



Media kit

Insights



17K

Followers across



102K

Avg. impressions



300K

Monthly reach



30K

Likes average



46.9%
MEN



53.1%
WOMAN

About

Scenic Affairs is a outdoor lifestyle brand inspiring people to explore creation, reconnect with God, and live adventurously. Through social content, community hikes, and storytelling, Scenic Affairs builds connection between nature and soul.



Contact

✉ info@scenicaffairs.com

📍 Meet Up: Scenic Affairs Group Hike
@scenicaffairs

Adventures completed

Sky diving, base jumping, ATV riding, kayaking/canoeing, horse back riding, white water rafting, hang gliding, parasailing, ziplining, free-falling, bridge cross, rope course, Cross-fit comps, bouldering, gymnastics, long length biking, difficult hiking +



*“I like to play outside
and talk to God”*

Meet the owner

Carrie Williams

I'm Carrie, the heart and hands behind Scenic Affairs—a faith-rooted outdoor lifestyle brand born from my love of hiking and outdoor adventure. I created Scenic Affairs not just to explore trails, but to help others slow down, breathe deep, and reconnect—with creation, with faith, and with themselves.

What started as weekend hikes and spiritual reflections has grown into a platform that encourages people to step outside and experience God's presence in wild, beautiful places.

Whether it's through thoughtful storytelling, outdoor adventures, or community hikes, my hope is to create space for others to experience healing, clarity, and purpose—one scenic moment at a time.

My mission is simple:

- ✨ To inspire a deeper connection to nature and God
- ✨ To make the outdoors more approachable for everyone
- ✨ To remind people that stillness can be powerful



Services & offerings

- Tours/group hike leader (includes planning/material creation)
- Company/church retreat planning
- Branded IG Reels + TikTok videos
- Scenic storytelling + voiceover
- Faith-inspired narrative integration
- Destination-focused blog content
- Apparel/lifestyle product showcases