



KARINA WORLDWIDE

EDUCATOR • AUTHOR • CONTENT CREATOR • ENTREPRENEUR

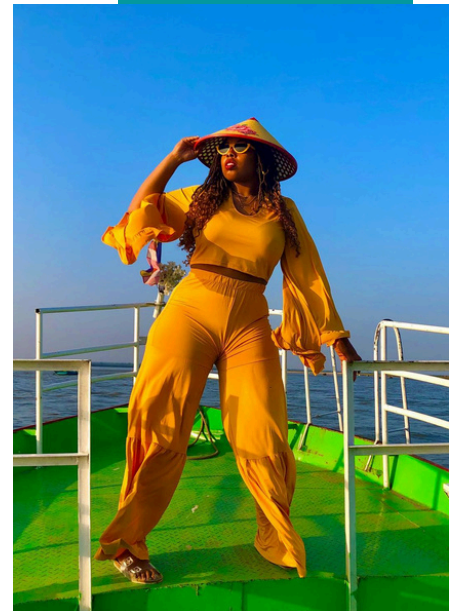
Introduction

Karina Henry is a travel content creator, author, educator, and entrepreneur. Karina is a proud New York native with Southern roots who has had the pleasure of living in four countries (Thailand, China, USA, and Mexico). She is the founder of Karina Worldwide LLC. and Karina's Virtual Learning Academy for ESL Learners.

Karina's content is focused on uncovering immersive travel experiences and offering budget-friendly resources to her audience, which predominantly consists of travelers and travel enthusiasts. Her content stands out for its unique blend of relatability and occasional humor, encouraging individuals to venture off the beaten path and embrace their own adventures, whether it be domestically or internationally.

By sharing her authentic experiences, Karina has successfully cultivated a community of nearly 400K actively engaged follow-friends who value her advice because she always provides budget-friendly information and resources that make their travel lives easier.

Karina's overarching aspiration is for her audience to perceive her content as a refreshing departure from the typical travel narratives found on social media. There isn't a "boring" city in this world - every experience can be tailored to suit one's personal adventure preferences.



Profile Statistics

(Full Social Media Breakdown Can Be Found on the Next Page)



Instagram - [@karinaworldwide](#)

- Reach - Between 800K - 17.1M
- Profile Visits - Between 301K - 3M



TikTok - [@karinaworldwide](#)

- Reach - Between 375K - 14M
- Profile Visits - Between 77K - 685K



Youtube - Karina Worldwide

- Reach - 4K - 8K
- Profile Visits - Between 524 - 4K

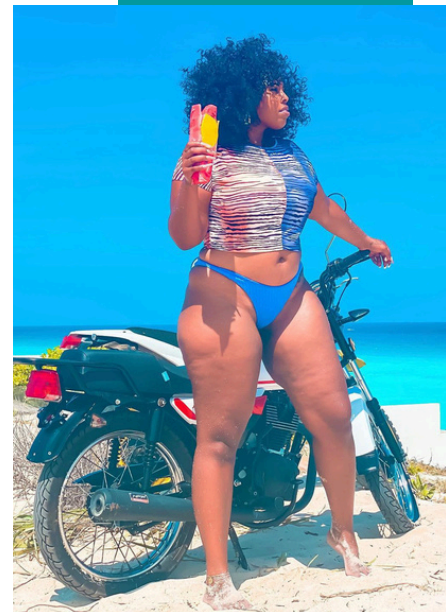
Instagram

[@karinaworldwide](#)

- 129.4k followers
- 77.7% Female
- 22.2% Male
- Ages 25-44 (Top Age: 25-34 - 40.2% / 35-44 - 28.2%)
- Top Location: USA - 89% / Canada - 2.2% / UK - 3.5%

Follower Favorites (based on engagement, not highest views)

- Spain - Recreating Cheetah Girls in Barcelona - 1.7M views
- France - Overcoming Language Barriers - 71K views
- Kenya - International Husbands - 317K views
- U.S. - Scariest Travel Moments - 8.1M views
- U.S. - Karina, the Faux Food Influencer - 510K views



Tiktok

[@karinaworldwide](#)

- 249k followers
- 74% Female
- 26% Male
- Ages 25-44 (Top Age: 25-34 - 42% / 35-44 - 23%)
- Top Location: USA - 93.2% / UK - 2.1% / Canada - 1.7%

Follower Favorites (based on engagement, not highest views)

- U.S. - Why Representation Matters in International Classrooms - 2.3M views
- Kenya - Eating Goat Matura in Kenya - 4.1M views
- France - The Gorgeous Staff on Virgin Voyages - 243K views
- China - My Life in China - 9.7M views
- Guatemala - Unique Travel Eating Experience - 2.4M views



Previous Partnerships*

- | | |
|--|--|
| • <u>Time Kettle</u> (product) | <u>Guadalajara</u> (destination) |
| • <u>Groupon</u> (platform) | <u>Casa de La Luz</u> (hotel) |
| • <u>San Luis Obispo, CA</u> (destination) | <u>Coastal Mississippi</u> (destination) |
| • <u>Costa Rica</u> (destination) | <u>Virgin Voyages</u> (cruise line) |
| • <u>Tempe, AZ</u> (destination) | <u>Barcelona</u> (destination) |
| • <u>Birmingham, AL</u> (destination) | <u>TUMs</u> (product) |
| • <u>Airalo</u> (product) | <u>Volaris</u> (airline) |
| • <u>Kayak</u> (platform) | <u>Tinder</u> (platform) |
| • <u>Mexico City</u> (destination) | <u>Take-Off Luggage</u> (product) |



*other partnerships can be found on my social media platforms

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 www.karinaworldwide.com