

YouTube.com/CakesWithFaces

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Cakes with Faces is a Japan travel channel for English speakers. Amy Crabtree is based in the UK and has been visiting Japan since 2010.

- Reach an audience solely comprised of people planning a trip to Japan.
- Highly engaged community, asking trip planning questions every day.
- 77k subscribers, 12 million views.
- Author of a Japan travel guide book.

WORK WITH ME

I'm open to collaborations related to Japan travel and tourism eg promoting local regions of Japan.

Content from stays/experiences can be published in videos, blog posts and social media.

PUBLISHED WORKS

- Your Guide to Japan
- Mini Guide to Kawaii Tokyo
- Japan Trip Planning Deck
- Japan Trip Planning Notebook
- Sushi Recipe Comic Book

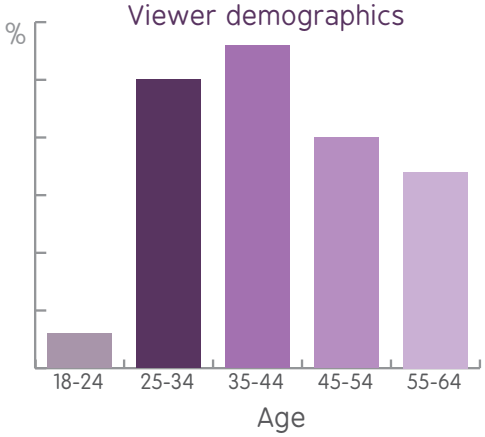
AUDIENCE: JAPAN TRIP PLANNERS

79% have already been to Japan

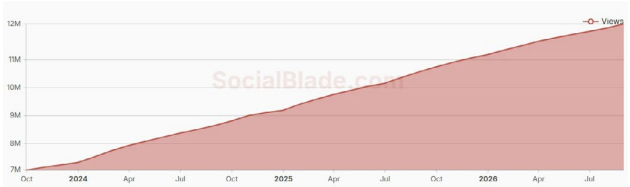
12% planning their first trip

9% just dreaming of Japan

Viewer demographics



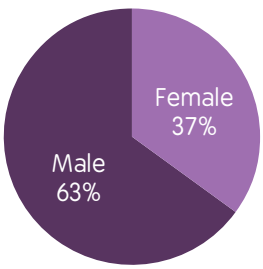
Views (cumulative)



Worldwide English-speaking audience

12 million views

77k subscribers



Age: 25% 25-34 years | 28% 35-44 years | 20% 45-54 years

Accurate November 2026

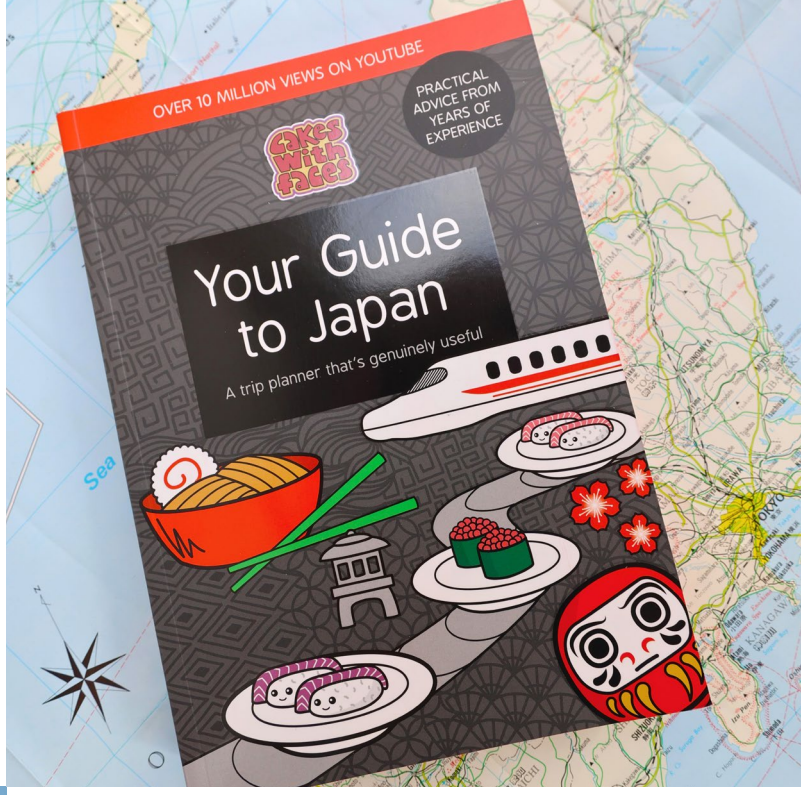
JAPAN TRAVEL GUIDE BOOK

Amy is the author of a 300 page travel guide book called Your Guide to Japan, designed as a trip planner that's genuinely useful, with practical advice from years of experience, based on thousands of questions from viewers.

amazon.co.uk 5.0 ★★★★★

Etsy 2,536 reviews ★★★★★

The first edition of the book was fully funded on Kickstarter in 24 hours in 2020





LINKS

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COMMENTS FROM VIEWERS

"I watched a lot of videos to prepare and yours are my favourite for information, fun, and inspiring confidence in travel."

"I LOVE this series, really practical advice/ recommendations and it's jam-packed with info."

"They are so helpful and filled with so much useful information, you give us a lot of important advice."

"Without your amazing book and video resources I honestly don't think we would have been able to plan it so well... Amy's videos are so clear and informative and her book is a must"

"Your videos covering Kinosaki inspired my wife to have us add this to our upcoming Japan trip."

"I love how the videos give practical advice... not going on about "must see" and "must do" things like a lot of social media people!"

"Seriously SO much great info in this vid, I think this might be the most I've ever gotten out of a video on Japan travel"

"This is by far the most informative and helpful video about Fukuoka and the possible day trips around it that I have seen. THANK YOU!!!"