



# #RoadTripUSA



## 2018/2019 INFLUENCER PROGRAM OUTDOOR ROAD TRIP & CULTURE

### DETAILS

Highlight your unique visitor experience via these world class influencers taking a road trip. Based on their stories, travel expertise and trusted audience, you can connect your destination brand, attractions, and hotels with millions of travelers worldwide.

**USA - CANADA - MEXICO  
GERMANY - FRANCE - UK**

- Custom Content Production
- Social Influence
- Custom Audience Targeting
- Social ROI Tracking
- Outdoor travel

FULLY MANAGED &  
HOSTED INFLUENCER  
TOURS



TARGETED NICHE  
AUDIENCE PROMOTION



GLOBAL CONTENT  
STRATEGY



VISUAL  
STORYTELLING



### TOUR SCHEDULE

Rocky Mountains  
Southwest  
Northwest  
West Coast  
Northeast  
Canada



# OUR BEST-IN-CLASS INFLUENCERS

Over the last years we have built strategic partnerships with top travel influencers that can create the best visual stories in their category. With an audience of over 1.3 million potential travelers we connect the most suited storytellers with your brand while sharing their experience with your custom travel audience.

## STEVEN & JAZMIN

@traveltoblank

The Vanlife Couple  
Audience: 62,000  
Theme: Travel Writers  
Instagram, Facebook, Pinterest  
Twitter, Youtube

Travel writers and social media influencers who are focused on creating walking guides to new destinations while uncovering all the beauty this world has offer.

## LAUREN MONITZ

@lmonitz

The Offbeat Explorer  
Audience: 180,000  
Theme: Travel/Food Writer  
Twitter, Instagram, Facebook

Lauren is an ambitious traveler and food writer. Wherever she goes she intentionally seeks out the most unique and photogenic attractions.

## LAURA LAWSON

@lauralawsonvisconti

Adventure Photographer  
Audience: 150,000  
Theme: Writer and Photographer  
Instagram, Facebook, Twitter,  
Pinterest

Laura is a photographer, writer and content generator who enjoys telling the stories that inevitably crop up when travel and adventure intersect.

## EMILY TAYLOR

@em.sierra

Outdoor Enthusiast Photographer  
Audience: 250,000 (VUP)  
Theme: Outdoor, road trip, culinary  
Instagram, Facebook

A Colorado native that explores the best outdoors during an epic American road trip. Emily loves to discover the unknown parks, monuments and always eager to discover local foods and drinks.

## HALEY PLOTKIN

@readysjetset

The Wanderluster  
Audience: 139,000  
Theme: Luxury Travel/Adventure  
Instagram, Facebook, Twitter,  
Pinterest

Haley fell in love with traveling 6 years ago and has created a blog and website to share her adventures around the world.

## DAVID RULE

@davidmrule

Adventure Photographer  
Audience: 50,000  
Theme: Landscape photography  
ITwitter, Instagram, Facebook

David grew up in the heart of the Wind River Range, and has always had a passion for the natural world. He strives to add a unique element to his work by capturing perspectives of places that are less obvious.

## CHRISTIE SULTEMEIER

@ckanani

Travel Photographer  
Audience: 130,000  
Theme: Writer, Photographer  
Twitter, Instagram, Facebook,  
Pinterest

After 7 years of social media marketing, Christie is a San Francisco-based travel photographer and writer with a love for colorful landscapes and adventures of any kind.

## BRIANNA SIMMONS

@casualtravelist

The Casual Travelist  
Audience: 35,000  
Theme: Travel blogger/culinary/nature  
Facebook, Instagram, Twitter, Pinterest

Brianna is a travel writer and blogger balancing her love of travel with a full time career. She prefers laid back luxury where the focus is on the experience and in particular culinary, city and nature travel.

## ANDI FISHER

@andi\_fisher

The Storyteller  
Audience: 80,000  
Theme: Travel/Culinary  
Twitter, Instagram, Pinterest,  
Facebook

Andi is a lifestyle blogger focused on travel and food. She spent a year and a half on the road traveling the US by RV, and is now settled in Phoenix where she is discovering just how amazing the Southwest is!

## ERIKA LAND

@visitusaparks

The Outdoor Enthusiast  
Audience: 250,000 (VUP)  
Theme: Road Trip/Photography  
Instagram, Facebook, Pinterest

As a girl growing up in Colorado Erika is most passionate about road tripping America and backpacking Europe. She is a content strategist helping our clients come up with visual ideas and stories that will perform best via social media.

## REBEKAH AND DAVID

@from\_texas\_to\_beyond

The Traveling Family  
Audience: 50,000  
Theme: Family, blog, entrepreneurs  
Twitter, Instagram, Pinterest, Facebook

These two hope to share their stories, adventures and photography that take place away from home, both domestically and internationally, with the primary goal of assisting others as they prepare to take on new experiences themselves.

## SHELLI JOHNSON

@epiclifeshelli

The Travel Blogging Expert  
Audience: 75,000  
Theme: Travel/Outdoors/Blogs  
Twitter, Instagram, Pinterest  
Facebook

Shelli is a long-time traveler, adventurer, writer and entrepreneur. She is the founder of a thriving tourism publishing company, YellowstonePark.com and National Park Trips.



# #MYUSAPARKS

## ABOUT VISIT USA PARKS

We are an inspirational online travel planning platform, providing the best road trip ideas and itineraries to **30 million international travelers considering a national park vacation in the United States and Canada**. We connect with our global audience via [www.visitusaparks.com](http://www.visitusaparks.com); social media sites like Facebook, YouTube, Twitter, and Instagram; and other country-specific networks. Work with us and become part of America's Best National Park Road Trip experience in the United States and Canada.



## HOW NATIONAL PARK STORIES CAN INFLUENCE TRIP DECISIONS

1

Research and evaluate the potential of attracting domestic and international travelers with inspirational national park content.

2

Promote your experience as part of a national park road trip by creating a visual content strategy that includes photos, videos and a story.

3

Curate foreign content and connect to the right online audience, including social media SEO and earned media.

## 2018/2019 INFLUENCER PROGRAM DETAILS

- Destination assessment & itinerary development
- Story & script writing following destination's brand message
- Management of 1-4 influencers
- 2 days in destination coverage including 3+ attractions
- Content themes: outdoors, road trip, family, food, culture, western
- Social platforms: Facebook, Instagram, YouTube, Twitter, Snapchat
- 5-20 posts per destination, 5 per influencer
- Blog stories, one per influencer
- Transfer of all digital media rights
- Organic reach: 50k - 250k
- Paid reach: 150k - 750k via Visit USA Parks
- Custom audience interest: national park travel, family, outdoor, culture
- Tagging of up to 3 partners per influencer
- Final report including all KPIs
- All travel expenses included (airfare, meals, lodging)

**Solo Influencer Tour - 150k reach**

**\$3,995\***

**Dual Influencer Tour - 350k reach**

**\$8,995\***

**Multi Influencer Tour - 750k reach**

**\$20,995\***

**Mega Influencer Tour - 1M+ reach**

**Request**

## ADDITIONAL SERVICES

- Custom influencer video production
- Blog translations German/Italian/French/Spanish/Chinese/Japanese
- Custom content landing pages for bookable packages
- Global influencer outreach

\* All rates are estimates and subject to price adjustments, depending on finalized scope of work

## OUTDOOR ROAD TRIP AUDIENCE

**Baby Boomers  
Global Travelers  
Millennials & GenX  
Outdoor Enthusiasts  
Tour Operators**

- 92% of consumers trust online word-of-mouth
- 40% of consumers choose travel destinations via blogs
- Influencer ROI is \$12.54 in the travel segment
- 55% use social media for travel planning
- 47% of online consumers use ad-blockers
- 68% of U.S. travelers interested in visiting national parks
- 40% of outdoor enthusiasts made decision based on a destination video