

# Worth Your Wallet



## Who We Are & What We Do

**Worth Your Wallet** is a travel platform founded by everyday travelers Alyssa and Elijah. We create honest, firsthand travel content that breaks down real experiences, real costs, and real value.

Our focus is decision-driven travel guides and reviews that help travelers plan smarter and spend with confidence through transparent, relatable storytelling.

**Every piece of content we create is built to answer one question for travelers: “Is this worth it?”** That same clarity makes our content powerful for brands by driving confident booking decisions.

## Audience Snapshot

- **Primarily U.S-based audience**, with additional reach to Canada, the U.K, and Australia
- **Core age range 25-44**, made up of independent travelers, families, and couples
- **Balanced gender split on webpage**, then stronger female engagement on Instagram/TikTok & stronger male audience on YouTube
- **Value-driven planners**, who value honest reviews and “is it worth it?” guidance

## Collaboration Options

We create decision-driven content that feels natural, trustworthy, and built to convert.

### Ways we work with brands:

- Short-form UGC videos for Reels, TikTok, and Shorts (organic + ad-ready)
- Travel photography (lifestyle + product-in-use)
- Blog features and destination travel guides
- Experience and product reviews
- Affiliate and booking-focused content

Over 10M+ Total Impressions across Social Platforms in 2025

## Content That Converts

@worthyourwallet: 7.8M Views | 27K Shares | 600K Likes | 16K Saves

@worth\_Your\_Wallet: 3M Views | 142K Interactions | 4.5k Shares

@worthyourwallet: 600K Views | 37K Engagements | 3.8K Saves

@worthyourwallet: 112K Views YTD | 14k Likes | 425 Shares

worthyyourwallet.com: over 1M Google Impressions | 6 min Average Session Time | Viewers Spend Most Time on Guides and Reviews

## Ideal Partners

We partner with brands that support **real-world travel decisions** and value authentic, experience-based storytelling.

### Best-fit industries include:

- Hotels, resorts & stays
- Tours, attractions & travel experiences
- Travel gear & accessories
- Creator gear used in travel environments
- Travel-friendly lifestyle brands (footwear, wellness, comfort essentials)

## Partnership Experience

We create **short-form video** and **blog content** featuring attractions, local experiences, and hotel stays. Our price-transparent reviews answer one key question “Is this worth your wallet?” helping turn **viewers into confident bookers**.

- **Viator**: Tours featured in blog experience reviews, destination guides, and supporting social content.
- **Amazon**: Travel essentials organically linked in packing guides, itineraries, and social posts.
- **Expedia**: Hotel stays highlighted through social content and blog reviews, including value and cost context.



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

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