

# 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.**

### Expedia

Affiliate partner across travel guides and booking-focused content, **driving bookings across Las Vegas, California, and Hawaii.**

### Big Bus Tours

Collaboration developed into multi-channel content across city guides, itineraries, and short-form video. **Recent campaign reached 100K+ views within the first 10 days. Approved affiliate partner.**

### Exploratorium

Collaboration featuring experience-led content, event coverage, and **short-form video across platforms, generating strong engagement and positive audience response.**



## Content That Converts

- 📌 @worthywallet: 8.2M views | 637K likes | 33K shares | 35K saves
- 📷 @worth\_Your\_Wallet: 4.4M views | 210K engagements | 7K shares
- 📌 @worthywallet: 763K views | 45K engagements | 4.6K saves
- 📺 @worthywallet: 177K views (YTD) | 522 watch hrs | 650 shares
- 🌐 worthywallet.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@worthywallet.com | worthywallet.com | @Worthywallet