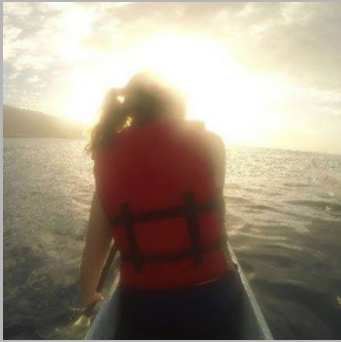


Why Wait To See The World

MEDIA KIT | MARCH 2017



Who We Are

Why Wait to See the World is an online travel magazine for Millennials. The website was founded in 2010 as Twenty-Something Travel and was given a facelift and rebranding in 2017. Why Wait is run by two veteran travel bloggers: Stephanie Yoder and Megan Stetzel. We have years of experience creating vivid travel stories, tips and inspiration through writing and photography.

Why You Need Us

Millennials are quickly becoming the dominant generational force in the travel industry. Collectively they spend over \$200 billion a year on travel and **that number is rising** as the generation ages and becomes more affluent.

Millennials are unlike any generation that has come before. We love to travel, and we don't do it the way our parents did. Recent studies have shown that this generation prizes authenticity and unique travel experiences over cookie cutter highlight tours and packaged holidays. 97% of Millennials use social media, and **84% depend on user-generated content** to help inform their buying decisions over simple advertisements.

We Can Help You

If you want to target travel-loving Millennials **with a source they know and trust**, we can help. The bottom line is that our generation trusts people more than they trust brands.

We are a **veteran resource** that is highly trusted and respected. Our website has been helping Millennials travel since 2009. A recent rebranding and facelift have made our content even more accessible and appealing.

We have the social capital, as well as the storytelling skills to help you share your message with **a dedicated audience of travel-oriented Millennials**.

12k+



*New Account



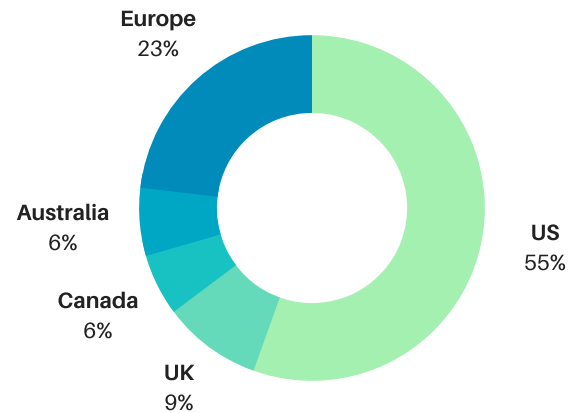
43k +



4k +



Demographics



Steph



Megan



100,045

Monthly
Pageviews

70,675

Monthly
Unique Views

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Past Partnership Highlights

Discover Kyrgyzstan

Megan was part of the **first press trip** for Discover Kyrgyzstan. As an emerging destination for tourism, Discover Kyrgyzstan was focused on highlighting the natural beauty of the landscape and the country's people.

The 10 day trip covered a 3-day horse trek to **Song Kol Lake**, various day trips, and full coverage of the World Nomad Games. The group of 12 bloggers & photographers worked closely with USAID and Discover Kyrgyzstan to help **develop their tourism sector** and fine-tune their methods for attracting tourists.

Princess Cruises

Stephanie and her mother embarked on an 8 night Alaskan Cruise to explore the highlights of cruising in Alaska and the merits of **intergenerational travel**. The trip was showcased through beautiful **Instagram photos**, as well as **informational articles**.

Great Coast Road Trip

In partnership with Coast Hotels and Zipcar, Stephanie and a fellow blogger drove from **Calgary to Kelowna**, visiting popular sites in Banff, Kamloops and the Okanagan Valley. She also participated in a variety of activities along the way including **stand up paddleboarding** and **feeding grizzly bears**.

Other Partnership Highlights



Let's Create Something Amazing

We are committed to providing the best travel information and experiences for our readers. We are always on the the lookout for new mutually beneficial partnerships.

Contact Us

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