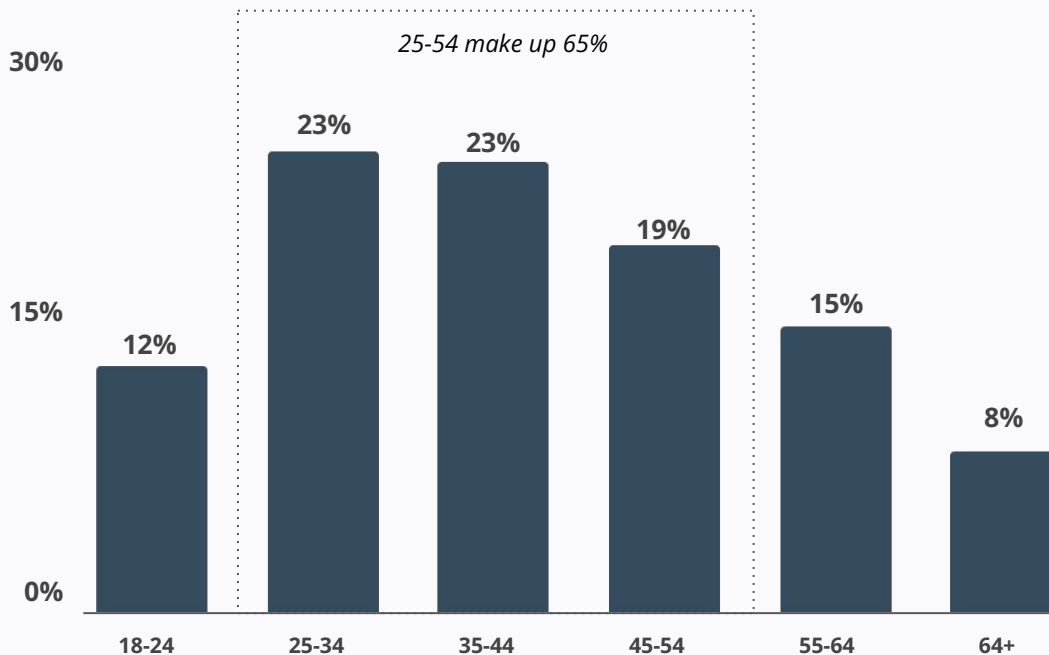
Males account for 64% of all top kayaking website traffic. As for age, people between the ages of **25 and 54** accounted for 65% of the traffic.

Web Traffic Gender Breakdown













● Female
● Male

Web Traffic Age Breakdown

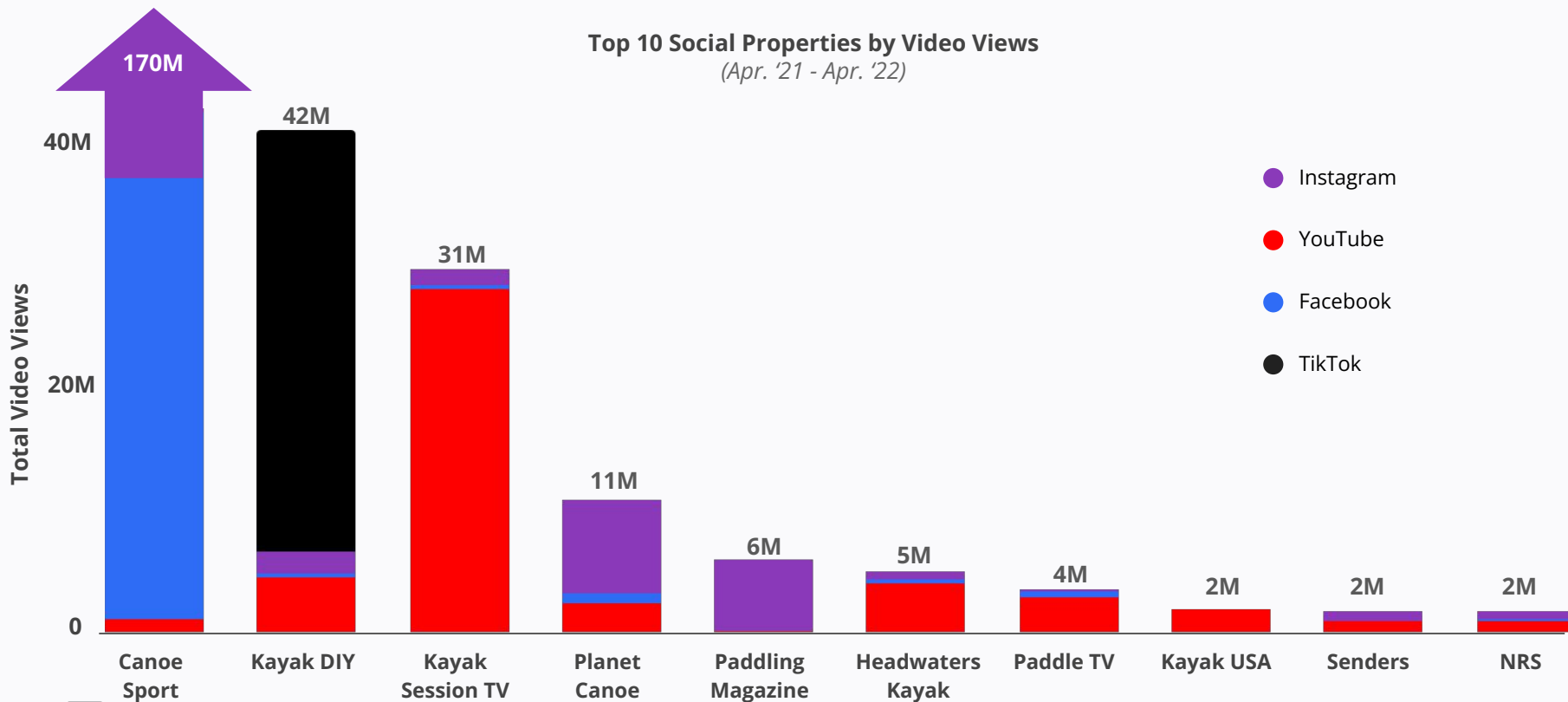


Top 10 Kayaking Social Properties by Total Views*

- | | | | | | |
|----|---|---|-----|---|---|
| 1. |  | Canoe Sport: <i>Canoe & Kayak Community</i>
Social Followers: 340K Total Views: 170M | 6. |  | Headwaters Kayak: <i>Kayak Gear & Knowledge Base</i>
Social Followers: 130K Total Views: 5M |
| 2. |  | Kayak DIY: <i>Product Reviews & DIY Tutorials</i>
Social Followers: 206K Total Views: 42M | 7. |  | Paddle TV: <i>Paddling videos & Gear Review</i>
Social Followers: 121K Total Views: 4M |
| 3. |  | Kayak Session Magazine: <i>Kayak Media & Community</i>
Social Followers: 151K Total Views: 31M | 8. |  | KayakUSA: <i>Kayaking Creator</i>
Social Followers: 52K Total Views: 2M |
| 4. |  | Planet Canoe: <i>International Canoe Federation Community</i>
Social Followers: 174K Total Views: 11M | 9. |  | Senders: <i>Whitewater Creator Group</i>
Social Followers: 62K Total Views: 2M |
| 5. |  | Paddling Magazine: <i>Paddling Community</i>
Social Followers: 169K Total Views: 6M | 10. |  | NRS: <i>Kayak Gear & Community</i>
Social Followers: 157K Total Views: 2M |

*Total views from Facebook, Instagram, TikTok and YouTube from Apr. '21 to Apr. '22
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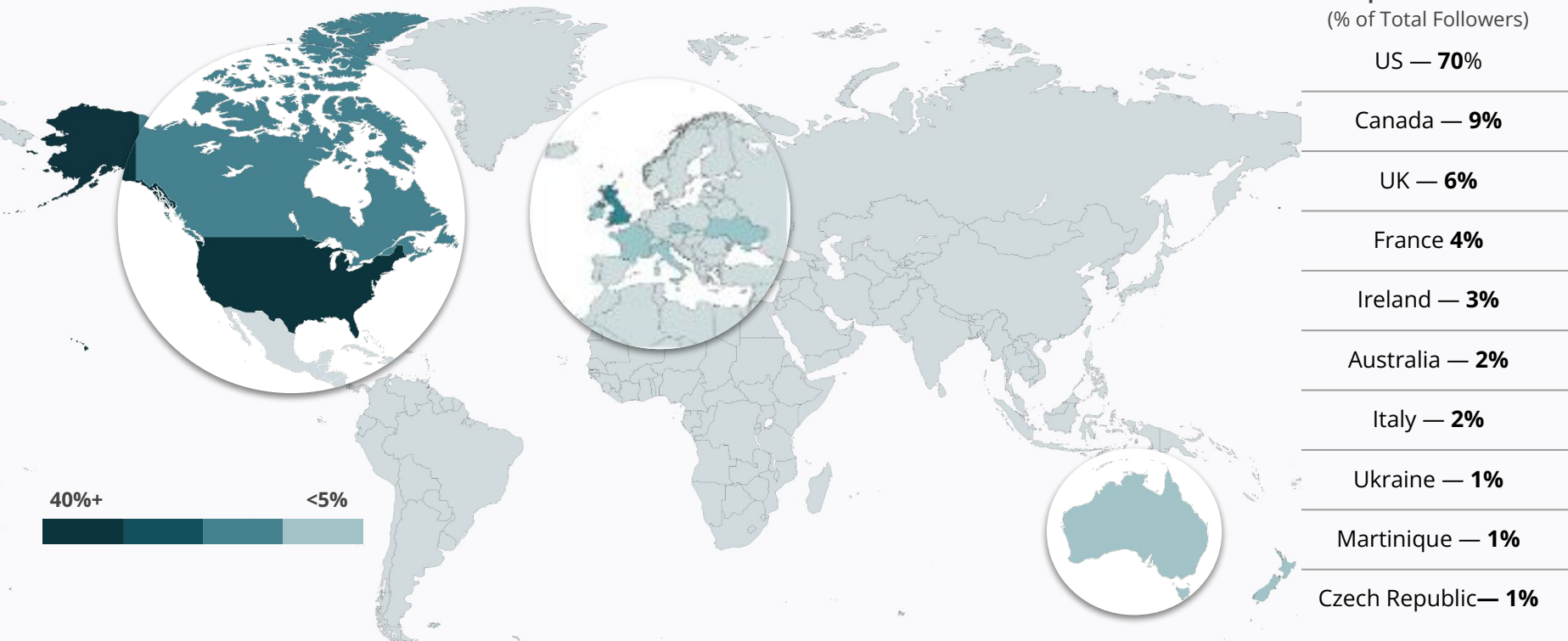
From Apr. '21 to Apr. '22. Canoe Sport generated the most views by a significant margin, with **170M+** views.



The **United States** accounted for 70% of traffic to the top ten kayaking social properties, followed by **Canada** (9%), the **United Kingdom** (6%) and **France** (4%).

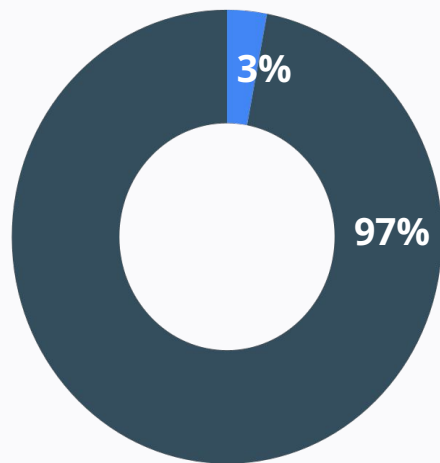
Top Kayaking Social Properties Follower Demographics

(Apr. '21 – Apr. '22)



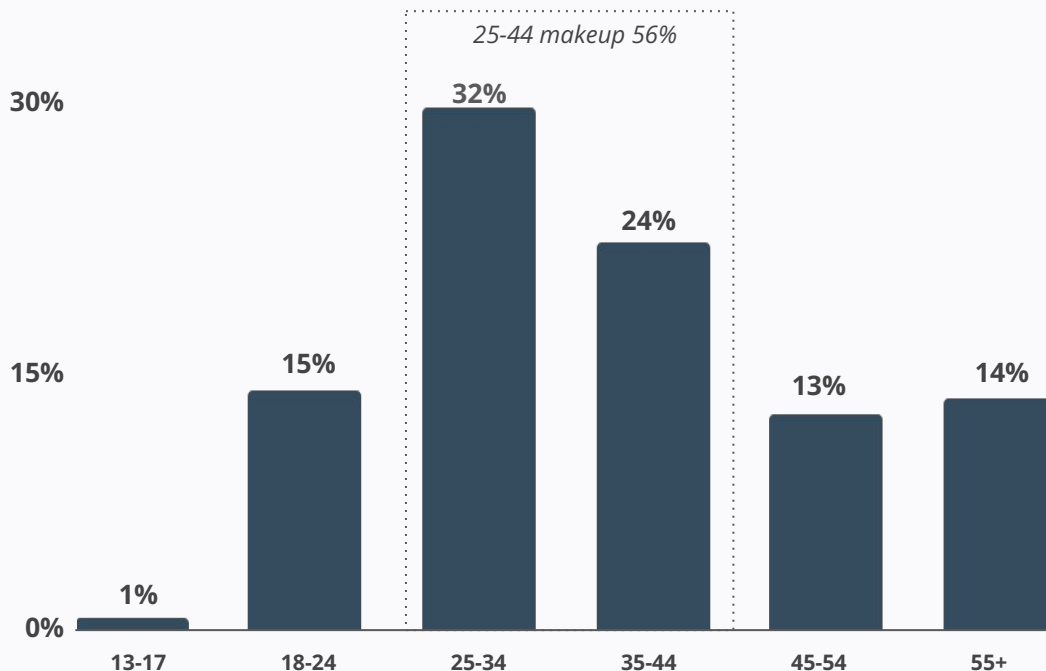
The followers of the top 10 Kayaking social properties skew **male** (97%) and are predominantly aged **25 to 44** years old (56%).

Web Traffic Gender Breakdown



● Male
● Female

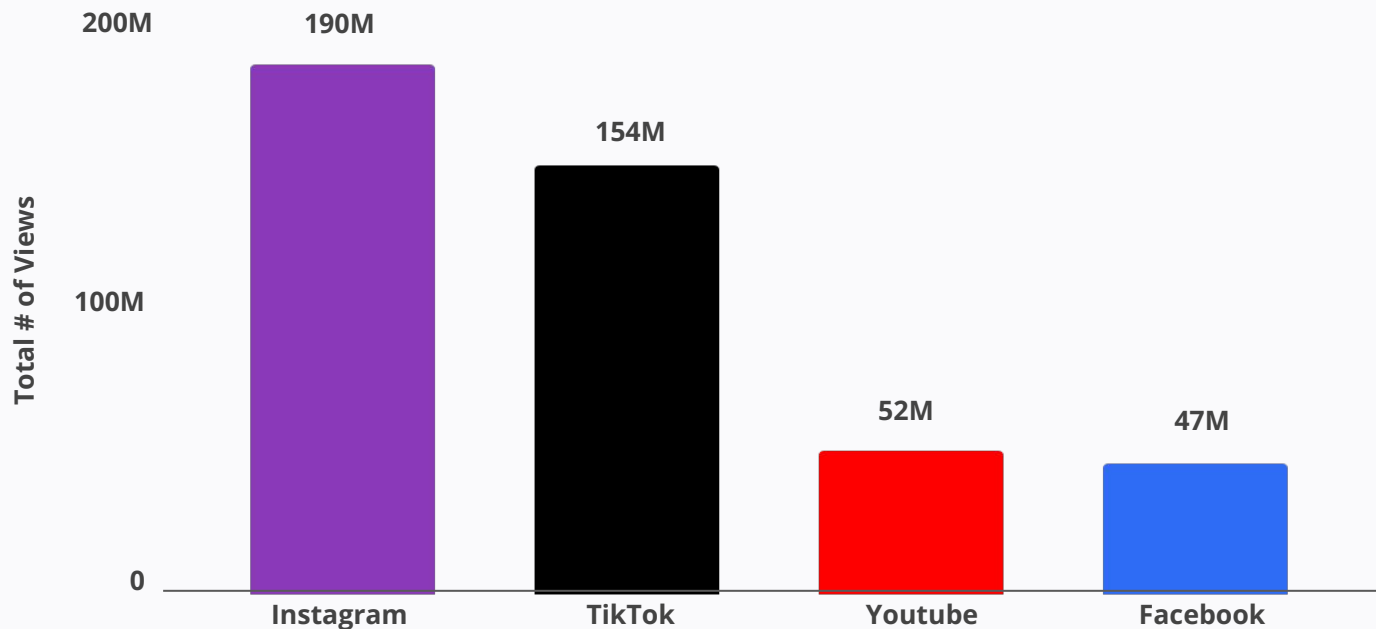
Web Traffic Age Breakdown



*Demographics are an directional approximation using YouTube, Facebook or Instagram subscriber age and gender.

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Instagram generated the highest amount of kayaking views across top social properties and top athletes, accounting for **42%** of the total views from Apr. '21 to Apr. '22. TikTok generated the second highest (35%), followed by Youtube (11%) and Facebook (12%).


















* Total views from date range: Apr' 21 – Apr 22' from top kayaking athletes and social properties.

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Top Kayaking Athletes

Top 15 Kayaking Athletes by Average Engagement*

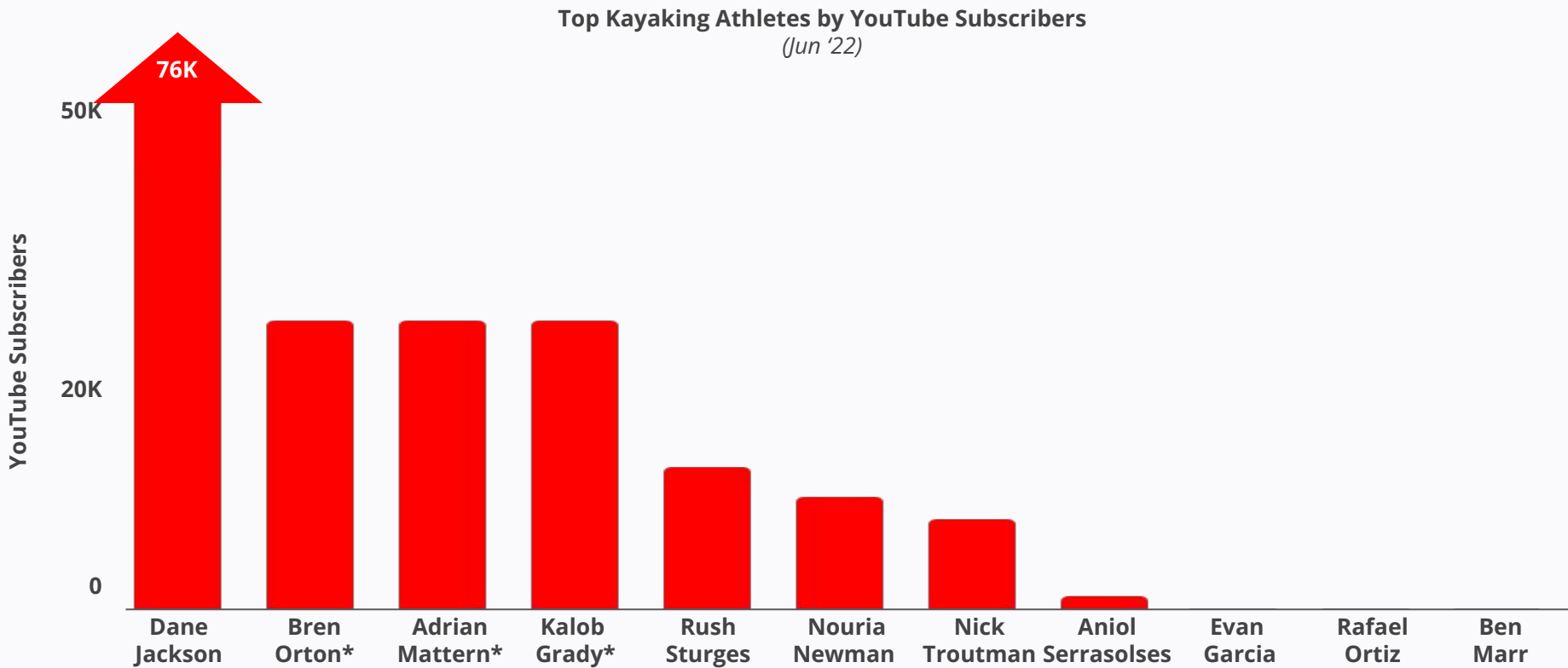
- | | | | | | |
|----|--|-----|--|-----|---|
| 1. | 
<u>Jessica Fox</u>
Total Followers: 284M
Avg. Engagement: 29K | 6. | 
<u>Nouria Newman</u>
Total Followers: 104K
Avg. Engagement: 1K | 11. | 
<u>Evan Garcia</u>
Total Followers: 50K
Avg. Engagement: 693 |
| 2. | 
<u>Dane Jackson</u>
Total Followers: 505K
Avg. Engagement: 20K | 7. | 
<u>Bren Orton</u>
Total Followers: 60k
Avg. Engagement: 1K | 12. | 
<u>Adrian Mattern</u>
Total Followers: 55K
Avg. Engagement: 689 |
| 3. | 
<u>Abby Holcombe</u>
Total Followers: 42K
Avg. Engagement: 9K | 8. | 
<u>Ben Marr</u>
Total Followers: 55K
Avg. Engagement: 1K | 13. | 
<u>Nick Troutman</u>
Total Followers: 66K
Avg. Engagement: 545 |
| 4. | 
<u>Ryan McAvoy</u>
Total Followers: 154M
Avg. Engagement: 6K | 9. | 
<u>Rush Sturges</u>
Total Followers: 104K
Avg. Engagement: 1K | 14. | 
<u>Rafael Ortiz</u>
Total Followers: 117
Avg. Engagement: 373 |
| 5. | 
<u>Aniol Serrasolses</u>
Total Followers: 149M
Avg. Engagement: 3K | 10. | 
<u>Kalob Grady</u>
Total Followers: 50M
Avg. Engagement: 742 | 15. | 
<u>Vávra Hradilek</u>
Total Followers: 43K
Avg. Engagement: 116 |

*Top 15 Kayaking Athletes based on total followers on YouTube, Facebook, Instagram and TikTok ranked by average engagement per post from Apr. '21 to Apr. '22. Average Engagement is calculated using the average combined total of likes and comments per post

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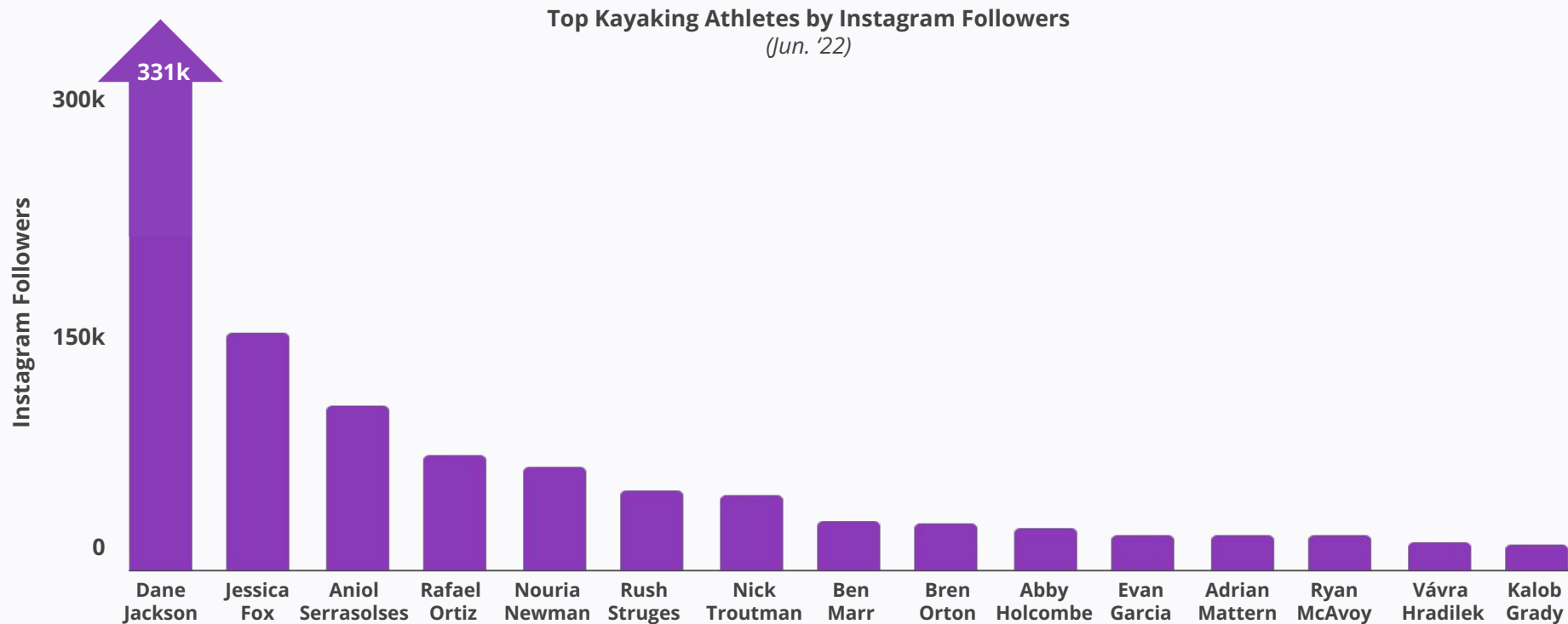
Dane Jackson has the largest audiences on YouTube with **76K** subscribers followed by Bren Orton, Adrian Mattern, and Kalob Grady who own shared channel, Senders (**27K**). Jessica Fox, Abby Holcombe, Ryan McAvoy and Vavra Hradilek do not have YouTube channels.



Bren Orton, Adrian Mattern, Kalob Grady share a subscriber base for their shared channel, Senders.
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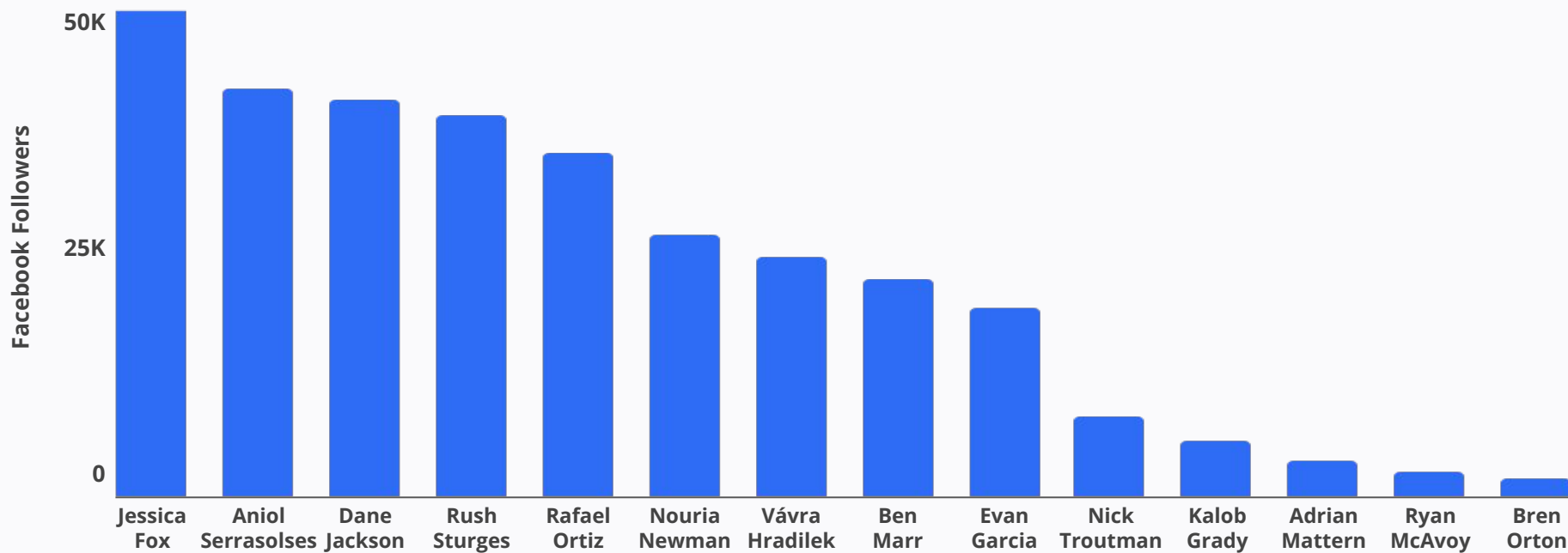
Dane Jackson has the most followers on Instagram by a significant margin (**331K**), followed by Jessica Fox (**152K**), and Aniol Serrasolses (**106K**). All athletes are active on the Instagram platform.





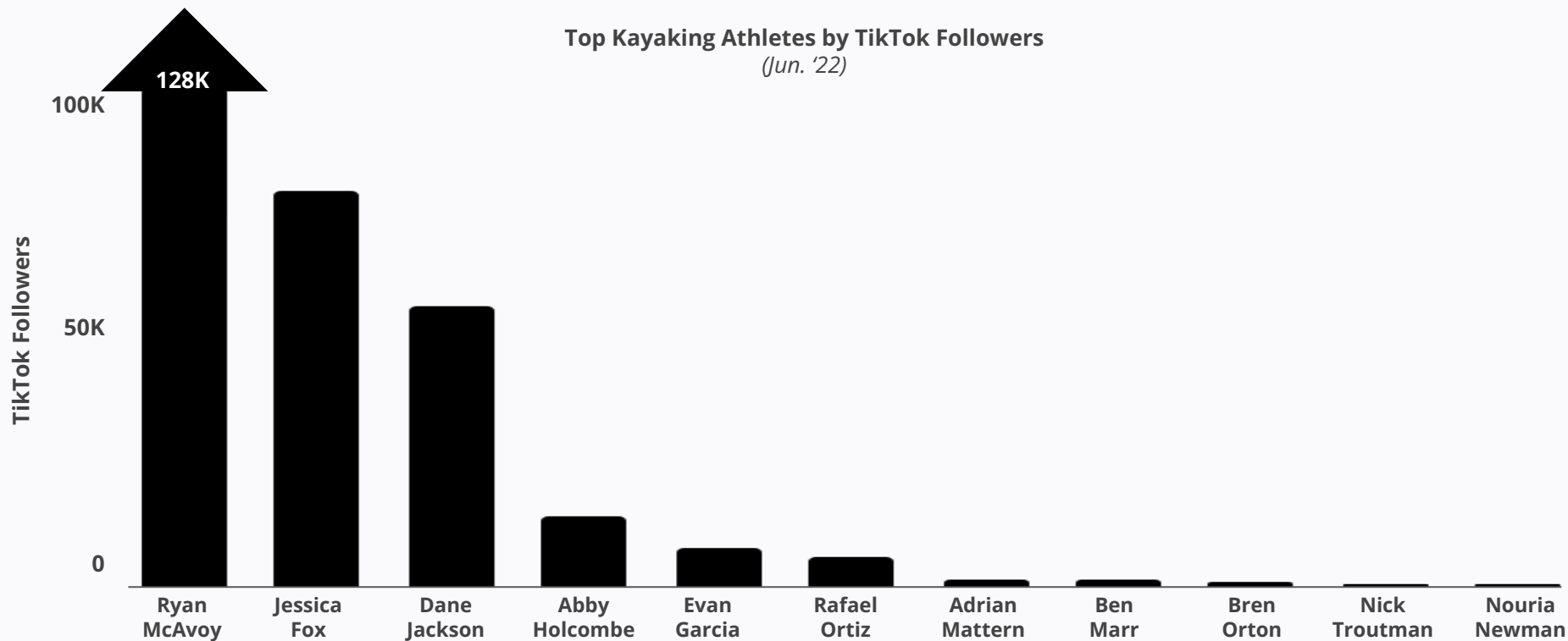
Jessica Fox, Aniol Serrasolses and Dane Jackson have the most followers on Facebook with **52K**, **42K**, and **41K** followers respectively. Abby Holcombe does not have a profile on FB.

Top Kayaking Athletes by Facebook Followers
(Jun. '22)

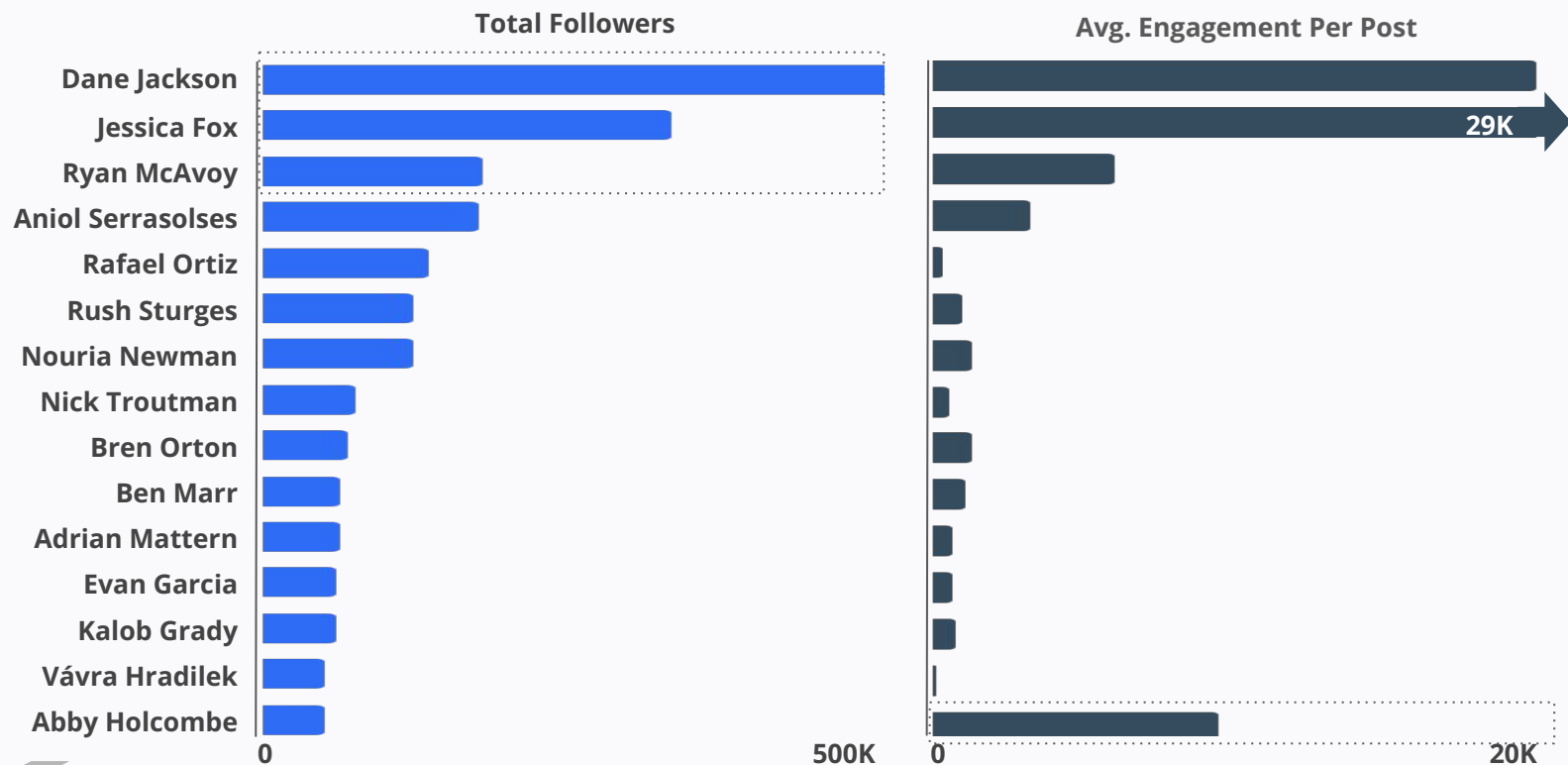




Ryan McAvoy, Jessica Fox and Dane Jackson have the most significant followings on TikTok with **128K**, **80K**, and **57K** followers respectively. All other athletes have <15K followers or are not active on the platform.

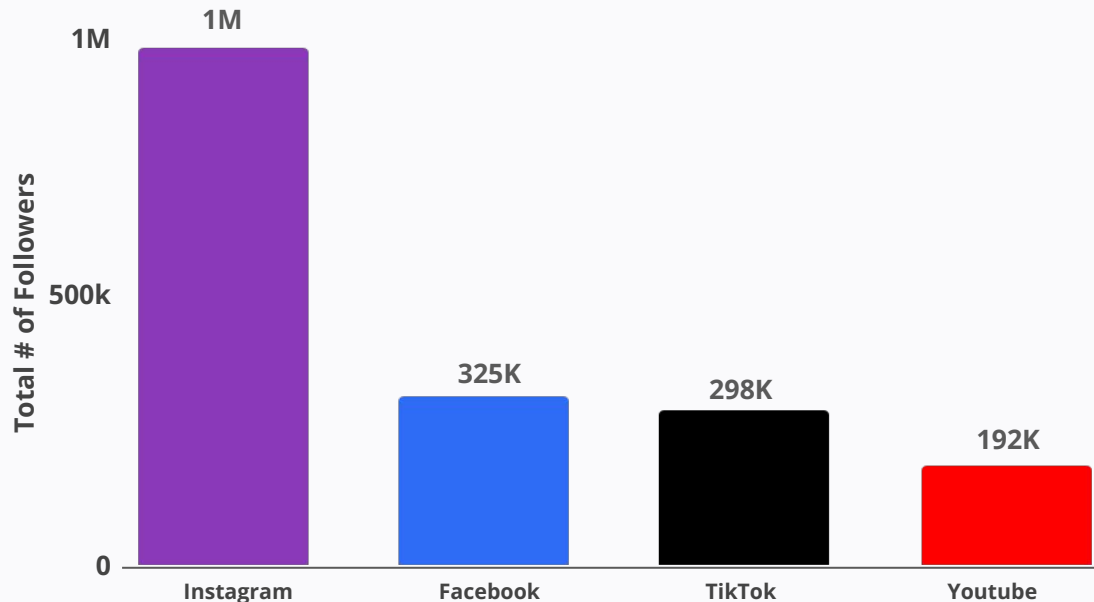


Dane Jackson, Jessica Fox and Ryan McAvoy are the most popular kayaking content creators on social. Jessica Fox has the highest average engagement followed by Dane Jackson and Abby Holcombe (9K).

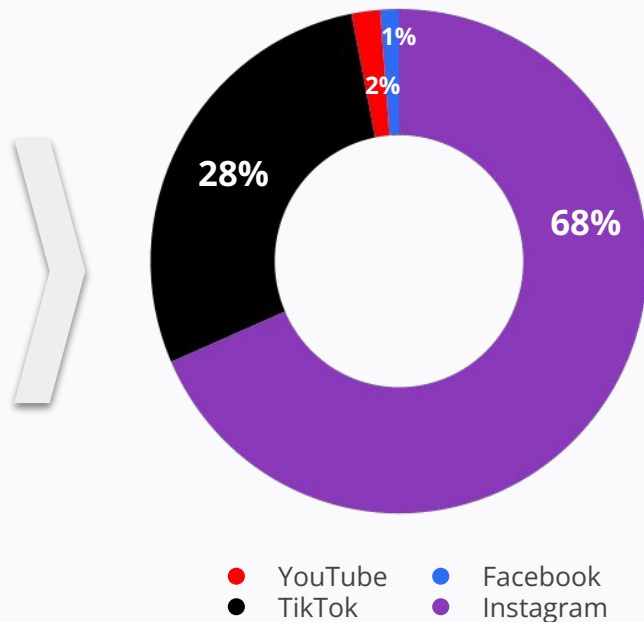


Instagram has the largest audience of followers for the Top 15 kayaking athletes and generated the most engagements from Apr' 21 to Apr' 22 by a significant amount.

Total Followers of Top 15 Kayaking Athletes
(Jun. '22)



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





Top Content Buckets

CONTENT OPPORTUNITIES: YOUTUBE

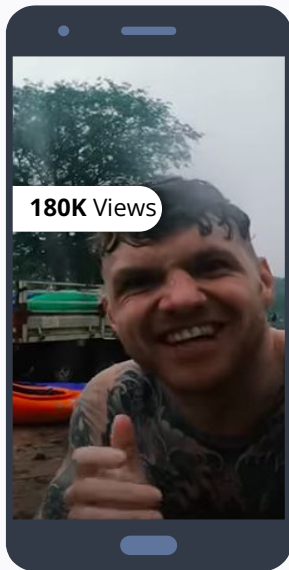


1

Whitewater Kayaking VLOG

Athletes detail a kayaking trip using talking head angles and POV shots

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



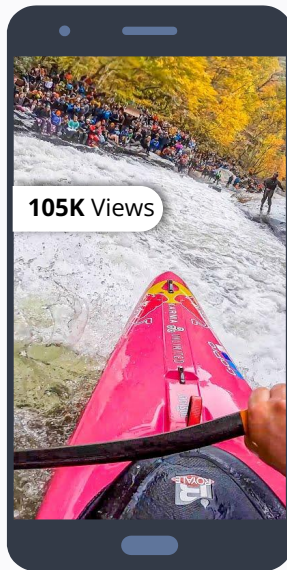
[Click to view](#)

2

Race and Competition clips

Videos of athletes competing in white water races or freestyle competitions

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



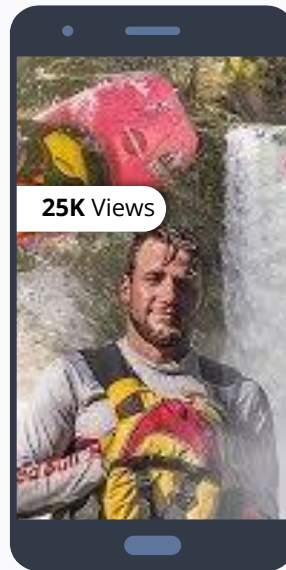
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3

Highlight Reel

Video montages from an athlete's best and biggest kayaking feats of the year

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



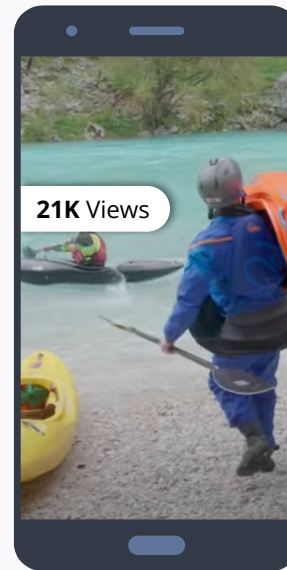
[Click to view](#)

4

Kayaking Trips Abroad

Athletes travel to new or remote destinations and share footage of their experiences

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



[Click to view](#)

CONTENT OPPORTUNITIES: INSTAGRAM



1

Trick Launches

Athletes drop into the water with unique trick entrances

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



[Click to view](#)

2

Tokyo Olympics

Kayaking athletes share videos from their experience competing in olympic paddling events

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



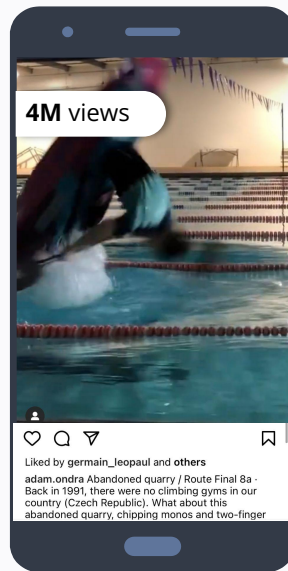
[Click to view](#)

3

Pool Training

Athletes practicing tricks and skills in the pool

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



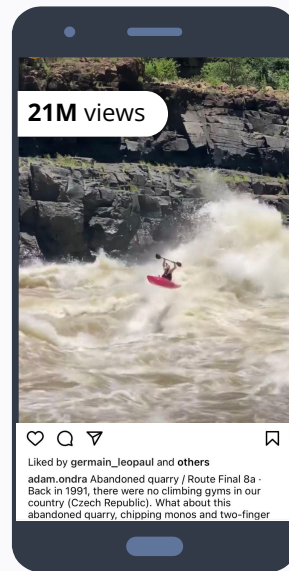
[Click to view](#)

4

Freestyle Tricks on Big Waves

Clips of professional Kayakers doing tricks on big whitewater waves

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



[Click to view](#)

CONTENT OPPORTUNITIES: FACEBOOK



1

Kayaking Stunts

Athletes perform extreme stunts or tricks, pushing the boundaries of the sport

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



[Click to view](#)

2

Race and Competition clips

Videos of Athletes competing in white water races or freestyle competitions

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



[Click to view](#)

3

POV White Water Footage

First person perspective of what it's like kayaking in white water

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



[Click to view](#)

4

Epic Waterfall Drops

Videos of kayakers descending one or more waterfalls

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



[Click to view](#)

CONTENT OPPORTUNITIES: TIKTOK

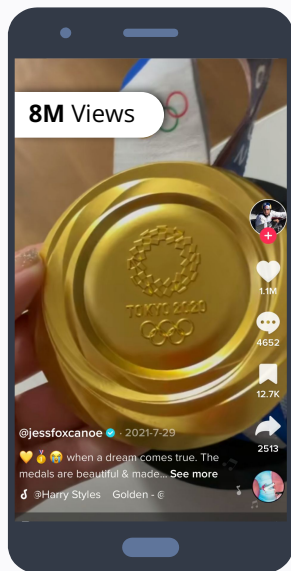


1

Tokyo Olympics

Kayaking athletes share videos from their experience competing in olympic paddling events

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



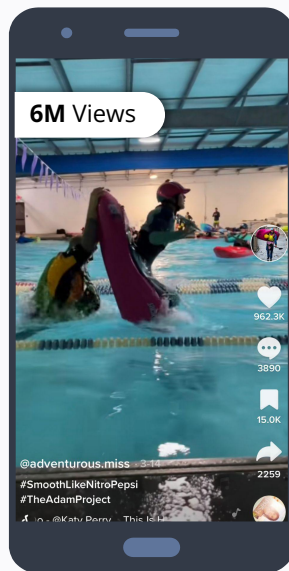
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2

Pool Training

Athletes practicing tricks and skills in the pool

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



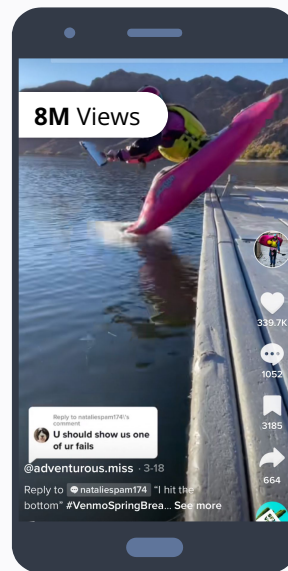
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3

Answering Questions

Athletes respond to questions and comments from viewers

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



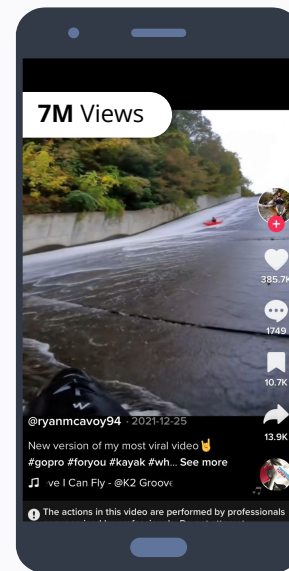
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Kayaking Stunts

Athletes perform extreme stunts or tricks, pushing the boundaries of the sport

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



[Click to view](#)