

RAWAN NAJI

TRAVEL | LIFESTYLE | FAMILY



@RAWANTRAVELS

5,500

Followers

470K

Reach

51%

Women

4.8%

Growth Rate



About me

Hi there- I am Rawan—a travel content creator, storyteller, and mama of three. With over 19 countries explored across 4 continents, I specialize in sharing real, family-friendly travel experiences that blend cultural immersion, practical advice, and heartfelt storytelling.

My content reaches over 470,000 viewers monthly, with a highly engaged, bilingual audience spanning North America and the Middle East. Though my follower count is modest, my reach and conversion power consistently outperform industry benchmarks—proof that authenticity and connection drive impact.

I create content that inspires families to explore the world with confidence and joy. From destination guides and travel hacks to behind-the-scenes moments and digital resources, I help brands connect with audiences who crave meaningful, relatable adventures.

Whether it's a sponsored campaign, a product integration, or a long-term partnership, I bring warmth, strategy, and storytelling that moves people—and turns casual viewers into loyal, action-taking communities.

If you're looking for influence that travels farther than numbers, you're in the right place.

