

**JAMES RELF DYER**

PHOTOGRAPHY | CREATIVE EXPLORER



# JAMES' STORY

Passionate media creative, born and raised in South West England who now resides in London.

Growing up in a family of avid travellers, the thrill of exploring the world was never far away for James.

James, 22, kickstarted his career by securing a prestigious role at the world's largest instagram travel agency: Beautiful Destinations as a key member on their exclusive content team in 2016. He's since gone solo into the world of professional photography, earning an impressive catalogue of clients, including Tourism Australia, Canon, Shangri-La & Hyundai. He's also a UK Ambassador for luxury luggage brand Briggs & Riley and works with selected brands that offer the same synergy of his work. As a passionate and driven creative, James' shots have been used on the cover of popular global publications such as Lonely Planet and Wanderlust Magazine. He's been recognised as one of the industries leading travel influencers, recently nominated for 2019's Shorty Awards for his engaging & thought provoking content on social media.

Over the past 18 months, he's explored 25 countries, capturing their iconic landscapes & using the power of visual storytelling to delve into their unique cultures - all whilst documenting his travels on his Instagram account @JamesRelfDyer, home to almost 300k followers, for the world to gather inspiration & follow their inner wanderlust.





RAJA AMPAT, INDONESIA 1.05° S, 130.8° E

ADVENTURE & OUTDOOR PURSUITS





ADVENTURE

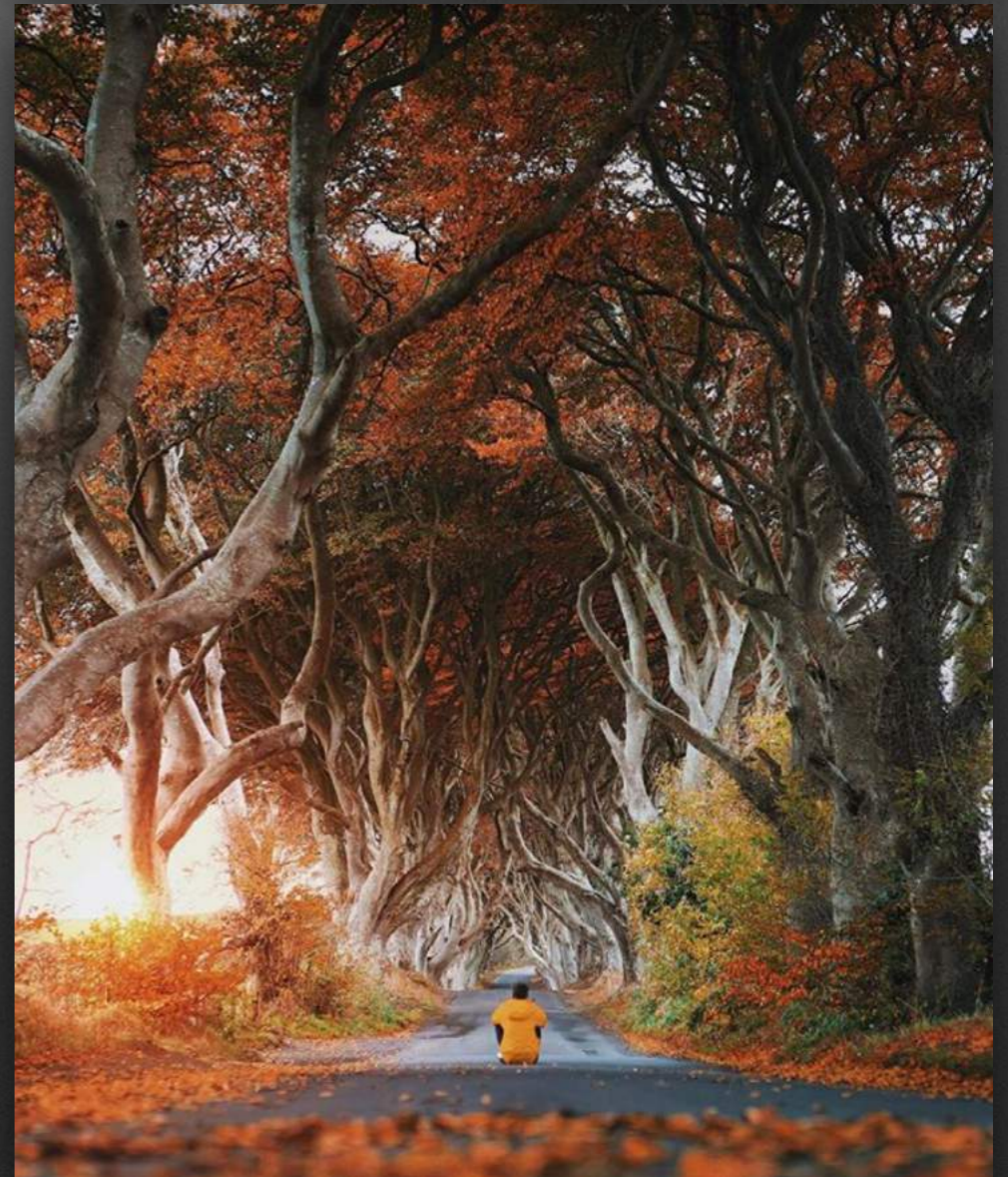


SIGIRIYA ROCK, SRI LANKA 7.9° N, 80.7° E

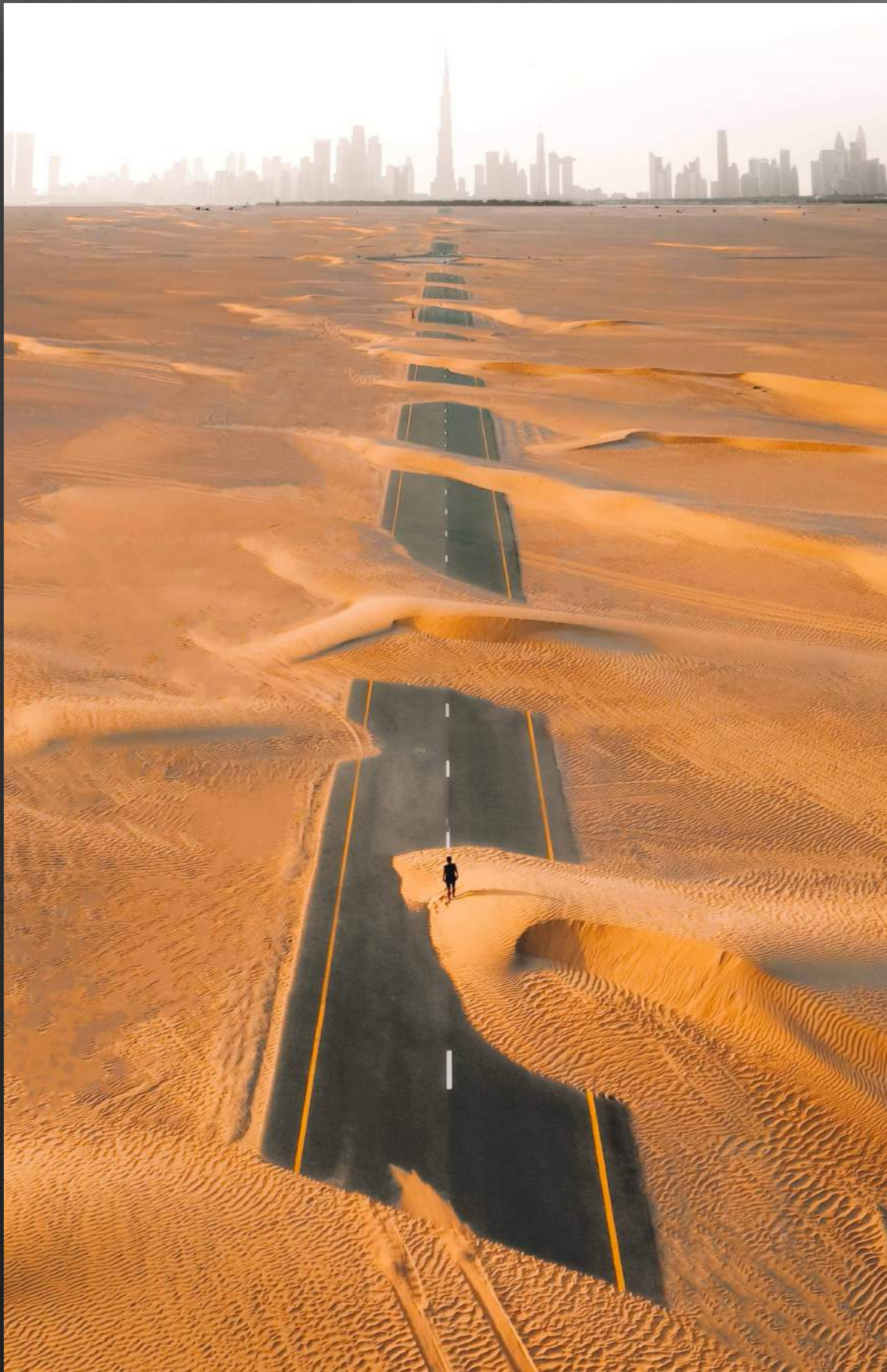
TAJ MAHAL INDIA 27.1° N, 78° E



THE DARK HEDGES, N. IRELAND 5.1° N, 6.3° W







DUBAI 25.2° N, 55.2° E



OUTDOOR PURSUITS

LOFOTENS 67.8° N, 12.9° E





BALI 8.34° S, 115° E



HALLSTATT, AUSTRIA 47.5° N, 13.6° E



# INSIGHTS

STATISTICS & DEMOGRAPHICS

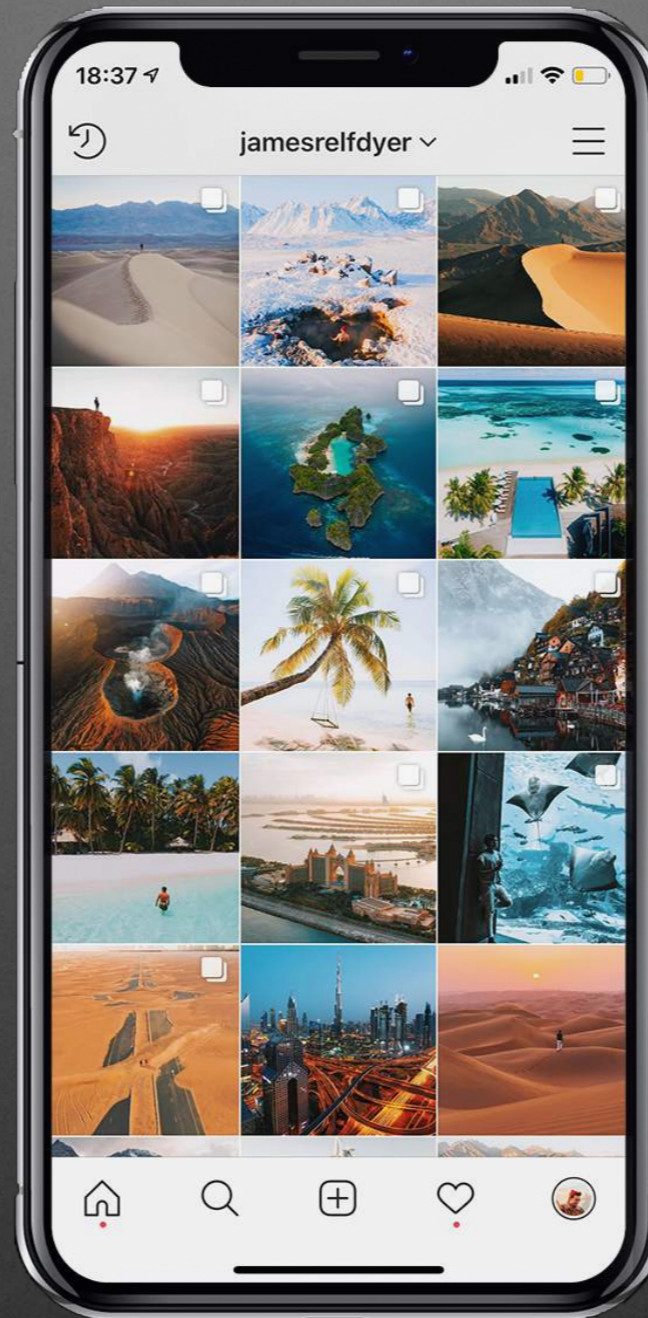
285K - FOLLOWERS

340K - REACH  
AVG per month

1.4M - IMPRESSIONS  
AVG per month

14K - AVG LIKES

13K - AVG  
STORY VIEWS



## TOP COUNTRIES

US - UK - Germany  
France - Canada

## TOP CITIES

London - NYC  
LA - Berlin - Toronto

## AGES

18 - 25: 40%  
25-34: 35%  
34-44: 11%

## GENDER

Male: 44%  
Female: 56%

## ACCOUNTS REACHED

who don't follow me  
37% AVG



12.4K 186

Discovery ⓘ

78,978

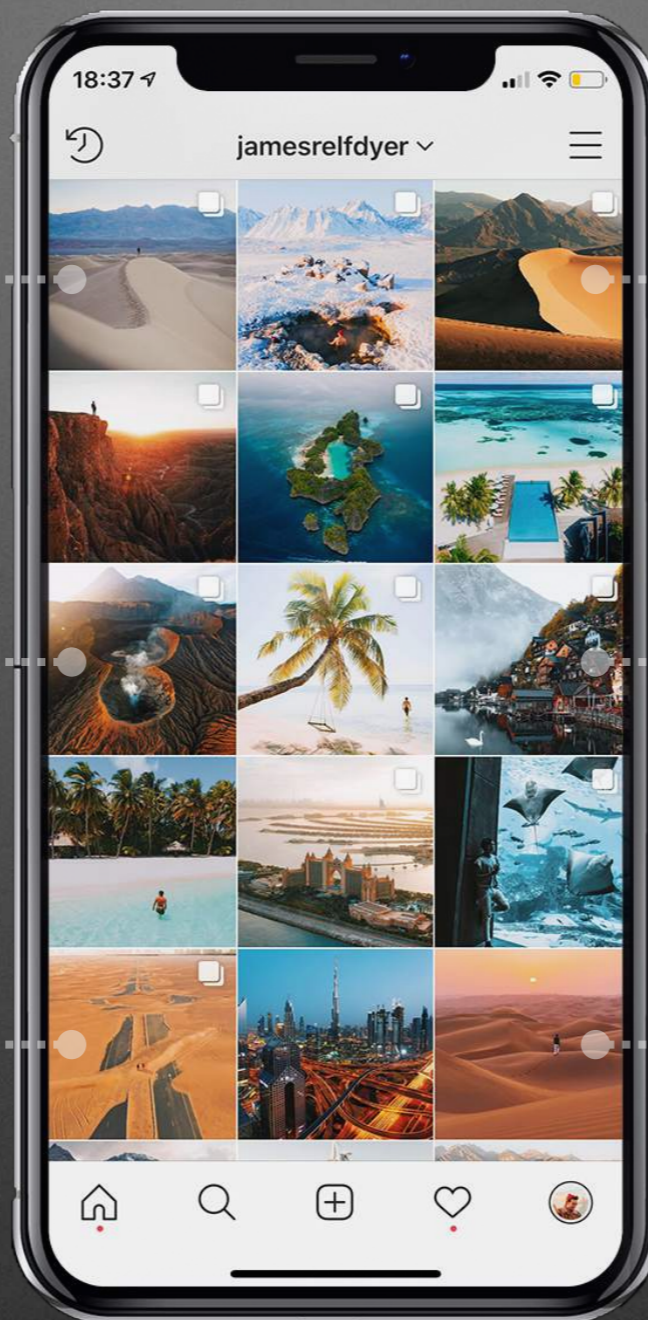
Accounts reached  
14% weren't following you

Follows	35
Reach	78,978
Impressions	109,776
From home	94,924
From profile	6,241
From location	1,698
From other	6,913

DEATH VALLEY, USA

# INSIGHTS

## SCREENSHOTS



12.1K 242

Discovery ⓘ

96,540

Accounts reached  
47% weren't following you

Follows	30
Reach	96,540
Impressions	123,607
From home	112,816
From profile	7,668
From hashtags	634
From other	2,489

CALIFORNIA, USA

15.9K 432

Discovery ⓘ

97,225

Accounts reached  
44% weren't following you

Follows	80
Reach	97,225
Impressions	133,374
From home	130,733
From hashtags	1,514
From profile	302
From other	825

MOUNT BROMO, IND

HALLSTATT, AUSTRIA

24K 634

Discovery ⓘ

135,589

Accounts reached  
51% weren't following you

Follows	174
Reach	135,589
Impressions	205,768
From home	126,287
From hashtags	31,799
From profile	4,086
From other	43,596

DUBAI, UAE

EMPTY QUARTER, UAE

16.8K 302

Discovery ⓘ

99,262

Accounts reached  
19% weren't following you

Follows	120
Reach	99,262
Impressions	128,852
From home	108,806
From hashtags	7,667
From profile	787
From other	11,592

19K 409

Discovery ⓘ

82,869

Accounts reached  
42% weren't following you

Follows	87
Reach	82,869
Impressions	122,371
From home	81,162
From hashtags	17,752
From profile	5,856
From other	17,601



STORYTELLING



MOUNT BROMO, INDONESIA 7.9° S, 112.9° E





STORYTELLING



MOUNT BROMO, INDONESIA 7.9° S, 112.9° E





STORYTELLING

MOUNT BROMO, INDONESIA 7.9° S, 112.9° E



RAJA AMPAT, INDONESIA 1.05° S, 130.8° E



# PAST COLLABORATIONS

2016 - PRESENT

## TECH

CANON

SONY XPERIA

SKILLSHARE

GOPRO

## AUTO

SIXT + HERTZ

BRITISH AIRWAYS

VIRGIN ATLANTIC

UNIWORLD CRUISES

KONA BY HYUNDAI

AIDA CRUISES

EURAIL

## TRAVEL

JNTO JAPAN

TRAVEL ALBERTA

VISIT CALIFORNIA

TOURISM AUSTRALIA

CROATIA FULL OF LIFE

WONDERFUL INDONESIA

VISIT DUBAI + ABU DHABI

ITS MORE FUN IN THE PHILIPPINES

TOURISM NORTHERN IRELAND

I FEEL SLOVENIA

VISIT BRITAIN

CONTIKI

## PUBLICATIONS

LONELY PLANET

TRAVEL + LEISURE

CONDE NAST TRAVELLER

WANDERLUST MAGAZINE

THE POINTS GUY

## APPAREL

LOKAI

KAPTEN & SON

DANIEL WELLINGTON

BRIGGS & RILEY LUGGAGE

SACKCLOTH & ASHES

## HOTELS

ITC HOTELS

MARRIOTT UK

SHANGRI-LA GLOBAL

CONRAD MALDIVES

LUX RESORTS



LET'S CREATE!





BANFF NATIONAL PARK, CANADA 51.4° N, 115.9° W



ELTZ CASTLE, GERMANY 50.2° N, 7.3 E





PEOPLE

INDONESIA 0.78° S, 113.9° E





BRIGGS & RILEY X JAMESRELFDYER

LONDON 51.5° N, 0.12° W







NEUSCHWANSTEIN CASTLE, GERMANY 47.5° N, 10.7° E



DEATH VALLEY, CA 36.5° N, 116.9° W

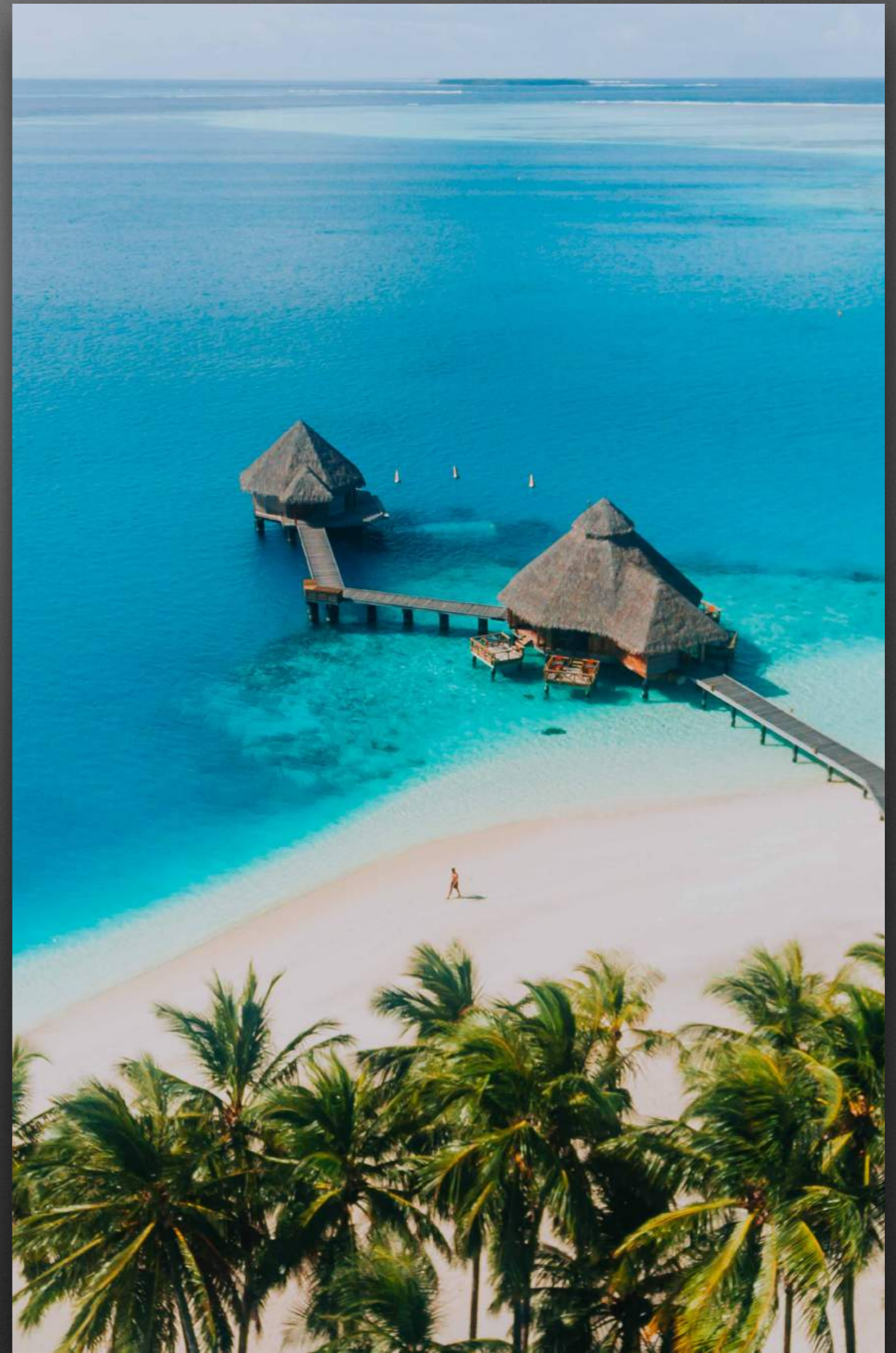


STON HOTEL + FOOD



CONRAD MALDIVES 3.6° N, 72.7° E





CONRAD MALDIVES 3.6° N, 72.7° E





SHANGRI - LA HOTELS

LONDON, KUALA LUMPUR & KOTA KINABALU



HOTEL & FOOD





**LET'S STAY IN TOUCH!**



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**JAMES RELF DYER**

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BASED IN LONDON