

From New England to the world.



Jay Roy. Travel and adventure content creator.
Pacific Crest Trail thru-hiker.

Instagram

@jayroyusa

52.9K

followers

2.3M

reach

4%

engagement rate

Last 28 days reported by Linktree

Facebook

Jay Roy USA

83K

followers

5.20M

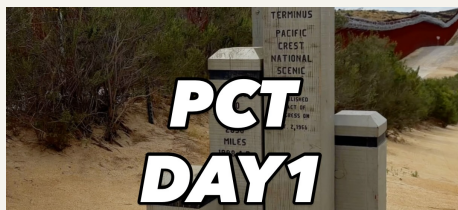
views

288.6K

engagements

September 15 - October 12, 2026

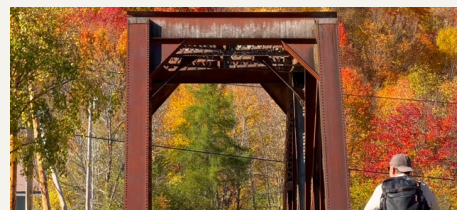
A look at my work



PCT | Day one



PCT | The finale



Fjallraven | Wind jacket (paid)



Under Canvas | White Mountains



Fjallraven | Mount Willard (paid)



Mountain moments

Let's work together.

Travel | Outdoor gear | Destination storytelling

Contact Jay on Instagram

Updated October 13, 2026. Rounded figures; platform audiences may overlap.

Sources: Instagram via Linktree; Facebook Insights. Views are not unique reach.