

# THE WORLD WANDERERS MEDIA KIT



## The World Wanderers MEL AND RYAN

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4.6K  
Followers



3% Instagram  
Engagement  
Rate



700,000+  
Impressions  
/Month



Currently  
growing  
our TikTok

### OUR AUDIENCE

The @the.world\_wanderers audience consists of experience-driven travellers who value high-quality stays, unique destinations, and visually compelling travel inspiration. Our followers actively engage with content through saves and shares, using our Reels as planning tools for future trips.

### DEMOGRAPHICS

- Age: 25–65
- Gender: 60% Female 40% male (with strong couple & partner viewership)
- Location: Australia, USA, UK, Europe
- Life stage: Professionals, couples, honeymooners, experience-driven travellers, adventurers



### ABOUT US | @THE.WORLD\_WANDERERS

We are The World Wanderers, a luxury-leaning travel content duo specialising in bucket-list destinations, immersive experiences, and high-performing short-form video.

Our content is designed to inspire travel decisions, drive saves, and convert dreamers into bookers through aspirational yet relatable storytelling.

We are based on the Sunshine Coast in Australia and we travel at least 7 times a year all over the world! Our mission is to show people what the world has to offer by promoting amazing brands like yours!

### SPECIALTIES

- \* Scroll-stopping Reels & TikToks optimised for reach
- \* Hotel & experience showcases designed to drive bookings
- \* High Quality content for brand reuse (web, ads, socials)
- \* High-end drone & lifestyle visuals for campaigns



Available for gifted and paid collaborations worldwide.