

PREMIUM FISHING TRAVEL

BLACKBONE OUTFITTERS

@BLACKBONE.US

WWW.BLACKBONE.US

BLACKBONEUS@GMAIL.COM

BlackBone Outfitters exists to serve those that seek adventure with purpose.

A CURATED FISHING TRAVEL COLLECTIVE

BlackBone Outfitters is a curated fishing travel platform designed to generate structured, high-intent demand for premium lodges.

We combine digital funnel strategy, refined destination storytelling, and direct trip consultation to turn serious inquiries into confirmed bookings.

ABOUT US

BlackBone Outfitters was founded by two college roommates who are avid fisherman, travelers, and conservationist.

Passion is the cornerstone of every partnership that we make, destination that we travel to, and fish that we catch.







HEAR IT FROM OUR CLIENTS

“BlackBone’s approach is strategic, professional, and always forward-thinking. From the very beginning, they ensure complete alignment and clarity, making every step of the process seamless and comfortable. Their content is polished, dynamic, and purpose-driven—capturing attention while building lasting value.”

OUR PHILOSOPHY

“Strong lodges deserve structured demand not random traffic. Ads are meaningless without solid conversions and a long term goal to keep guests coming back.”

CLEAR POSITIONING

We define and communicate exactly where our partners sit in the market ensuring they are perceived as premium, well-run operations.

ALIGNED EXPECTATIONS

We prioritize transparency and alignment from the outset, connecting lodges with guests whose expectations, budgets, and mindset match the experience being offered.

LONG-TERM BRAND ELEVATION

Our approach strengthens brand reputation over time. We focus on building authority, trust, and prestige that compound with every successful trip and shared story.



AREAS OF EXPERTISE

ELEVATED BRAND POSITIONING

Connect Your Brand With A Known Audience of Anglers

TAP INTO OUR **100K+** MONTHLY VIEWERS

TARGETED EXPOSURE

Leverage BlackBone's social expertise and network to promote your brand.

WE WORK WITH **YOU** TO PLACE YOUR CONTENT WHERE **YOU** WANT

SUSTAINABLE, LONG-TERM VALUE

We help build your **long lasting** relationships and repeat clients.

INCREASE CLIENT RETENTION BY 10%

READ SOME OF OUR WORK

BLACKBONE OUTFITTERS, WORLD-CLASS FLY FISHING IN GUATEMALA

JUN 30, 2025 | DESTINATIONS

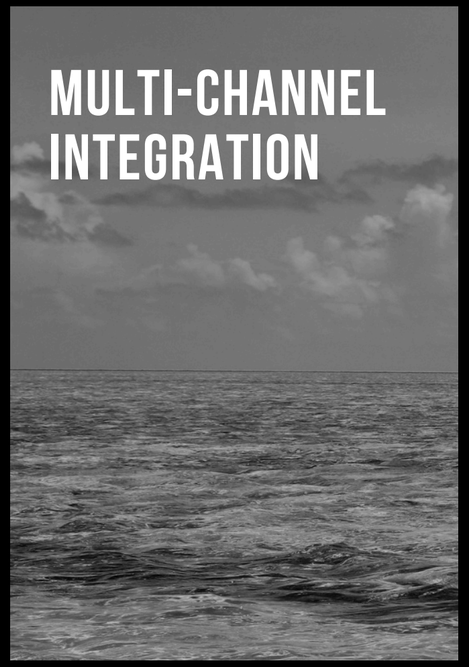
READ MORE

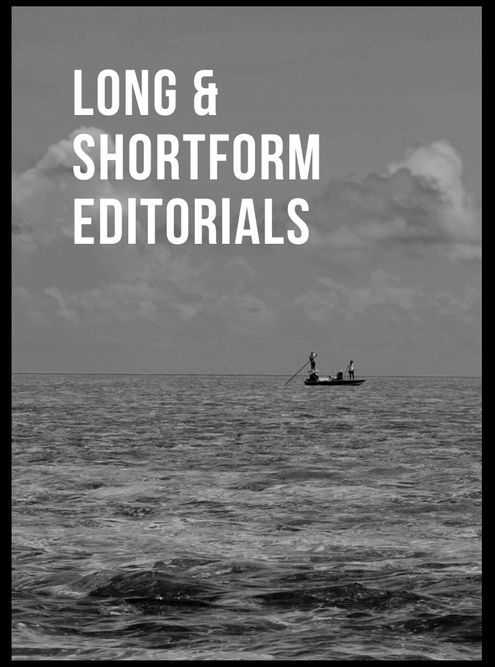
ELEVATED BRAND POSITIONING

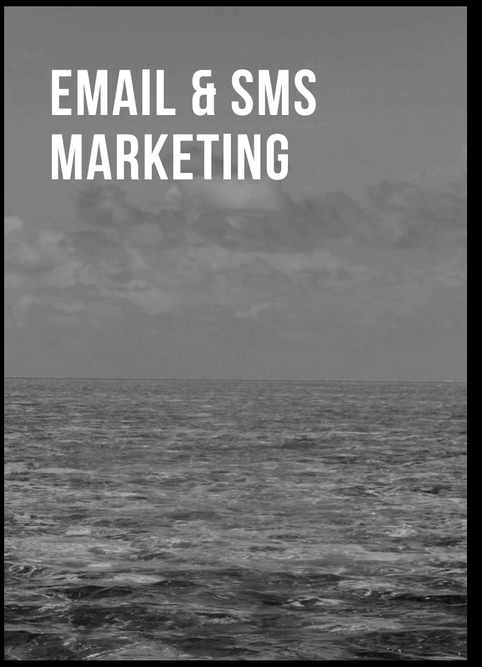
STRATEGIC PLANNING FROM THE START

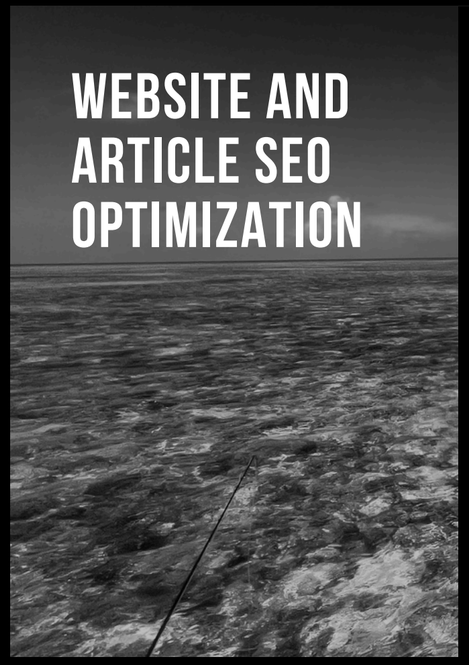
Each destination we promote is conveyed through narrative storytelling, visual refinement, and conservation alignment.

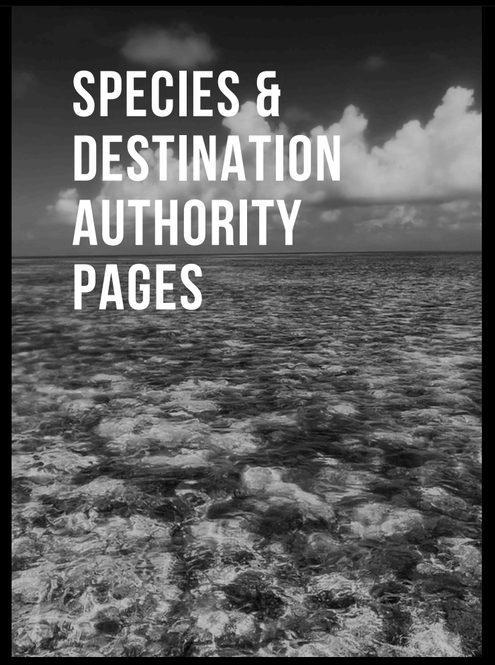
BlackBone offers many channels to promote your brand goals the way you want. We empower you through our platform to increase your outreach.

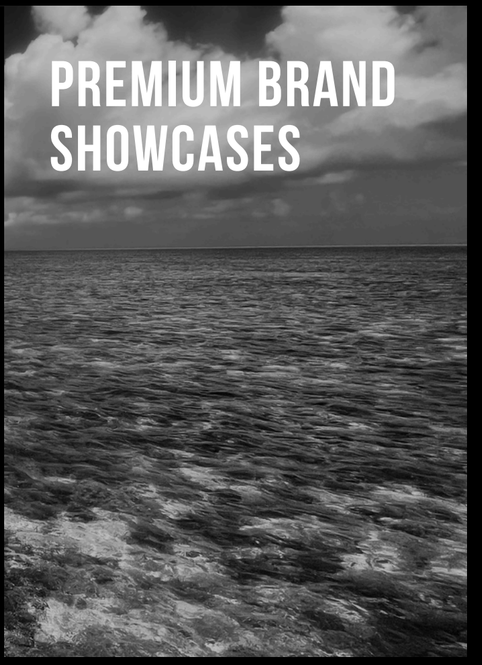












100K+

MONTHLY SOCIAL MEDIA VIEWS

1K+

MONTHLY SOCIAL MEDIA INTERACTIONS

15%

AVERAGE CONVERSION RATE

TARGETED EXPOSURE

THIS VISIBILITY IS NOT PASSIVE

@BLACKBONE.US

STRATEGIC PLACEMENT

BlackBone places your lodge in front of anglers actively researching travel.
Through species-specific landing pages, destination features, social campaigns, and email distribution, your operation is positioned within the exact moment anglers are evaluating where to book.

LEAD CAPTURING PROCESS

BlackBone filters all leads before they get to you. Capturing crucial elements such as contact information, budgets, and timing.

We go a step further to find out what anglers are truly after including goals, fishing style, and travel preferences.





20%

BLACKBONE REBOOKING AVERAGE

10%

YEARLY FOLLOWING INCREASE

LONG-TERM VALUE

SUSTAINED GROWTH PLANS

Our partnership model is structured around sustained demand. We nurture inquiries through email capture, retargeting, and ongoing destination visibility.

Over time, this creates consistent inquiry flow, improved brand recognition, repeat guest opportunities, and stronger booking pipeline.

We are not built for one campaign. We are built to compound visibility and demand year over year.





BLACKBONE'S AUDIENCE

QUALIFIED INQUIRIES

92.2%
MALE

7.8%
FEMALE

BlackBone Outfitters has cultivated a community of **devoted anglers** and adventure-driven professionals who actively invest in premium fishing travel experiences.

Our audience is comprised of **purpose-driven** outdoorsmen and women who travel to chase bucket-list species, value conservation, and prioritize quality over discount pricing.

They follow BlackBone not for entertainment alone, but for trusted recommendations, destination discovery, and curated access to world-class experiences.

When we feature a lodge, we are placing it directly in front of anglers who are **ready to plan** their next trip.

HOW WE DRIVE BOOKINGS

QUALITY CLIENTS THAT KEEP COMING BACK

Anglers typically begin with a species or destination in mind. Our ecosystem captures that intent immediately. From there, the journey is guided to one of the following outlets: Species-specific discovery, destination education, or a structured DIY trip builder inquiry submission.

Each step filters uncertainty and builds clarity before your team is ever involved.

CONTROLLED DEMAND



CAPTURING INTENT IMMEDIATELY



CONSISTENT CONVERSIONS



WHAT WE LOOK FOR IN A PARTNER

SELECTIVE BY DESIGN

BlackBone partners with lodges that understand the long-term value of brand alignment. We seek operations that take pride in their fishery, their guest experience, and their reputation.
The destinations we represent must deliver more than strong fishing.

BlackBone looks for ways to become involved in every community that we offer trips to. Protecting the wild places that we travel to is at the core of our existence.



PARTNERSHIP MODEL

ALIGNED INCENTIVES

FLEXIBLE PROGRAMS

BUILT AROUND ALIGNMENT, NOT TEMPLATES

At BlackBone, we understand that no two lodges or outfitters operate the same way. Our partnership structure is intentionally flexible — designed to align with your booking model, margins, and growth objectives.

We offer both **commission-based** and **fixed-rate** structures depending on what best supports long-term success.

ALIGNED INCENTIVES

WE HANDLE THE LOGISTICS.
YOU FOCUS ON THE FISH.

At BlackBone, our partnership model is built around alignment, not complication.

When a booking is made through our platform, we manage the **client communication, payment collection, and deposit structure** directly. Our team handles the financial coordination so you don't have to chase deposits, track partial payments, or manage billing follow-ups.

You focus on delivering exceptional experiences. We handle the administrative weight behind the scenes.



WHY PARTNER WITH BLACKBONE?

LONG-TERM VALUE

A PASSION DRIVEN COMPANY

We are anglers first. Conservationists always. Our work is rooted in a genuine respect for the fisheries, lodges, and communities that make this industry possible. That passion shows up in how we create, how we communicate, and how we build partnerships. We don't promote destinations—we steward them. When we align with a partner, it's because we believe in protecting what makes them special and elevating it with intention.



ANGLERS

CONSERVATIONISTS

PARTNERS



PLANNING FOR THE FUTURE

BlackBone exists to increase both visibility and booking efficiency. We do not compete with your direct efforts We strengthen them.

Through targeted exposure, refined positioning, and controlled inquiry flow, we help convert devoted anglers into confirmed guests.



JOIN OUR GROWING NETWORK OF PARTNERS

15
PARTNERS

9
COUNTRIES

23
SPECIES OFFERED



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LET'S CHAT

THE RIGHT PARTNERSHIPS MATTER

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