



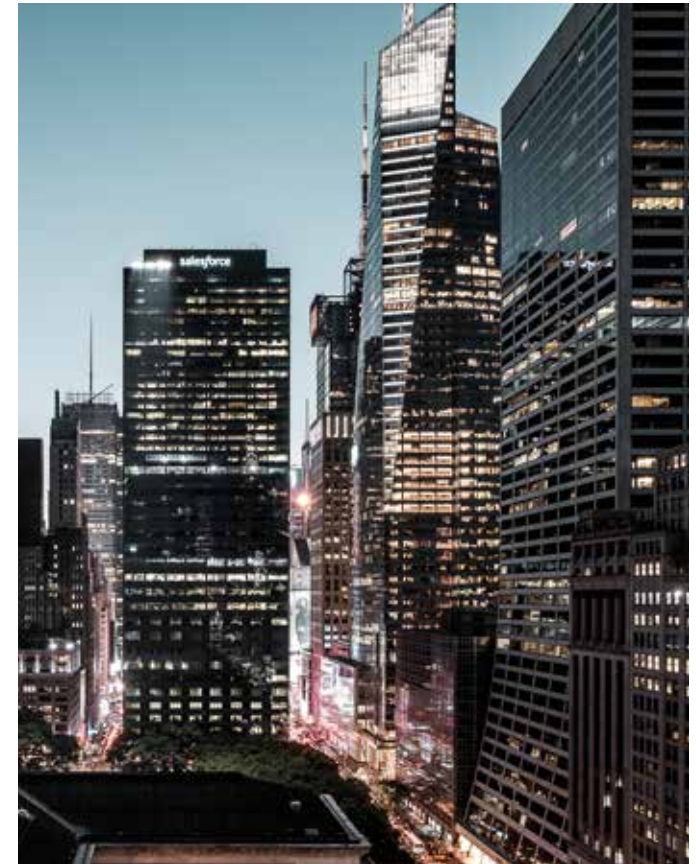
WHERE TO NOW?



ABOUT US

WHERE TO NOW? encourages people to experience the world by sharing a unique perspective on various destinations. Our goal is to inspire people to try something new and to escape their comfort zone.

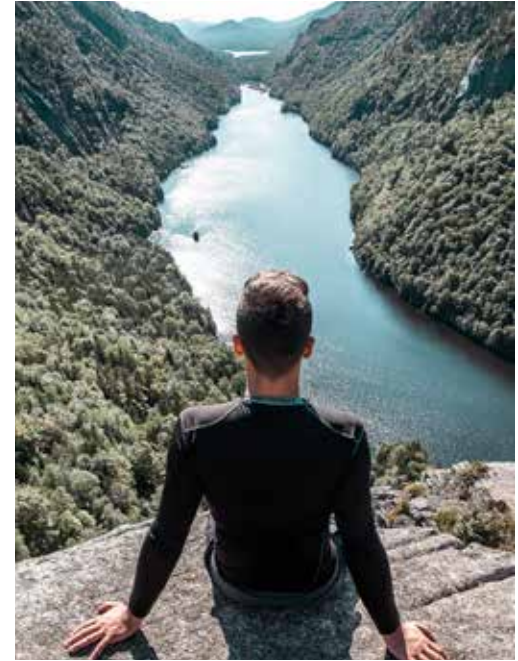
We influence the choices people make about where and how to travel. Our readers and followers are interested in luxury travel and fashion but also crave adventure.





WHERE TO NOW? share inspirations and values through a strong visual identity and story line on its Instagram platform.

We promote quality over quantity, positivity over negativity, and most importantly, authenticity.



Travel



WHY WORK WITH WHERE TO NOW?

■ Because we take great photos. We are professional photographers who are very passionate about what they're doing. We take great care of our photos and refuse to let any of them be seen without extensive editing. We make it a personal mission to bring out the best of every destination.

■ Because we deliver results. Thanks to **WHERE TO NOW?** endorsements, a number of readers have followed in their footsteps, from visiting the same destinations to choosing the same vendors they have used. Combine that with their wide social media network, and their brand has brought business to numerous vendors around the world.





■ Because we are seasoned professionals. **WHERE TO NOW?** is frequently invited to press trips all over the world. Tourism boards, PR, travel and tourism businesses choose to work with us because we deliver top quality content quickly, accurately and professionally.

■ Because we deliver content based on what YOU truly need, not just what fits OUR travel agenda. Many brands from around the world have put their trust on their campaigns in **WHERE TO NOW?**



Luxury





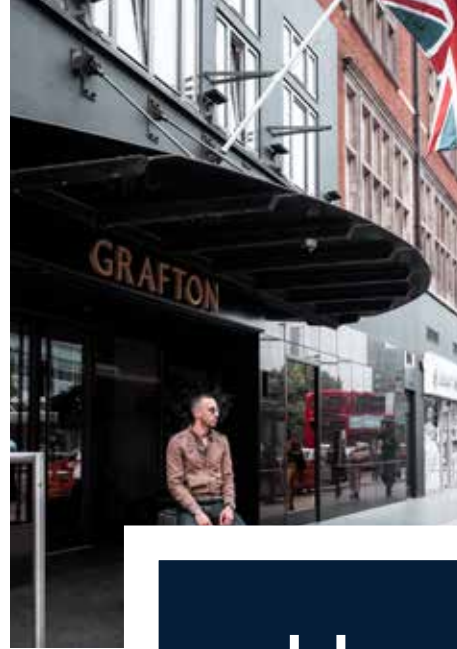
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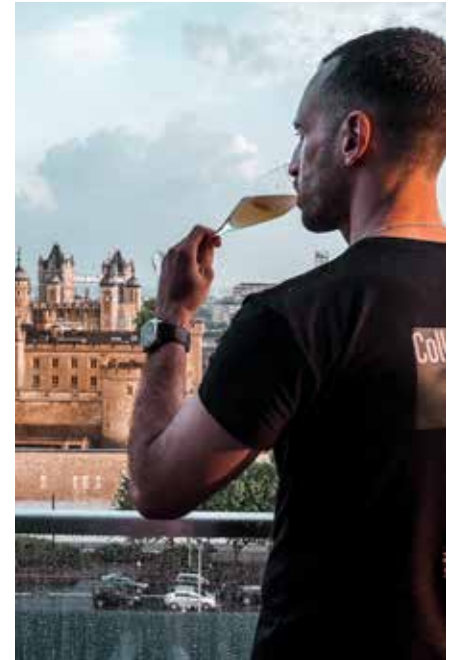


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Hotels







TOP COUNTRIES

- United States: 44%
- Canada: 13%
- Mexico: 8%
- United Kingdom: 7%
- Japan: 4%



TOP CITIES

- New York: 33%
- Miami: 13%
- Los Angeles: 9%
- Toronto: 6%
- Mexico City: 4%



GENDER

- 53% Women
- 47% Men



AGE RANGE

- 18-24 29%
- 25-34 43%



Engagement > 4.3%

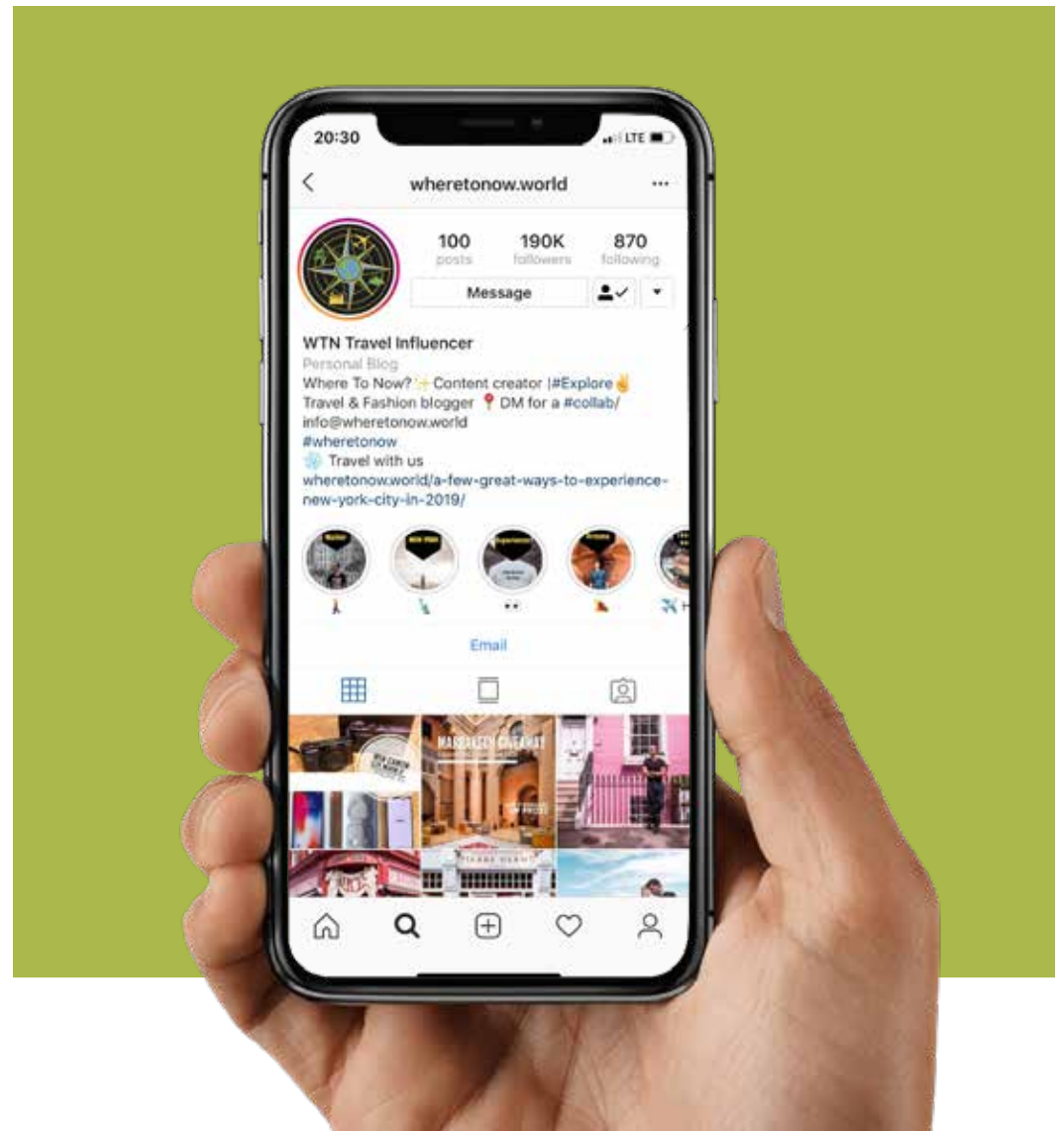
Average weekly impression > 172k

Average comments > 108

Average likes > 6.4k

Average post reach > 28k

Average stories views > 11k

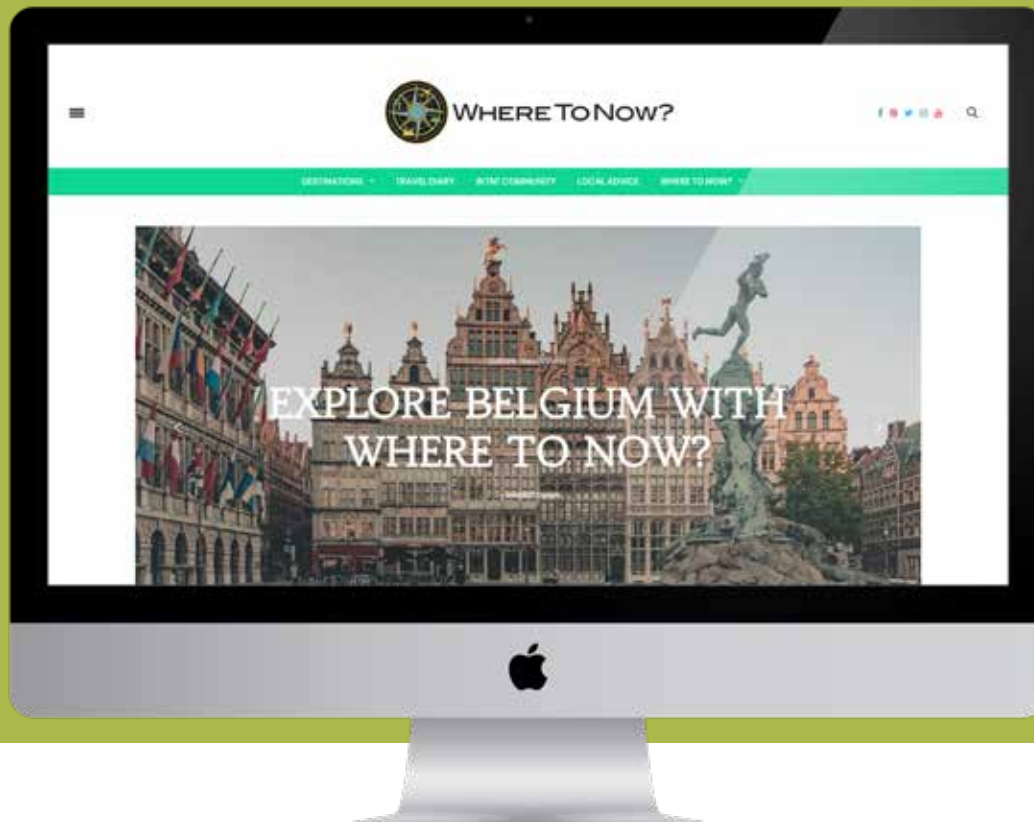




Fashion



WHERE TO NOW? WORKS WITH PARTNERS IN THE TRAVEL AND FASHION INDUSTRIES. WE OFFER MULTIPLE WAYS TO REACH OUR VALUABLE AUDIENCE OF TRAVELLERS WHO ENJOY A TOUCH OF LUXURY.



- We offer sponsored posts that enable us to share stories and tips about travel. It's a great way to communicate the value of your brand to an audience of luxury travellers.

- Personal integrity and honesty are incredibly important to us, so we only partner with brands that we believe in and that we would recommend to a close friend.

- As a result, our readers trust what we say when we partner with your company. We only feature destinations or products and services that we find useful and valuable in real life and would visit or purchase ourselves.

WHERE TO NOW? COLLABORATIONS





WHERE TO NOW?



@wheretoworld

For more information about working with **WHERE TO NOW?** please send us a message to inquire about advertising and collaboration opportunities:
Info@wheretoworld