



wavehappy

SICILY LIFESTYLE | RENOVATION | SLOW LIVING

Kat Moore is a teacher, storyteller, and content creator documenting life in Sicily. Through video, photography, and written storytelling, wavehappy offers an intimate look at renovation, olive farming, Mediterranean design, and the art of building a life with intention. The audience is highly engaged women interested in travel, design, and lifestyle inspiration.

26.4K

TIKTOK

49.4K

INSTAGRAM

4.7K

YOUTUBE

80.5K

COMBINED

3

1M+ VIEW VIDEOS

80%

FEMALE AUDIENCE

~43/day

DAILY GROWTH

TikTok: @wavehappy

Instagram: @wavehappy

YouTube: @wavehappystudio

Platform Performance

TIKTOK @ WAVEHAPPY

26.4K FOLLOWERS **1.7K** AVG VIEWS **99** AVG LIKES **4** AVG SHARES

ENGAGEMENT RATE

1.6%

ENGAGEMENT / VIEWS

10.5%

Posting 6.1x per week

INSTAGRAM @ WAVEHAPPY

49.4K FOLLOWERS **396** AVG LIKES **4.5K** AVG REEL VIEWS

ENGAGEMENT RATE

1.0%

Posting 7.7x per week

YOUTUBE @ WAVEHAPPYSTUDIO

4.7K SUBSCRIBERS **2.7M** TOTAL VIEWS **1.0K** AVG VIEWS

AUDIENCE

GENDER

80% Female

AGE RANGE

25-55

TOP MARKETS

US, UK, AU

Top Performing Content

TIKTOK	And just like that... we bought a house in Sicily.	1.7M views 200.9K likes
TIKTOK	Things no one tells you about renovating a house in Sicily	1.5M views 161.4K likes
TIKTOK	Would this have scared you off... or would you have bought it?	1.4M views 79.4K likes
INSTAGRAM	Current aspiration: whatever level of unbothered she has unl	-- views 1.0K likes
INSTAGRAM	Some people disconnect in the woods. I disconnect in Sicily.	-- views 883 likes
INSTAGRAM	I shared this house on my Stories yesterday and received so	-- views 520 likes

Content Pillars

Sicily Lifestyle

Daily life, culture, and hidden corners of Southern Italy through an expat lens

Historic Renovation

Restoring Lula Mare, a historic apartment in Ortigia -- behind the scenes of every decision

Olive Farming

A 16-acre olive orchard in Noto with sea views and Mt. Etna views, from purchase to harvest

Mediterranean Design

Architecture, interiors, and the aesthetic details that make Sicily feel like Sicily

Slow Living

Intentional lifestyle, building a life that feels authored, and finding beauty in everyday moments

Food & Wine

Sicilian cuisine, olive oil, local markets, and the culture of eating well

Partnership Opportunities

- Destination marketing and tourism board collaborations
- Boutique hotel and hospitality features
- Travel experience and cultural tourism content
- Lifestyle, home, and design brand partnerships
- Food, wine, and culinary storytelling
- Long-form storytelling campaigns
- UGC and licensed content creation
- Custom collaborations tailored to your brand

Work With Wavehappy

kat@wavehappy.art

wavehappy.art/media

Data as of June 28, 2026 at 12:00 PM UTC | Live stats at wavehappy.art/media