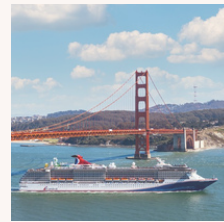


Worth Your Wallet



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**

 **worthyourwallet.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 | worthyourwallet.com | @Worthyourwallet