



KARINA WORLDWIDE

EDUCATOR • AUTHOR • CONTENT CREATOR • ENTREPRENEUR

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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 over 405K actively engaged followers 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](https://www.instagram.com/karinaworldwide)

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



Tiktok - [@karinaworldwide](https://www.tiktok.com/@karinaworldwide)

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



Youtube - Karina Worldwide

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

Instagram

@karinaworldwide

- 130.3k followers
- 77.7% Female / 22.2% Male
- Ages 25-44 (Top Age: 25-34 - 40.2% / 35-44 - 28.2%)
- Top Location: US - 86% / Canada - 4.2% / UK - 3.5% / Mexico - 2.1%

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

Tiktok

@karinaworldwide

- 328.5k followers
- 74% Female / 26% Male
- Ages 25-44 (Top Age: 25-34 - 42% / 35-44 - 23%)
- Top Location: US - 81.2% / Mexico - 4.4% / UK - 3.1% / Canada - 2.7%

Follower Favorites (based on engagement, not highest views)

- U.S. - Representation Matters in International Classes - 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

Blog Posts / Articles

- I Went To Kentucky...And Forgot I Was Supposed To Be On A Trip
- Beyond the Bahamian Beaches: Discovering the Art and Culture of Nassau & Paradise Island

Previous Partnerships*

• <u>Time Kettle</u> (product)	<u>Cape Cod, MA</u> (destination)
• <u>Groupon</u> (platform).	<u>Natchez, MS</u> (destination)
• <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>The Bahamas</u> (destination)
• <u>Birmingham, AL</u> (destination)	<u>TakeOff Luggage</u> (product)
• <u>Jamaica</u> (destination)	<u>Purell</u> (product)
• <u>Kayak</u> (platform)	<u>Tinder</u> (platform)
• <u>Cheyenne, WY</u> (destination).	<u>Bend, OR</u> (destination)



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

