

# MEDIAKIT RAFIKI

ON TOUR







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You can  
click on us!



# ABOUT RAFIKI ON TOUR

Hi!

We are Tobias (32), Manon (27), and Nimba (woof!), and you probably know us by the name Rafiki on Tour. With our iconic Defender 110, we are in pursuit of remote and wild places. Here, we thrive as self-sustaining overlanders with a passion for the outdoors and nature conservation.

We've taken our adventures to the next level by continuously sharing information and inspiration on [Rafiki on Tour](#), and by publishing our nature conservation magazine - [Ubuntu Magazine](#) - quarterly.

With our expedition plans ever-growing and no plans of settling down anytime soon, we are looking for brands to collaborate with. Our aim? To inspire people to live and travel adventurously.

If you are looking for a full-time overlanding family that can help you with brand exposure, gear reviewing, product development, high-quality stills, or storytelling through articles, we are your match.

## LET'S CAPTURE ADVENTURE





# THE TEAM

## 2 HUMANS, 1 DOG, AND 1 DEFENDER



**Tobias**

- Navigator
- Main Driver
- Mechanic
- First Drone Pilot
- Photographer
- Thrill Seeker
- Big Dreamer

**Age: 32**

**Countries visited: 70**

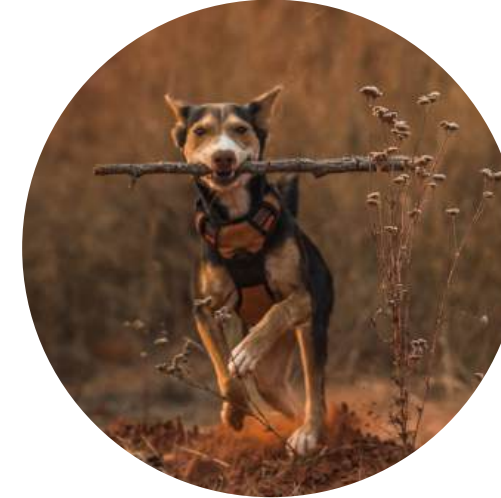


**Manon**

- Camp Chef
- Creative Brain
- Second Drone Pilot
- Photographer
- Story seeker and teller
- Bird watcher
- Opportunity-spotter

**Age: 27**

**Countries visited: 46**



**Nimba**

- Camp Dog
- Energy Bomb
- Cuddle Machine
- Scavenger
- Explorer
- Security Guard

**Age: 2**

**Countries visited: 17**



**Rafiki**

- Land Rover Defender 110
- Built: 2000
- TD5 model - 300tdi engine
- 250.000 km of adventure
- Self-sufficient basecamp
- Home
- Office

**Age: 25**

**Countries visited: 61**

# OVERLAND EXPERIENCE

We have been overlanding for over 12 years, first in a Land Rover Ambulance, now in our Iconic Defender 110. Back when we were still working regular 9-to-5 jobs, we took every chance we got to head outdoors. Every spare moment was spent exploring. Three major trips took us well beyond the familiar and across continents, from Europe to Africa.

250.000 km  
driven



61 countries  
explored



Countless  
friends made



200 camp  
pizzas baked



Built,  
not bought



-20 to +50  
Celsius



2.000 rooftop  
nights



3.278 meters  
highest pass



1 dog rescued





# OVERLAND EXPERIENCE

## 3 EXPEDITIONS AND COUNTING

### 2017 - Europe

In 2017 Tobias and Sven set off on a trip across Central-, South- and Eastern Europe. They had known each other relatively short and met just five times before leaving home. During this expedition, they visited everything: from the touristic highlights of Italy to the long-forgotten bunkers of Albania. It was an expedition full of off-road adventures and hikes. This trip definitely was the stepping stone for future trips as it ignited our adventurous flame.

**Date:** April - December 2017

**Duration:** 8,5 months

**Distance covered:** 31.000+ km

**Countries visited:** 26 countries

### 2020/2021 - Europe

This expedition was initially about exploring South America. Although that plan didn't come to fruition due to the pandemic, Tobias and Sven decided to explore more of Europe a few months later. They traveled to the most northern and southern points of continental Europe and took on the most daunting off-road tracks. This trip was about off-road driving, hiking, and dealing with lockdowns. A trip that further shaped Rafiki on Tour into becoming an inspiration for others.

**Date:** August 2020 - June 2021

**Duration:** 10,5 months

**Distance covered:** 36.000+ km

**Countries visited:** 10 countries

### 2022-2025 - Africa

In June 2022, Tobias met Manon online. Tobias was looking for someone to join him on his next expedition. Manon responded right before the departure date, and a few weeks later, we set off towards Africa! We had imagined traveling for a year, but with our friendship evolving into a relationship, we decided that this would be our lifestyle for the foreseeable future. Shaping Rafiki on Tour and our lives on the road continues to be a massive adventure.

**Date:** July 2022 – June 2025

**Duration:** 3 years

**Distance covered:** 90.000 km

**Countries visited:** 34 countries

# FUTURE EXPEDITIONS

The past ten years in Rafiki revolutionized our travels, as we evolved from taking short-term road trips to going on long-term expeditions. Over the years, our desire to explore further has grown, and so has our need for purposeful travel. After Africa, we are ready to push more boundaries, start a family, and continue the adventure together with you.

## **Expedition trajectory**

Africa - For the past three years, we have spent our time exploring the diverse continent of Africa. After descending West and Central Africa in the second half of '22, we meandered in the beautiful regions of Southern Africa before pushing north through East Africa. This continent has shown us its beauty and wildlife, and thrown immense challenges in our faces. Nonetheless, we've grown fond of it and the lifestyle, and the time has come to explore new continents.

Europe and Central Asia - We have just returned to Europe (July 2025), and are currently getting our bearings straight for the adventures on the horizon. We are enjoying our time with friends and family, and in the second half of 2025, we will inspire tens of thousands of people by taking the stage at a multitude of travel events. Additionally, we are rebuilding our Defender and preparing it for what's to come, and then setting off on our next adventure. We will explore Europe, north to south, before venturing east towards Central Asia. We can't wait to see what these new territories will offer, but we can only imagine that the mountains, gravel roads, and endless plains are something to behold.

The Americas - If we dare to take a sneak peek into the future, our long-awaited South America expedition might be in the cards, as well as a complete push north through Central America, making our way up to Alaska before settling down in Canada. Although the Pan-American will be the backbone of this adventure, we thrive when exploring new regions, reaching places most people simply can't reach. We will be pushing limits, meandering the continent on a grand scale.

# OUR VISION FOR RAFIKI

## Overlander × Remote Basecamp × Office

Our current setup was perfect for our time in Africa, with mostly good weather during the past few years. But with other territories (and temperatures) on the horizon, we are envisioning a complete rebuild of the Defender, and are excitedly working towards Rafiki 3.0. We are turning Rafiki into the most future-proof and versatile basecamp we can imagine, ready to inspire travelers for years to come.

It will be highly capable off-road, have enough storage capacity to sustain us for 3+ weeks off-grid (large water tanks, high capacity electrical system, and large cooling capacity for food), and offer enough living space for four. The new build will be sleek and worry-free and will meet our needs when it comes to remote self-sustaining travel, combined with work and family life.

### External Features

- Alu-Cab Icarus pop-top
- 270 awning
- Custom aluminum boxes on the roof and bonnet
- Custom side boxes with integrated induction kitchen
- Uprated bull-bar with winch
- Underbody water storage tanks
- Integrated exterior lights



### Interior Features

- Storage cabinets in the back
- High-capacity fridge/freezer setup
- Seating for 4 people, including swivel seats
- Heated and protected environment as office
- Induction cooking



# PURPOSE OF TRAVEL

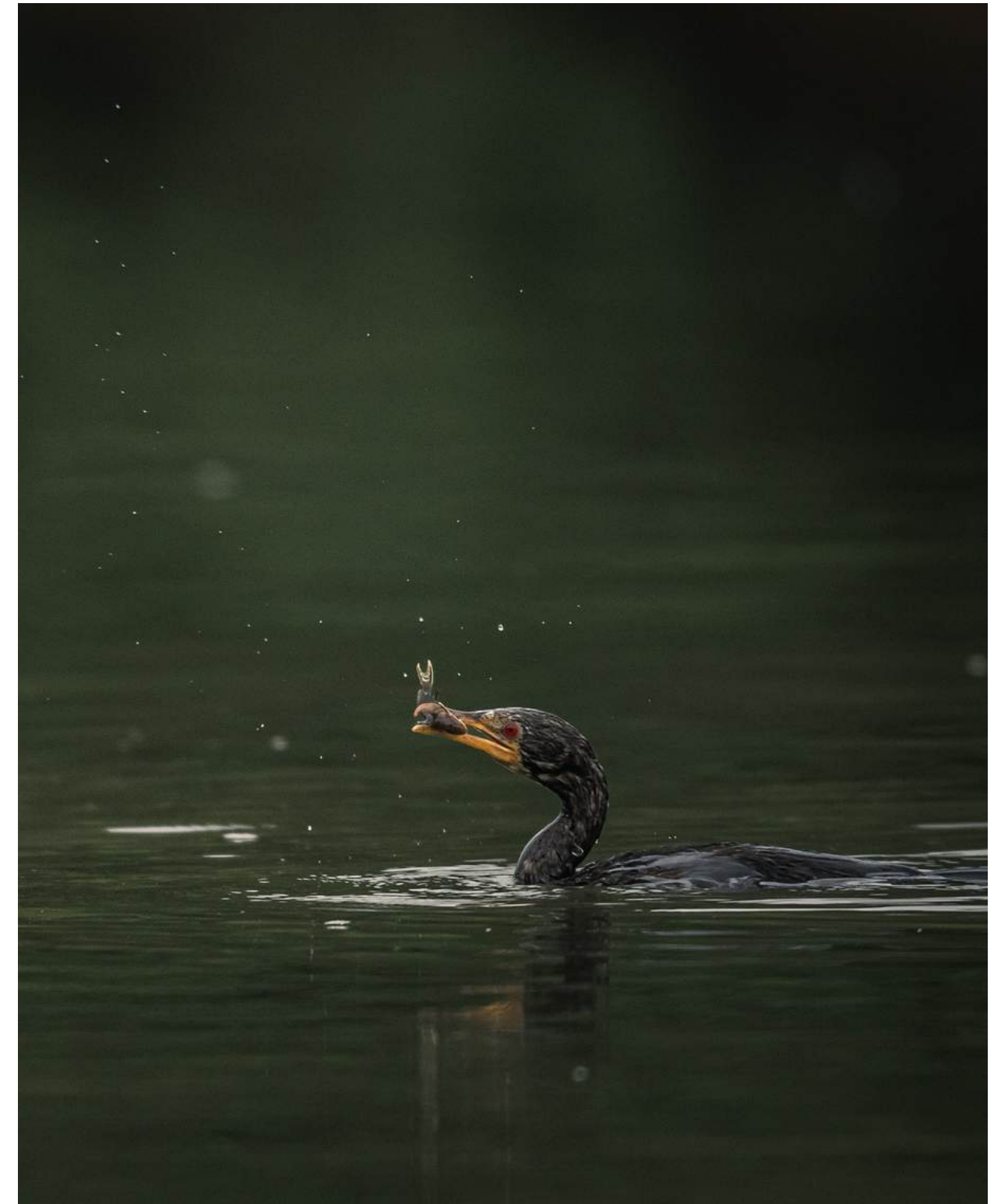
## Overland × Nature Conservation

The past ten years, we thoroughly enjoyed our way of life, exploring remote regions and capturing the adventure. It has been about exploration, the outdoor lifestyle, and immersing ourselves in remote and wild places. Our purpose has been to push our own boundaries and inspire others to travel adventurously.

Of course, we are evolving, and we think we can do better! That is why, in the coming years, we will work towards further intertwining our passions for adventure, remote travel, and nature conservation.

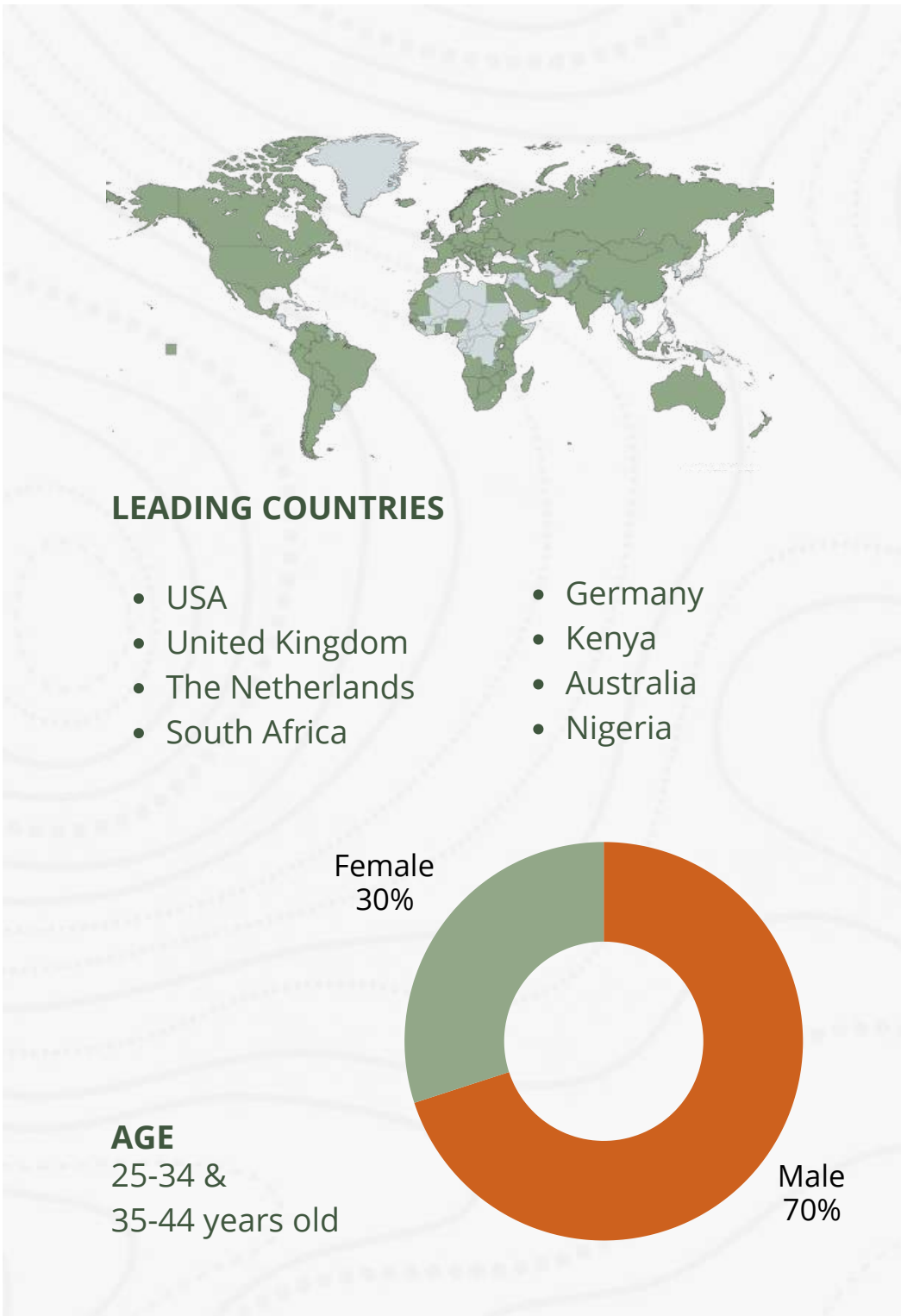
Our grand aim is to inspire others to travel adventurously while protecting the wild areas we love so much. To achieve that, we will visit more conservation projects in the farthest corners of our planet. This gives the organizations the stage they need to continue their vital work, which they so much deserve.

We want to be an inspiration to others, both through our overland travels and our nature conservation work. We want people to embark on bold adventures while making conscious decisions to preserve the pristine and vibrant areas they visit.





# OUR AUDIENCE



## INSTAGRAM

23.5K

FOLLOWERS

973K

QUARTERLY  
IMPRESSIONS

## FACEBOOK

16.1K

FOLLOWERS

1.1M

QUARTERLY  
IMPRESSIONS

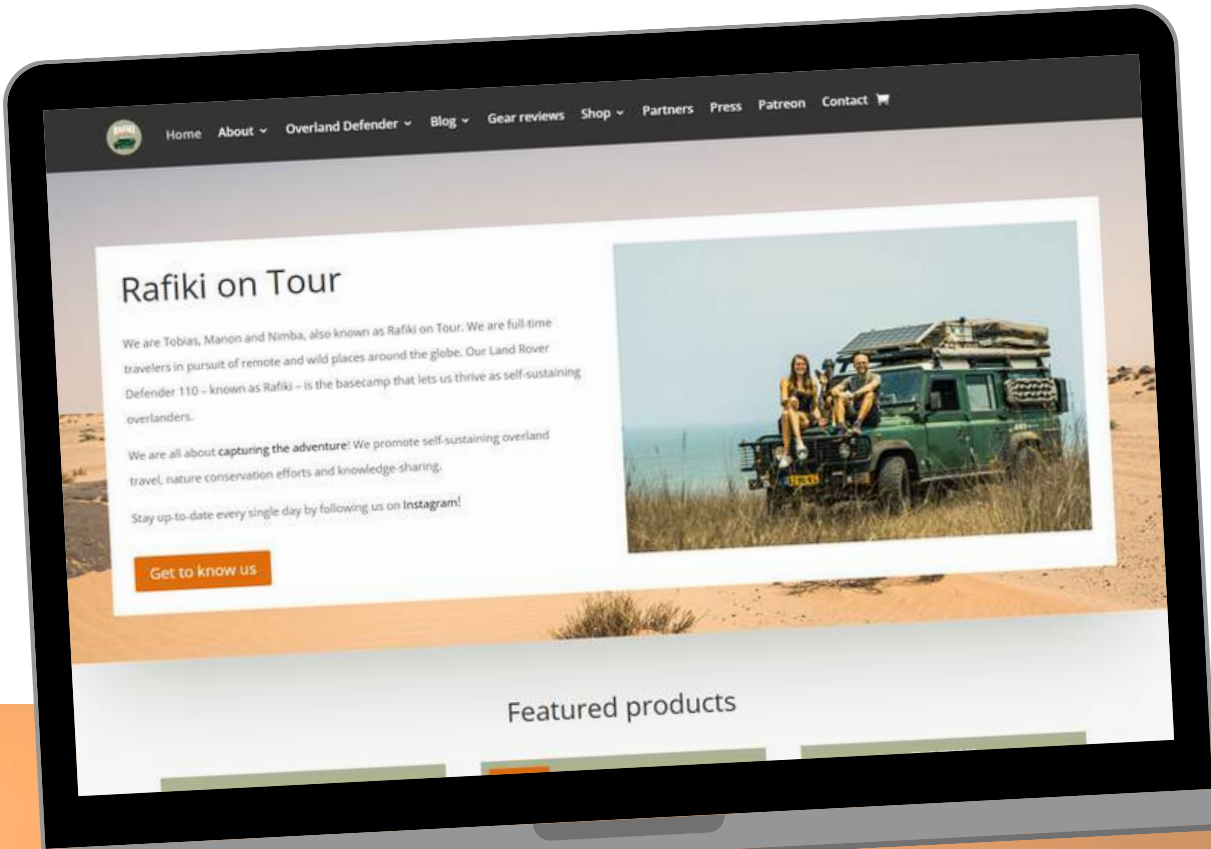
## WEBSITE

4.5K

QUARTERLY VISITS

20

PAST &  
CURRENT  
EXPEDITION  
PARTNERS





# OUR CHANNELS

## SOCIAL MEDIA

### INSTAGRAM

Follow us during our third expedition through Africa. We drove from Europe to South Africa, inland, and then to the North of Kenya before making our way back to South Africa.

Our Instagram is stacked with beautiful sceneries, impressive encounters - with both people and wildlife - and practical tips to get started yourself. Beyond that, we always aim for an honest and insightful approach!

[VISIT INSTAGRAM](#)

### OUR WEBSITE

Rafiki's website is our knowledge and experience database made to inform overlanders all across the world. We share in-depth reviews of the gear we use and provide insightful blogs to help others start their adventures well-informed. Additionally, large expedition updates can be found here as well.

What separates us from the rest is the fact that we share nitty-gritty information for those who already have an overland vehicle, but also for those just getting started.

[VISIT THE WEBSITE](#)

### FACEBOOK

Facebook and Instagram look alike, we know! That's because we like to share our content with everyone, from all ages and backgrounds.

In Africa we found that people mostly use Facebook instead of Instagram. So especially for them, we share our journey here.

[VISIT FACEBOOK](#)



# OUR CHANNELS

## OTHERS

### MAGAZINES

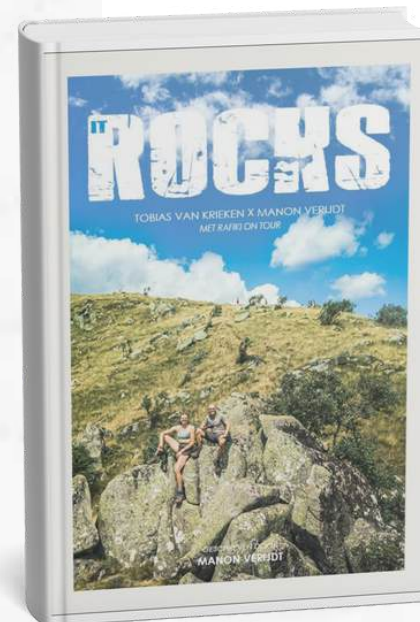
Thanks to a variety of magazine features we are able to capture the full extend of our travels. Diving deeper into experiences, reaching more people globally. We write for a selection of European and international magazines on a regular basis.

As seen in: Land Rover Monthly, Wired for Adventure, Expedition Portal, Explorer Magazin, 4WD Magazin, VaNLife Magazine, and more



### BOOKS

Stories really come to life in our books. In them, we take readers along for the journey, inspiring and informing them along the way. Our first book is available in Dutch, but English is soon to follow. Next up is a series of books about travel in Africa, and an overlander-special book about the African expedition and the lessons learned along the way.



### PATREON

For us, Patreon is the perfect way to connect to our community even more. We love the engagement on Instagram and Facebook, but for those ultimately hooked on what we do, we have Patreon.

The best part of this platform is that we can share our own podcast, the **Rafiki Rooftop Recordings**, among of course many other things.

[Click on me to go to Patreon!](#)





# CASE STUDY 1

## TEMBO ROOFTOP TENT

Our collaboration with Tembo 4x4 has been long-standing and has been fruitful for both parties over the years. After the initial acquisition of their rooftop, we gained their trust and support after helping them grow their brand organically.

Our partnership started in 2016 when they launched their line-up of overland camp gear and we helped them grow their brand. Our primary review of the Tourer 140 rooftop tent delivered 26 customers in the first few months alone. As we grew, so did Tembo 4x4, and we became a huge source of new clients, resulting in dozens of sales over the years.

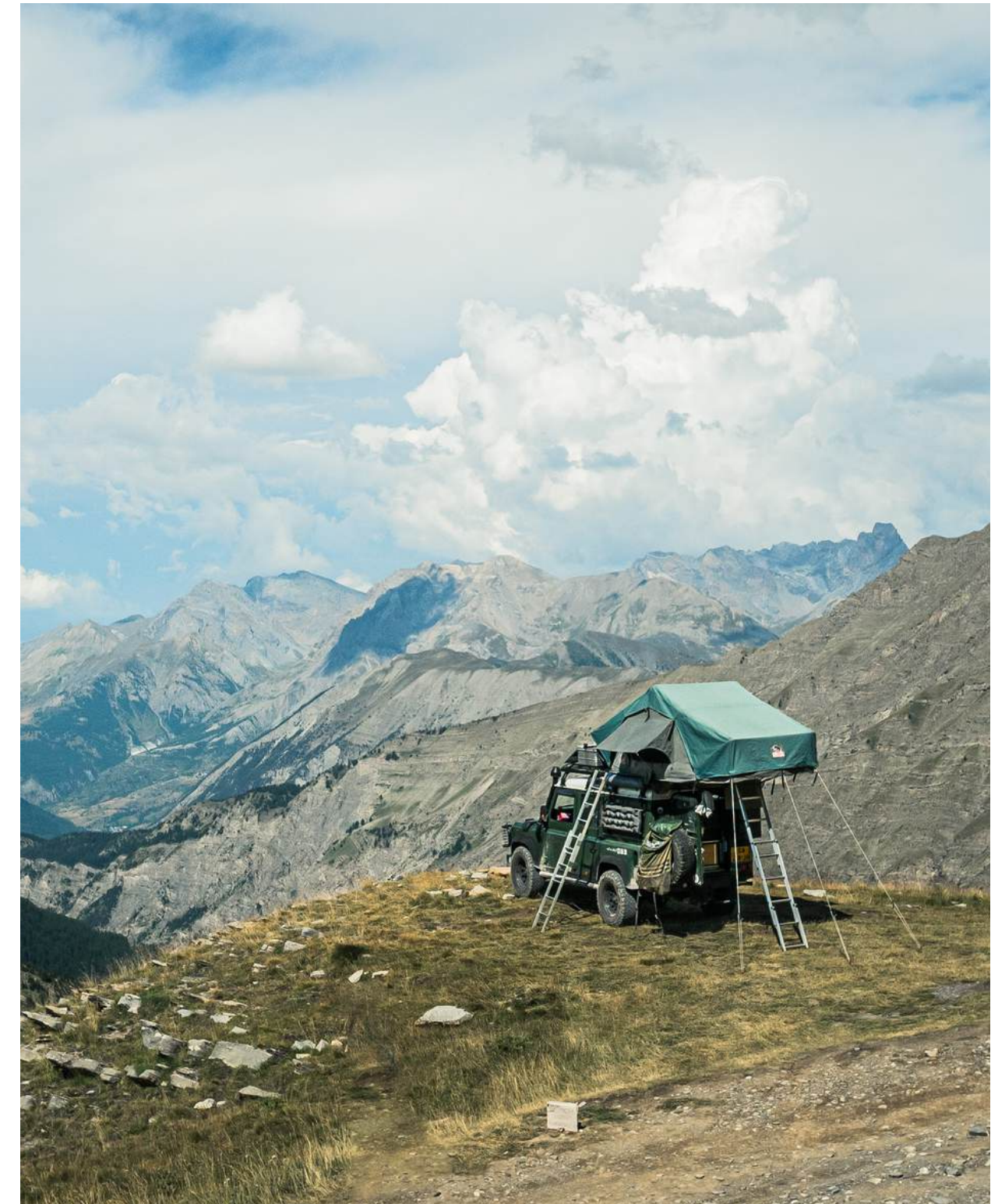
Our collaboration consisted of:

- Ambassadorship
- Content creation
- Regular appearance on our channels
- Reviews on our website

26  
SALES  
THE FIRST SUMMER

500+  
POSTS  
ON SOCIAL MEDIA

1900  
NIGHTS  
USED



*Tembo 4x4 has since shifted its focus away from customized overland accessories and camping gear and is now focusing on the electrification of 4x4 vehicles.*



# CASE STUDY 2

## NIMBUS SUSPENSIONS

We joined forces with Nimbus Suspensions in early 2024. Together, we inform other travelers about investing in a good suspension setup to enhance comfort, improve safety, and prolong the vehicle's life.

Nimbus is a relatively new brand but with dozens of years of experience in manufacturing its shock absorber technology, and a same amount of experience in the general off-road sector. It is up to us to prove the quality of the product, the benefits of the technology and showcase brand reliability.

Our collaboration consists of:

- Ambassadorship
- Content creation
- Regular appearance on our channels
- Reviews and blogs on our website
- An in-depth interview, and unboxing video posted on YouTube

10+  
LEADS  
AFTER FIRST POST

25.000  
AFRICAN  
KILOMETERS

6  
CONTENT  
PACKAGES  
DELIVERED





## CASE STUDY 3

### LIFESAVER WATER PURIFICATION

We have been avid users of the LifeSaver product range for over six years. Their all-in-one purification jerrycan has sustained us on long remote adventures, and their WayFarer - a handheld water purifier - has come along on countless hiking trips in Africa.

Together with LifeSaver we promote safe drinking water, eliminate the need for single-use plastic, and showcase their ability to support long-term off-grid travel.

Our collaboration consisted of:

- Ambassadorship
- Content creation
- Regular appearance on our channels
- Reviews and blogs on our website
- Product testing and development
- Scaling the distribution network in Southern Africa

20+

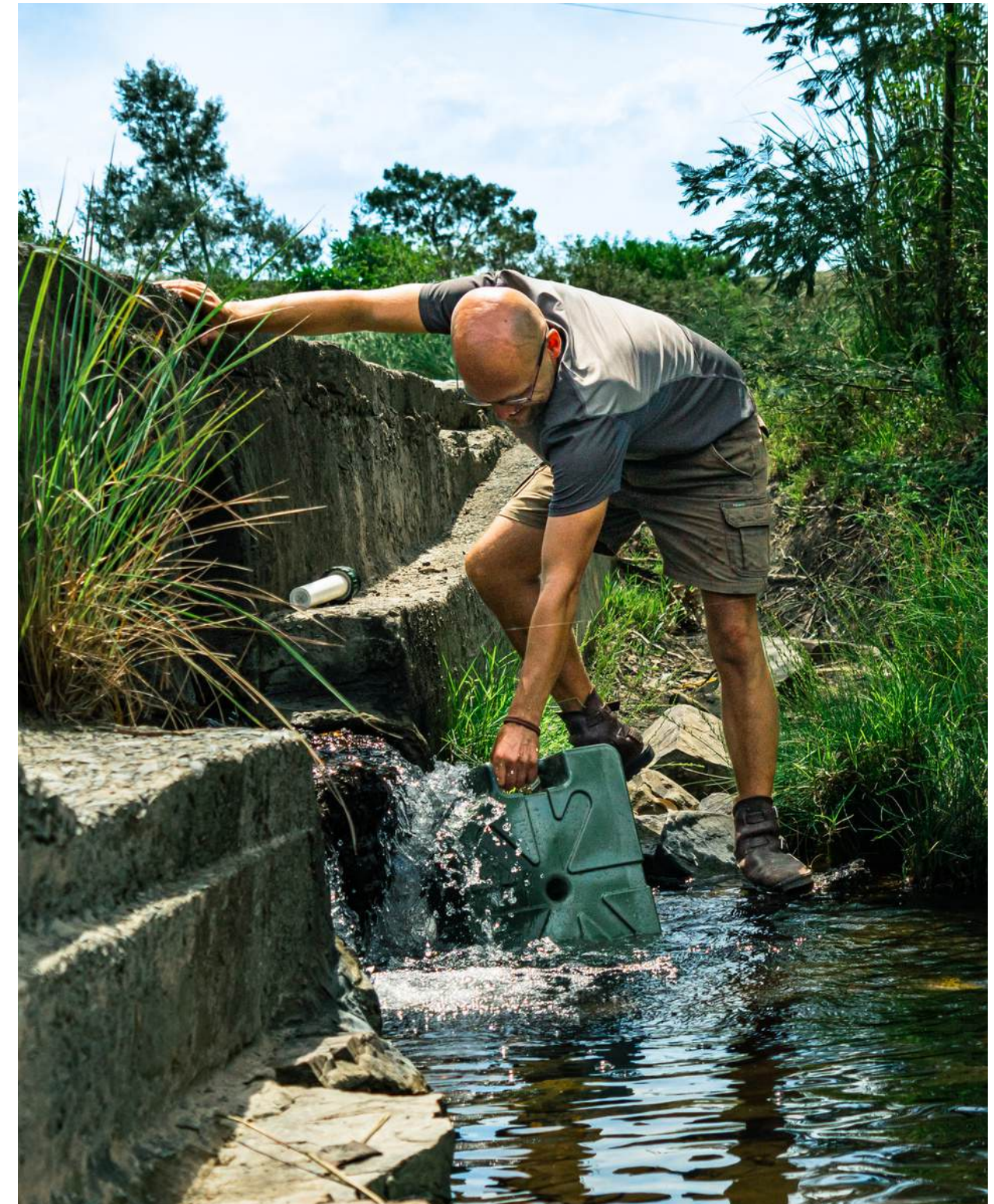
WEEKLY MESSAGES  
OF INTEREST

24.000

LITERS FILTERED

WEEKLY

CONTENT  
ON OUR CHANNELS









# THEY ALREADY JOINED US

In collaboration with



In part by





# CONTACT

If you have any questions about us, our statistics or anything else, feel free to contact us.

**Email us at**  
[info@rafikiontour.com](mailto:info@rafikiontour.com)

**Or contact us here**  
Social media @rafikiontour  
[www.rafikiontour.com/contact](http://www.rafikiontour.com/contact)

*P.S. We love to talk face-to-face  
and are happy to plan a call!*

