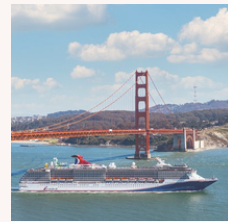


Worth Your Wallet



Who We Are & What We Do

Worth Your Wallet is a travel platform founded by everyday travelers Alyssa and Elijah, creating honest, firsthand content focused on real experiences, costs, and value.

We produce decision-driven travel guides and reviews that help audiences plan smarter and spend with confidence through transparent, relatable storytelling.

Every piece of content is built to answer one question: "Is this worth it?", driving confident decisions, engagement, and conversions for both travelers and brand partners.

Collaboration Options

- Short-form video (Reels, TikTok, Shorts, paid usage)
- Travel photography (lifestyle + in-use)
- Destination guides and editorial features
- Experience and product reviews
- Affiliate and conversion-driven campaigns

Ideal Partners

- Hotels, resorts, and unique stays
- Tours, attractions, and experiences
- Travel gear and accessories
- Creator tools for travel
- Lifestyle brands (apparel, dining, wellness)

Partnership Experience

Viator

Affiliate partner across 10+ tours, integrated into blog reviews, destination guides, and short-form video.

Campaigns have achieved up to 13% booking conversion rates, consistently driving bookings across major global travel markets.

Big Bus Tours

Collaboration developed into multi-channel content across city guides, itineraries, and short-form video.

Recent campaign reached 300K+ views. Approved affiliate partner.

Exploratorium

Collaboration featuring experience-led content, event coverage, and **short-form video across platforms, generating strong engagement and 225k+ views.**



Content That Converts (our last 365 days)

- 📺 @worthyyourwallet: 8.8M views | 613K likes | 37K shares | 35K saves
- 📷 @worth_Your_Wallet: 4.4M views | 210K engagements | 7K shares
- 📌 @worthyyourwallet: 763K views | 45K engagements | 4.6K saves
- 📺 @worthyyourwallet: 290k views | 880 watch hrs
- 🌐 worthyyourwallet.com: 1.5M Google Impressions | 8-min avg session

Over 12M+ Total Impressions Across Social Platforms

Audience Snapshot

Primarily U.S.-based with reach in Canada, U.K., and Australia

Core demographic ages 25-44 (independent travelers, families, couples)

Gender-balanced female skew on Instagram/TikTok, male skew on YouTube

Value-driven planners seeking honest "is it worth it?" insights

Why Worth Your Wallet? Our audience is actively planning trips within the next 6-12 months, and ready to book!

Contact@worthyyourwallet.com | worthyyourwallet.com | @Worthyyourwallet