2026 Press Kit

KARINA WORLDWIDE

EDUCATOR • AUTHOR • CONTENT CREATOR • ENTREPRENEUR

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Introduction

Karina Henry is a travel content creator who creates engaging content centered on immersive travel experiences and budget-friendly resources that make travel accessible, enjoyable, and enriching. Having lived in four countries—the United States, Thailand, China, and Mexico—and traveling both internationally and domestically, she brings a global perspective and authentic storytelling style to her content.

Her mission is simple: to prove that meaningful travel can be accessible to everyone and that every destination has a story worth discovering. **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 (132.3K followers)
- Monthly Reach - Between 700K - 2.1M
- Monthly Profile Visits - Between 11K-18K
- Monthly Bio Link Taps: Between 300-600
- Engagement Rate: 10.11% (above average for 132.3K followers)

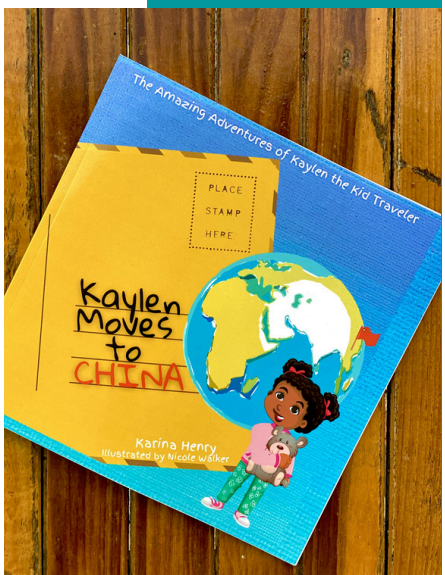
Tiktok - @karinaworldwide (348.6K followers)
- Monthly Reach - Between 900K - 5M
- Profile Views - Between 57K - 185K
- Engagement Rate: 1.95% (average for 348.6K followers)

Facebook - Karina Worldwide (20K followers)
- Monthly Views - Between 800K - 2.7M
  - 1-minute views: 475K / 3-second views: 1.3M)
- Gender: 74% - Women / 26% - Men
- Top Ages: 31.3% - 35-44 / 23.3% - 45-54

Youtube - Karina Worldwide (6.8K followers)
- Monthly Reach - 2K - 4K
- Monthly Profile Visits - Between 524 - 4K

Blog Posts & Media Features

- I Went To Kentucky...And Forgot I Was Supposed To Be On A Trip
- **Travel Noire** | **Daily Mail** | **Hindustan Times** | **Mint** | **Ebony** | **Essence**



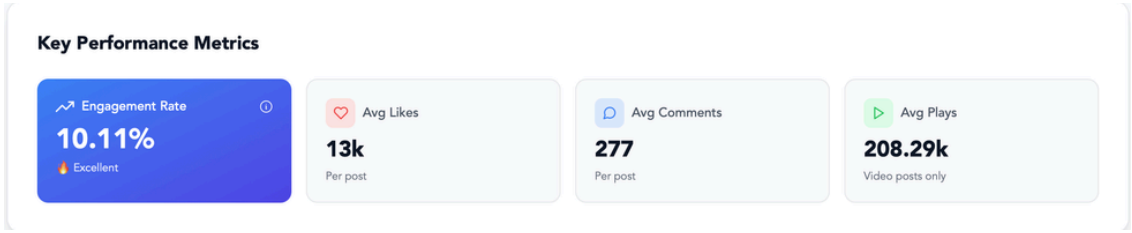
Books

- "Kaylen Moves to China" (Paperback)
- Teach the World: A Real-World Guide to Teaching Abroad (eBook)

Instagram

@karinaworldwide

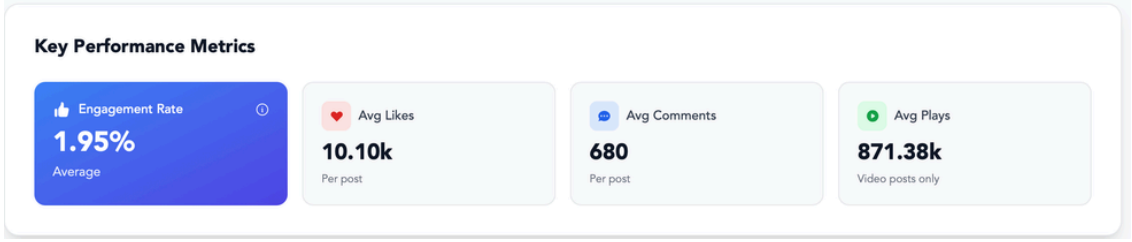
- 132.3k followers
- 82.4% Female / 17.6% Male
- Ages 25-44 (Top Age: 25-34 - 40.2% / 35-44 - 28.2%)
- Top Location: US - 92% / Canada - 3.2% / UK - 1.5% / Mexico - 1.1%



Tiktok

@karinaworldwide

- 348.6k followers
- 74% Female / 26% Male
- Ages 25-44 (Top Age: 25-34 - 26.2% / 35-44 - 37.7%)
- Top Location: US - 93.2% / Mexico - 2.4% / UK - 2.1% / Canada - 1.7%



Previous Partnerships*

NATCHEZ · cape cod TRULY YOURS · tinder · THE CITY WITH Soul JXN MISSISSIPPI · PLAY Coastal MISSISSIPPI · TEMPE TOURISM · BIRMINGHAM · KENTUCKY · Purell · essential COSTA RICA · Nassau & Paradise Island THE BAHAMAS · JAMAICA TOURIST BOARD · VISIT CHEYENNE WYOMING · KAYAK · VISIT Clarksville TENNESSEE · GROUPON · Virgin VOYAGES · VISIT BUENA PARK SoCAL'S FUN CITY · SLO CAL · BEND OR · GOLD BOND · TAKE OFF LUGGAGE · 江蘇 有你会更美 Charm of Jiangsu More beautiful with you

*other partnerships can be found on my social media platforms

Hosted Group Trips

- 2026: Thailand - 29 people (Reviews)
- 2022: Mexico - 8 people (Reviews)
- 2021: Kenya - 14 people (Reviews)

Testimonials

Karina produced a variety of girlfriends getaway content for Visit Clarksville in August 2025. She was easy to work with and diligent about meeting our expectations. We work with dozens of hosted media every year and one thing that stood out about Karina was that she genuinely had fun here! Her authentic enthusiasm and energy were so evident on screen, and that was exactly what we wanted to see.

- Michelle D., Senior Director of Marketing and PR, Visit Clarksville

Karina was an absolute joy to work with – she overdelivered in every sense. Her content, engagement with partners on the ground, and genuine curiosity for the destination totally converted a client who was a non-believer in the power of influencing – they said, "She was grade A when it comes to influencers. Very happy with the partnership."

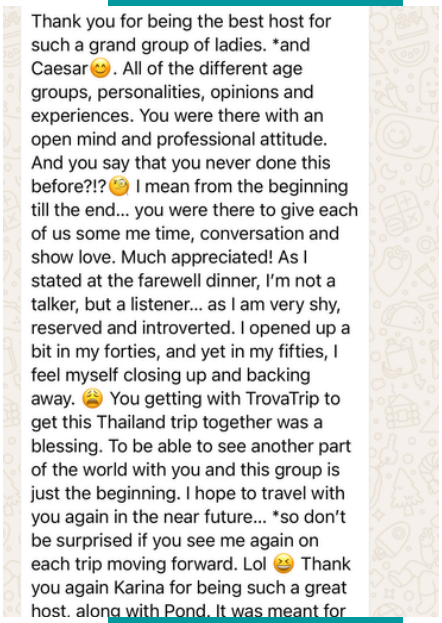
- Ana M., Account Executive for Lou Hammond Group, Visit Cheyenne

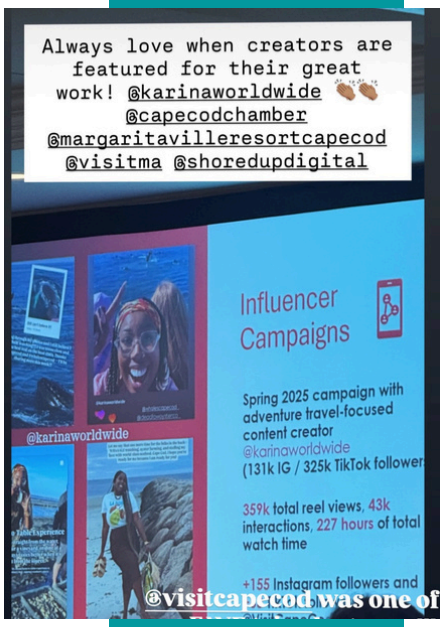
Karina was a fantastic partner to host in Bend. She came prepared with thoughtful ideas and found creative ways to highlight the best of Bend—from a glassblowing workshop that became a sustainable souvenir to carrying that same tumbler along the Bend Ale Trail. She was also eager to step outside her usual realm of travel, diving into the deep snow of the High Cascades on a guided snowshoe tour and sharing the adventure with her audience. Her content balanced authenticity, creativity, and fun—whether she was showcasing local makers or sharing a snowshoe singalong! Karina's ability to immerse herself in the community while staying true to her brand made her an ideal partner, and we would gladly work with her again.

- Justin K., Digital Content Manager, Visit Bend

Working with Karina was a pleasure from start to finish. Her pre-trip communication was seamless, and once on Cape Cod, her energy and genuine desire to experience it all (no easy feat in just two days!) shone through in every moment. Her attention to detail with deliverables and timely follow-up was outstanding, and her content captured her Cape Cod experience perfectly—and most importantly, authentically—which is exactly what we look for in a partner. On top of that, her fantastic audience engagement brought even more life and reach to the campaign. I absolute loved working with Karina and hope we get a chance to collaborate again in the future!

- Liz DiGirolamo, Director of Tourism Marketing, Visit Cape Cod


Thank you for being the best host for such a grand group of ladies. *and Caesar😊. All of the different age groups, personalities, opinions and experiences. You were there with an open mind and professional attitude. And you say that you never done this before?!?🧐 I mean from the beginning till the end... you were there to give each of us some me time, conversation and show love. Much appreciated! As I stated at the farewell dinner, I'm not a talker, but a listener... as I am very shy, reserved and introverted. I opened up a bit in my forties, and yet in my fifties, I feel myself closing up and backing away. 😩 You getting with TrovaTrip to get this Thailand trip together was a blessing. To be able to see another part of the world with you and this group is just the beginning. I hope to travel with you again in the near future... *so don't be surprised if you see me again on each trip moving forward. Lol 😆 Thank you again Karina for being such a great host, along with Pond. It was meant for



go by Neffy. I just wanted to reach out and say that I've been following you for some time now and because of you I got my TEFL certificate and I'm getting ready to quit my current toxic job and move abroad! I've applied to jobs mostly in Asia. I just received my 1st offer for a position in Vietnam. Unfortunately I'm going to have to turn it down because I will have to front the cost for everything (flight,housing, food, transportation from airport, and documentation fees). Not to mention I wouldn't be given an official offer letter to sign until after I get there. I bought your ebook which helped me to see a lot of red flags in this situation. So I'm going to go back to the drawing board to find something better for me. Long story short I just wanted to thank you for creating your page and sharing your story because it helped