

The Eternal Roadtrip

Full-time RV life · Outdoor Adventure · Authentic Storytelling

ABOUT US

We're Sophia and Lucas — a couple living full-time in our 42 ft 5th wheel with our two cats, somewhere between the mountains and wherever the road takes us next. Sophia is a mental health therapist and outdoor enthusiast. Lucas is a physician assistant and our resident handyman for all of our RV needs. At 19, one camping trip together changed everything. After two years chasing trails, ski slopes, and mountain towns across the Pacific Northwest, we sold most of what we owned and went all in on RV life. We document the real stuff — the hard days on the slopes, the unexpected detours, the gear that actually holds up.

NICHE & AUDIENCE

Content Pillars	RV Lifestyle · Outdoor Adventure · Ski & Snow Sports · Destination Travel · Wellness & Nature
Target Audience	Outdoor enthusiasts, aspiring nomads, adventure seekers, ages 25–45
Tone	Real, honest, and a little unpolished — because that's what actually resonates
Currently Parked	North Carolina

BY THE NUMBERS

Platform	Followers	Highlights
TikTok @theeternalroadtrip	1,449	12K+ total likes · 2.7% engagement rate (above industry avg.)
Instagram @theeternalroadtrip	737	1.7M views on top reel · 19K reel views in March · 75% from non-followers
Facebook @theeternalroadtrip	1,646	Active community · RV lifestyle content
Threads @theeternalroadtrip	—	Cross-platform presence
TOTAL	3,832+	3 brand partnerships completed

BRAND PARTNERSHIPS

Brand	Type	Description
Good Day Optics	Ambassador	Wore these on a trail run and they didn't move an inch the whole time — which is usually my biggest frustration. Talked about them the way I'd talk about anything I actually use.

Geartrade	Paid Partnership	Documented my first ski season as a total beginner. Got used gear from brands I already know and trust — buying secondhand keeps clothes out of the landfill and more money in my pocket for après.
Dynamic Wax	B-Roll / Content	Shot B-roll of wet, melting snow conditions for their marketing reels — a variety of rider and mountain clips, no audio, no branding.

PARTNERSHIPS IN PROGRESS

Brand	Status
Title 9	UGC (In Progress)
Stay Wyld Organics	UGC (In Progress)

WHAT WE CREATE

Short-Form Video	TikTok & Instagram Reels — real moments, honest storytelling, destination features, and RV life as it actually is
Multi-Part Series	Longer narrative arcs that follow a real journey — like learning to ski for the first time at 25 (Finding My Edges)
Destination Reviews	Where we've been, what we loved, what we'd skip — written and filmed for people who actually want to go
Brand Integration	Products show up in our content the same way they show up in our life — naturally, truthfully, and we recommend things we truly back and use.
Photo Content	Landscape, lifestyle, and adventure photography from the road

CONTACT & CONNECT

Email	theeternalroadtrip@gmail.com
Social Handles	@theeternalroadtrip (TikTok · Instagram · Facebook · Threads)
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